

THE
CANADIAN
SAFE SCHOOL
NETWORK

LEARN AND GROW IN A CARING, TOLERANT
AND VIOLENCE-FREE ENVIRONMENT

COMMUNICATION PLAN

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“The concept of bullying used to be confined to images of physical abuse. However, now it has become much more sophisticated and covert, rearing its ugly head through cyberspace and social media. Teachers may be able to detect when a child is a victim, but we have no way of knowing how it started because it is beyond our control when it happens behind a keyboard. Parents, teachers, and students need education on the subject. We all should have a vested interest in the five year old who may have emotional pain from being constantly left out of a game or the teenager who has scars from being attacked on Facebook due to her weight. If we can empower those who witness these acts but do nothing then maybe change can happen.”

- Len, Teacher at Toronto District School Board



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1 Situation Analysis



New logo design for CSSN.

The Canadian Safe School Network (CSSN) is a national organization with a mandate to make Canadian schools safer. This non-profit charitable organization provides resources to help schools deal with bullying and to reduce violence among youth. Recently, the CSSN's primary focus has been on hosting conferences that educate teachers and school administration on how to stop bullying. The organization is looking for a new communication plan because many teachers cannot afford to attend conferences. More importantly, the CSSN feels that an overwhelming number of anti-bullying campaigns are undermining the meaning of the term "bullying." There is a need for bullying preventative measures with an emphasis on respect at school. In the near future, the CSSN would like to develop additional online safe schools resources, administer research, and educate teachers about ways to prevent bullying. The organization also faces obstacles such as lack of funding and convincing the school administrators to invest in bullying preventative measures.

The focus of this communication plan is to create "The Teachers Portal," an online networking platform where teachers can exchange information, concerns, and support regarding issues of bullying prevention and respect at school. The Teachers Portal will be an ad-supported website which will also generate funds for CSSN through annual school membership fees. Data from teachers' online interaction will administer research and the network will educate teachers at a very low cost for school administration. The Teachers Portal will contribute to the bottom line for the CSSN by moving their resources online, generating funds, and by increasing brand exposure for their organization.

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Logo design for The Teachers Portal.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Few thousand teachers follow Twitter account • CSSN is the only organization of its kind in Canada and is recognized by national print, television and radio media as a primary source for information and comment on youth-violence issues of the day • Corporate sponsorship from Tim Hortons and TD Bank 	<ul style="list-style-type: none"> • School administrators have grown to expect typical bullying campaigns, but the organization wants to stray from this • Teachers are very interested in participating in programs but they are limited by school budgets • Superintendents and Vice-Principals attend workshops but only share their knowledge with faculty members bi-monthly • Zero funding from government • Budget is limited to \$50, 000
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Bringing resources online is less expensive - need to mobilize and make online resources profitable for CSSN • The term “Bullying” is losing its impact - provides opportunity for new positive messaging • School boards allocate budgets for safe school initiatives - target board members for implementation • Generate continuous research • Volunteers can provide assistance in new initiatives 	<ul style="list-style-type: none"> • Many people are putting safe school resources online • Competition: <ul style="list-style-type: none"> • Evolving Wisdom www.evolvingwisdom.com • Tolerance www.tolerance.org • Mommy bloggers



2 Goal

The goal of this communication plan is to help achieve the vision of The Canadian Safe School Network; a society in which all children and youth can:

- Learn and grow in a caring, tolerant and violence-free environment;
- Become empowered, self-advocate and apply strategies to respond in socially acceptable ways to personal safety issues, especially those that are potentially violent;
- Trust adults to believe, respect and protect them from harm; and
- Behave responsibly and accept the natural consequences of their own behaviour¹.

Opportunity: The organization wants to take a new position on bullying focused on preventative measures with underlying positivity.

Communications Goal: To create a unique online resource which educates teachers about bullying prevention, and generates revenue, research, and distinction for CSSN.

¹ *Canadian Safe School Network*, <http://canadiansafeschools.com/> (accessed March 8, 2014)



3 Objectives

- Awareness
 - AVERAGE 30,000 page views per month & 60,000 page impressions per month
- Acceptance
 - INCREASE Toronto District and Toronto Catholic District School Board Teachers' participation & engagement in bullying preventative measures by 60% by September 2015
- Action
 - LAUNCH testing site by August 1st & launch The Teachers Portal by September 2014
 - REGISTER 50% of schools in the Toronto District and Toronto Catholic District School Boards for The Teachers Portal by September 2014
 - INCREASE funding by 13% by September 2015
 - GENERATE research for the Canadian Safe Schools Network by September 2015



4 Audiences

4.1 Primary

- Toronto District & Toronto Catholic District School Boards
- School Administrators
- Superintendents
- Principals/ Vice-Principals/ Teachers

4.2 Secondary

- Advertisers (McAfee Institute, Pearson Education, Oxford Publishers, Nelson Education, Scholastic, etc.)
- Parents
- Corporations (TD Bank, Tim Hortons)

4.3 Tertiary

- Mommy Bloggers
- Other similar organizations in different provinces
- Pprevnet



5 Key Messages

- Key Message: The Teachers Portal is an online networking platform for teachers to communicate, educate, and support each other in bullying prevention and respect at school.
- Secondary Messages: The Teachers Network is proactive & inexpensive.
 - Emotional Appeal: Being proactive and preventing bullying is being socially responsible in your community.
 - Rational Appeal: An inexpensive way to educate teachers about bullying prevention and respect at school.
- Message for teachers: Be proactive and commit to safety at your school.
- Message for school administration: Implement inexpensive bullying prevention strategies in your schools to reduce the likelihood of conflict.
- Message for advertisers: The Teachers Portal is the online destination for teachers where they share thoughts and concerns specific to their demographic.



6 Strategies & Tactics

6.1 The Teachers Portal - A Social Site for Educators

Creating an online network for teachers to communicate, educate, and collaborate will be beneficial in the way that it overcomes the issue of educating teachers directly about bullying prevention. Teachers unfortunately are not equipped with the resources or means to attend and participate in existing CSSN initiatives such as conferences and workshops. These initiatives are primarily attended by school administrators and board members who only share the information with faculty members bimonthly. The demand is there and teachers are eager to be educated on bullying prevention. An online network provides teachers with a platform to communicate and interact with each other around the topic of bullying prevention without having to use resources they don't have to begin with.

6.1(a) The online platform will be called "The Teachers Portal". Teachers will access the service straight from the CSSN website, which will open a new tab and prompt them to log-in. This will create a sense of exclusivity and legitimacy.

6.1(b) CSSN will approach school boards and set up meetings with board members. This provides the opportunity to introduce the network to school board members, and answer any questions they may have about the service. If successful, the school board will purchase memberships for their schools. Although any school board across Canada can purchase memberships for The Teachers Portal, for the purpose of the initial launch CSSN will target school boards in Toronto first while making an effort to target remaining school boards in the future.

6.1(c) Once a school has purchased their membership; the faculty members will be ready to start using The Teachers Portal. We will provide each school with a school code. The first time a teacher uses The Teachers Portal, they will be prompted to enter their e-mail, school name and code to verify they are a member



of the school. At this time they will be sent an e-mail with a link to create a username and password.

6.1(d) Once logged on, the teacher will be directly engaged in the network. They can make their own profile, browse other profiles, follow other teachers, share stories, browse bullying prevention programs to be posted by other teachers, flag inappropriate content, and ask/answer questions on a forum about bullying.

6.1(e) The homepage of The Teachers Portal will consist of a map of Canada. Once a school is registered for the program, a small dot in their location will appear on the map. This allows users to immediately see where the most actively engaged schools are across Canada. This idea also represents the “networked” component of the initiative.

6.2 Funding

As a non-profit organization, increasing the funding for the CSSN is an important factor. By implementing a self-sustaining project, we can expect to remove the heavy reliance on corporate sponsorship and support the project by generating our own revenue.

6.2(a) In order to jump start this project, we will approach TD Bank, an existing CSSN partner, in hopes of receiving corporate sponsorship for the construction of the website. In return we will display their logo on the network. Being affiliated with this project will also increase TD’s corporate responsibility. This money will provide capital seed to invest in a web developer to create the initial website.

6.2(b) The Teachers Portal will be ad-supported. The CSSN will create media kits to present to potential advertisers. Teachers and educators are a very specific demographic and advertisers capitalize on the opportunity to conduct targeted marketing towards them.



6.2(c) In order for teachers to be accepted to the teachers network, administrators must register their schools. This will entail an annual registration fee of \$19.99. This provides the school with a 1-year membership.

6.3 Trend Research

Research into bullying prevention is difficult to keep up with since the trends are dynamic and constantly changing due to the introduction of new technologies. The Teachers Portal provides an ongoing source to track bullying prevention trends happening in schools across Canada.

6.3(a) A moderator will be hired for the overall maintenance of the website. The moderator will be an intern hired on a 1-year contract with potential for hire. Upon successful completion of the internship, the moderator will be given a \$5000 honorarium.

6.3(b) In addition to this, the moderator will also be responsible for combing through and tracking website data in order to gather information to be used for research studies.



The Teachers Network will be successful as it will constantly drive consumers back to the website. The platform will consist of the 5 main characteristics that are necessary to driving consumers back to your website:

- Contact Info: There will be basic contact info for the CSSN, if anyone has issues there will be information listed.
- Organization background: Background on the CSSN and the mission statement will be accessible on the website.
- Search Capability: Users will be able to search the website using the search bar to be located at the top right corner for easy navigation.
- Push & Pull: The website will push consumers with information that is provided to them without active participation (podcasts, information on other CSSN initiatives). The website will pull consumers as they will have agency in pulling up information they wish to learn about².
- Cost effective: The website will contribute to the bottom line when calculating ROI, and eventually generate enough profit to be reinvested into the project. This will ensure the longevity and sustainability of the network.

Teachers WILL want to use The Teachers Portal. It will consist of high quality content, be easy to navigate, quick to use, and frequently updated.

² Wilcox, D., Cameron, G., Reber, B., & Shin, J. (2013). *Think public relations*. (2nd ed.). Pearson Education



7 Evaluation

1. How will we ensure the launch of The Teachers Portal by September 2014? To ensure the successful and timely launch of the site, a testing phase will span the month of August, 2014. School teachers will be recruited at CSSN conferences to use The Teachers Portal and provide feedback for the quality of content and user-friendliness.
2. How will we measure administrators' expectations of anti-bullying campaigns? To measure administrators' expectations of anti-bullying campaigns and satisfaction with The Teachers Portal, a short follow-up telephone will be conducted between December 1st and 5th 2014. Qualitative reports will be generated in order to maintain the quality of this initiative.
3. How will we measure 30, 000 page views per month and 60, 000 page impressions per month? To measure website engagement, analytics will be assessed and reported on a monthly basis. This will enable us to determine prime time engagement and if there are correlations to points of low engagement.
4. How will we measure increased funding for CSSN? Revenue will be measured through direct observation of results.
5. How will we measure the generation of research for the CSSN? To generate research for CSSN, monthly and annual research reports will be compiled to improve the quality and applicability of The Teachers Portal. Data acquisition applications will also be made available to the research community.

8 Budget

Assets		Liabilities		
Item	Cost	Item	Cost	Timing
Operating Budget	\$50,000	Site Construction	\$20,000	April 2014
Online Advertising	\$120,000 (\$10,000/month for 1 header + 1 footer ad)	On-Call Web Developer	\$3,000 (\$250/month x 12)	August 2014 - August 2015
Membership Fees	\$4,997.50 (\$19.99 x 250 schools)	Website Moderator	\$5000 Honorarium	April 2014 - April 2015
		Misc. Printing Materials (paper for media kits, cardstock, posters, etc.)	\$5,000	April 2014 - April 2015
Revenue	\$174,997.50	Total	\$33,000	
Profit: \$141,997.50				



9 Conclusion

Overall, this communication plan successfully addresses the issues associated with the CSSN's difficulty to effectively implement their bullying prevention mandate. This communication plan addresses the education of teachers, overcoming funding limitations, and administering ongoing research on a dynamic issue. In addition to this, The Teachers Portal is a self-sustaining project that creates revenue for the CSSN to be reinvested into the organization. The CSSN can expect to increase brand awareness, create strong continuous relationships with schools, and successfully foster safe school environments through actively engaging teachers and school administration.