

Communication **ALIGNMENT** AUDIT



Communication plays a central role in developing a strong organizational climate and consistent community support. As part of our Walking the Talk series, EPI works with your district to establish alignment between what you believe and what you do and say.

We start our alignment audit by conducting staff and community focus groups to identify discrepancies in messaging and perceptions. Focus groups also uncover your stakeholders' preferred channels for communication, both internal and external. Additionally, we can extend the data collection to a wider audience by conducting community surveys.

Next, EPI reviews your publications, newsletters, website, and other internal and external communication for quality, content and alignment.

continued...

Finally EPI presents a comprehensive report to your administration, board members, or other key leaders in the district. The final report identifies:

- gaps in the content and channels of communication
- community and staff perceptions of the school's programming and communication
- missed opportunities to build internal and external support and alignment
- strategic short and long term recommendations

Communications is expensive. Make sure every dollar is well spent by aligning your messaging and using a comprehensive strategy that leverages the right messages and channels to amplify staff and community engagement.



EDUCATIONAL PARTNERSHIPS INSTITUTE, LLC

www.epinstitute.net

Lisa A Riegel, PhD
President, CEO
lisariegel@epinstitute.net

614.313.1359

Patricia Koslo
Executive Director, Strategic Communications
pattikoslo@epinstitute.net

216.701.0329