

2022 MSPRA* Superintendent Communicator of the Year

Dr. Dedrick Martin

*Michigan School Public Relations Association's



MSPRA

2022 MSPRA Superintendent Communicator of the Year



The Michigan School Public Relations Association, (MSPRA) the premier organization for school communicators in Michigan, with more than 200 members statewide, represents those who are on the front lines of communicating about the amazing students, staff, and stories in our public schools. MSPRA's purpose is to advance education through responsible communication.

MSPRA's **Superintendent Communicator of the Year award recognizes** a practicing superintendent for outstanding leadership in school public relations and communications. It was clear to MSPRA's expert panel of judges that Dr. Martin:

- Understands the value of a year-round, ongoing communication program;
- Invests in communication tools;
- Strategically works with the district's communication professional;
- Practices communication management techniques; and
- Demonstrates excellent personal communication skills such as ethics, honesty, openness and active listening.

Statement of Nomination

2022 MSPRA Superintendent Communicator of the Year



Dr. Martin's unwavering commitment to transparent communication combined with his vision for growth, have equipped CCS to reach the next level of excellence as we implement a Strategic Plan that unifies the district around common goals.

Contributions that inspired CCS to Nominate

- Focusing on district vision when hired in 2018
- Listening and dialoguing with all stakeholders to build trust
- Building transparent, organized, concise communication
- Designing and Implementing a Robust Strategic Plan
- Rebranding to provide district wide coherence

Letters of Recommendation

2022 MSPRA Superintendent Communicator of the Year



4 Letters of Recommendation:

Jeff Thornton

- Village Manager

Marcy White/Jason Saidoo

- CCS Board of Education President/Vice President

Dirk Weeldreyer

- CCS Interim Superintendent

Zach Synder

- Foxbright Consultant



CCS Submission

Practices Strategic Communication Management



Analysis of our current communication practices

Met with Stakeholder groups

Focused on our Points of Pride

Reminded our community of "Who We Are"

- Held Dialogues with Doc
- Developed "Our Story"

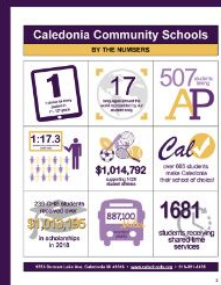
'Our Story'

Practices Strategic Communication Management

Before Dr. Martin could begin writing "Our Story" at Caledonia Community Schools, he first needed to understand who we were as a district. One of his first initiatives was to sit down with multiple stakeholder focus groups to learn about our current climate and culture. This inventory included reflections on district wide "Points of Pride" as well as where we could improve and set the foundation for the district's strategic plan. From day one, Dr. Martin set out to engage with our students, staff and our community in a strategic approach to build trust, provide transparency and listen to all stakeholders. This led to the launch of our Strategic Plan and many other initiatives that centered around strategic communication.



[Strategic Plan](#)
"EDITION 1"



[Who we are...](#)
"BY THE NUMBERS"



[Branding Standards](#)
"NEW LOGO"



[Dialogue w/Doc](#)
"ASK ANYTHING"

[Click on the hyperlinks above for supporting evidence](#)

CCS Submission

Holding Staff Accountable for Effective Communication Practices

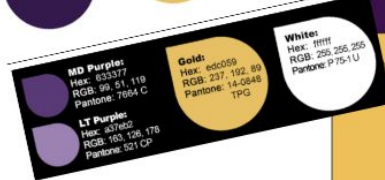


New District Wide Branding

- Branding Standards Guide
- Consistent Email Signature
- Communication Handbook

Branding Standards: Holding Staff Accountable for Effective Communication Practices

In September 2019, Dr. Martin launched an effort to implement consistent branding across the district. A district's brand helps families trust that the information they received is really from our staff and our district. The goal was to create a [guideline](#) for all staff in the district to use as a reference to provide consistent logos, colors, templates, and letterhead to use in communication. In the fall of 2021, a new email signature template was implemented district-wide to further reinforce our brand.



District Branding Standards

If you have any questions about the District Branding Standards, please contact the Communications & Public Relations Coordinator.

Mission:

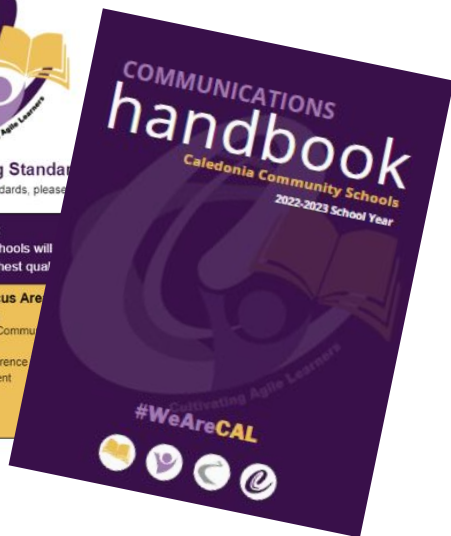
In pursuit of excellence, Caledonia Community Schools will achieve their best by ensuring the highest quality of education for all students.

Vision:

Cultivating Agile Learners who are empowered with 21st Century skills and prepared to compete in a global environment.

Strategic Plan Focus Areas

- Teaching & Learning
- Whole Child/Whole Community
- Fiscal Sustainability
- Organizational Coherence
- Systemic Improvement



CCS Submission

Builds Trust Through Personal Communication & Ethical Leadership



Dialogue with Doc

- “Ask Me Anything”

May 2020 successful passage of \$88 million dollar bond campaign

Cascading Communication

- Board of Education weekly memos
- Updates from each department

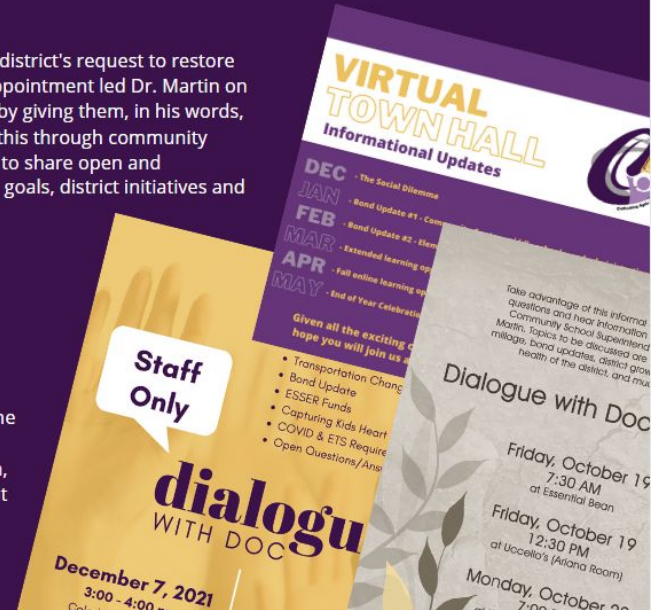
Builds Trust Through Personal Communication & Ethical Leadership - Bond 2020

In November of 2019, voters narrowly defeated the district's request to restore full funding to its non-homestead millage. This disappointment led Dr. Martin on a campaign to win back the trust of our community by giving them, in his words, “ask me anything” opportunities. He accomplished this through community forums, town halls, and ‘dialogue with doc’ sessions to share open and transparent communication about his strategic plan goals, district initiatives and plans for the district.

This tradition has been a consistent element in Dr. Martin's approach within our district.

- Successfully passed an \$88 million dollar bond campaign (2020)
- Renewal of the non-homestead millage (2020)

Consistently Dr. Martin works to build trust within the community and has also made it a priority to be available to his board. By cascading communication, the Board of Education is the first to know important information. Weekly memos provide pertinent updates from each district department.



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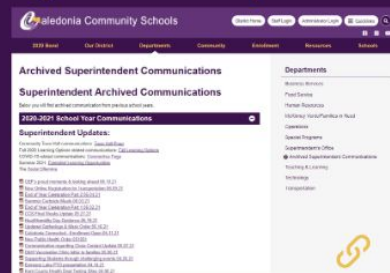
Open & Transparent Communication




Website is a Resource

- Communication clearly displayed on website
- Archived Communication from previous years
- Publishes Publications, Current Events, Community Flyers all on the website

Open & Transparent Communication



From the start of his time at CCS, Dr. Martin understood the importance of making communication readily available to our families and community. Copies of all current and previous years' archived communication can be found on the district website under 'Supe's News.' Publications, current events, community flyers, board of education presentations and much more are also available on our website. This provides open transparent communication to our district.

 Click on the images above for supporting evidence

CCS Submission

Invests in Communication, Marketing & Engagement



Promotional Video

Ads on Facebook/ YouTube

Printed Publications

Website Redesign

New App

Dedicated budget for Communications

Invests in Communication, Marketing & Engagement

As our community evolves in response to the ever-changing educational environment, the need to invest in communication is very apparent. Dr. Martin has consistently approved tools needed to stay up-to-date as new technology becomes available. New strategies and initiatives our district has intentionally invested in and implemented under his leadership to better tell "Our Story" are listed below:

- [Promotional Video](#)
- [Facebook/YouTube Ads](#)
- [Printed Publications](#)
- [Cal Communicator](#) (multiple editions annually)
- [Dedicated budget for communications](#)
- [Website Redesign](#) (twice)



CCS Submission

Hires Communication Coordinator



Tell “Our Story”

Social Media Initiatives

Works with Administrative Team
and Cabinet

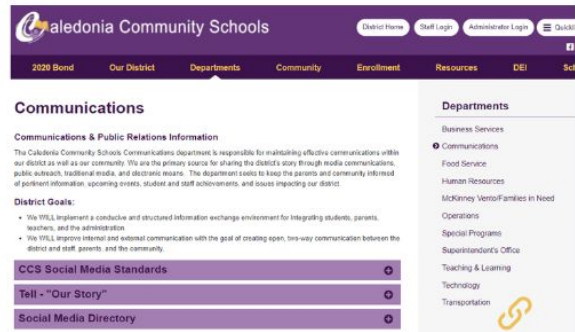
Consistent Communication to all
staff and families

New Position: Communications & Public Relations Coordinator

In December of 2020, the Board of Education approved the hiring of a Communication & Public Relations Coordinator under the recommendation of Dr. Martin and his cabinet.

Now more than ever clear, concise communication is imperative. This coordinator works directly with our cabinet and building staff to:

- **provide** consistent, effective communication to our staff, families, and community.
- **share** the district's story through media communications, public outreach, traditional media, and electronic means.
- **inform** parents and the community of pertinent information, upcoming events, student and staff achievements, and issues impacting our district.



Congratulations

DR. MARTIN

CCS is grateful for your outstanding leadership!