



CENTRAL RIVERS AREA EDUCATION AGENCY

Central Rivers AEA Major Communication Tools

Tool	What it is	How to access it	Audience	Norms around Use	Who has access
AEA Contact Manager	An email messaging system used to target messages to specific interest groups and audiences.	Staff website> Communications> Contact Manager	LEA staff	Any staff member can use the system but messages being sent to 200+ recipients pass through the administrator approval.	All AEA staff.
Key Communicator Google Group	A Google Group used to get “out in front” of the agency grapevine with time-sensitive news.	See Lori Thomas/Beth Strike	AEA staff	Used sparingly to preserve importance. Used primarily by the administrative cabinet members and designees.	The agency Administrative Team, select administrative support staff, receptionists, and union representation.
All Staff Google Group	A Google Group used to get critical, time-sensitive information out to all staff at the same time.	See Lori Thomas/Beth Strike	AEA staff	Used sparingly to preserve importance. Used primarily by the administrative cabinet members and designees.	Administrative cabinet members. Select support staff with the approval of Director of Creative Services and Communications/



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Leaders Google Group	A Google Group maintained by the agency to send information to public and non-public district leaders and the AEA Administrative Team.	See Lori Thomas/Beth Strike	LEA district administrators (both public and non public schools), other educational partners, and the AEA Admin Team.	Used by the entire AEA Administrative Team and the Executive Assistant to relay information to all district administrators and other educational agencies.	The AEA Administrative Team and select administrative support staff.
Superintendents Google Group	A Google Group maintained by the agency to send information to district superintendents.	See Lori Thomas/Beth Strike	LEA district superintendents (public schools only).	Used only by the chief administrator, cabinet members, and the Executive Assistant to relay important information.	The chief administrator, the cabinet members, the Executive Assistant, and district superintendents.
Principals Google Groups	A Google Group maintained by the agency to send information to all building principals. Consists of three groups by grade levels.	See Lori Thomas/Beth Strike	LEA building principals.	Used by the Administrative Team members, select team representatives, and select administrative support staff to relay information to building principals by grade levels.	The AEA Administrative Team, select team representatives, select administrative support staff and all district principals.



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<i>The Channel</i>	A monthly blog used to keep staff informed about all major internal news.	Front page of staff website	AEA staff	Sent electronically on behalf of the Chief Administrator 1-2 days following the monthly board meeting. Short, concise, and interactive format.	Staff can submit news items but most of the news is generated by the administrative cabinet. Co-authored by the Director of Creative Services and Communications and the Executive Assistant.
<i>Leadership Connections</i>	A twice monthly blog used to keep LEA administrators updated on initiatives, deadlines, and opportunities. It is also the primary tool to relay information regarding the monthly superintendents' meeting.	CRAEA website> Administrators> Quick Links> Leadership Connections Blog	LEA staff and AEA staff	Sent electronically by the Director of Creative Services and Communications, the Regional Administrators, and the Executive Assistant.	Content is provided by administrative cabinet members, Regional Administrators, and the Executive Assistant.



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<i>The Stream</i>	A (new) regular monthly blog used to keep regional staff updated on initiatives, deadlines, and opportunities.	Staff website> Integrated Services> The Stream	Region staff	Content is generated collectively by Regional Administrators.	Melissa Hesner/Regional Staff
Agency Website	External website used to provide relevant instructional content and information related to agency services.	centralriversaea.org	The public, LEA staff, and AEA staff.	New content is developed based upon districts' needs and evolving agency services.	Content is provided by participating staff. The Director of Creative Services and Communications provides oversight.
Agency Staff Website	Internal website used to archive timely and relevant resources to enhance productivity and communication.	centralriversaea.org> Staff>Website	AEA staff	New content is developed based upon relevant needs, needed resources, and suggestions from staff.	Content is provided by participating staff and kept updated by the Executive Assistant. The Director of Creative Services and Communications provides oversight.



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Agency Facebook Page	Social media site used to put a face to who we are and those we serve through personal testimonials and contributions. Used to relay agency opportunities to the public.	facebook.com/CentralRiversAEA/	The public, LEA staff and AEA staff.	A schedule of posts is created with staff suggestions and input. Comments and messages are responded to by the Director of Creative Services and Communications.	The Director of Creative Services and Communications provides oversight with assistance from the Digital Communications Specialist.
Agency Twitter Account	Social media site used to provide short bursts of agency news to a far-reaching audience.	twitter.com/CentralRivers	The public, LEA staff and AEA staff.	A schedule of posts is created with staff suggestions and input. Comments and messages are responded to by the Director of Creative Services and Communications.	The Director of Creative Services and Communications provides oversight with assistance from the Digital Communications Specialist.
Agency Instagram Account	Social media site used to provide short bursts of agency news with visual appeal to a far-reaching audience.	centralriversaea	The public, LEA staff and AEA staff.	A schedule of posts is created with staff suggestions and input. Comments and messages are responded to by the Director of Creative Services and Communications.	The Director of Creative Services and Communications provides oversight with assistance from the Digital Communications Specialist.



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News Media	Formal channel to share factual and timely information with the public regarding Central Rivers AEA	One-way	The public	Maintains a swift and accurate response when contacted by the news media. Interviews and requests for information are coordinated through the Director of Creative Services and Communications.	All press releases are sent by the Director of Creative Services and Communications or by the Executive Assistant as directed.
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