

COMMUNICATIONS AUDITS EMPOWER ORGANIZATIONS

THE OPPORTUNITY

The new superintendent of Cincinnati Public Schools needed fresh thinking and new strategies for effective internal and external communications. The goal was to improve the **positive public sentiment** of CPS through strategic communications: to **reach key audiences with relevant messaging**, including current employees, prospective students, and the Greater Cincinnati business community.



THE CHALLENGE

Managing public expectations, a growing number of school communities, the stewardship of public tax dollars, and the legal and regulatory requirements set by the school board, state legislature, and federal government added complexity to the project.

THE STRATEGY: AN ASSET-BASED INFRASTRUCTURE ANALYSIS



The analysis started with the end: we asked the team to characterize the ambitions for success in three years. Then we asked: *to accomplish these goals, what strengths, assets, and capabilities do we need to develop in communications and engagement to create the environment for success?*

THE RESULTS

CPS refocused outreach on specific stakeholder needs, including tailoring its content for key audiences and reprioritizing paid media strategy. The audit revealed efficiencies like eliminating redundant and expensive publications and processes. The district leveraged the audit findings to prioritize advertising to include business-focused publications, and reinvest in talent development and technology to drive performance.

Ultimately, the district maximized time, talent, and resources to measurably improve media sentiment, among other KPIs, setting them up for successful levy renewals.

