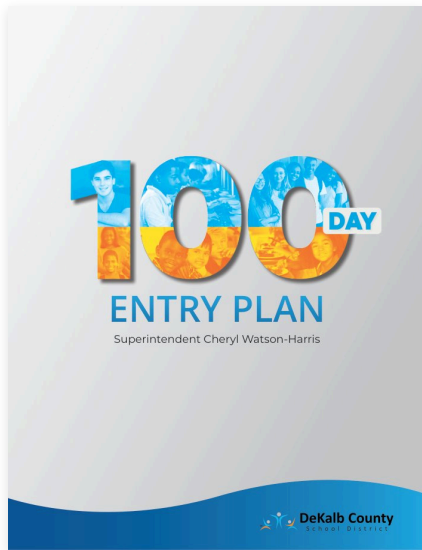
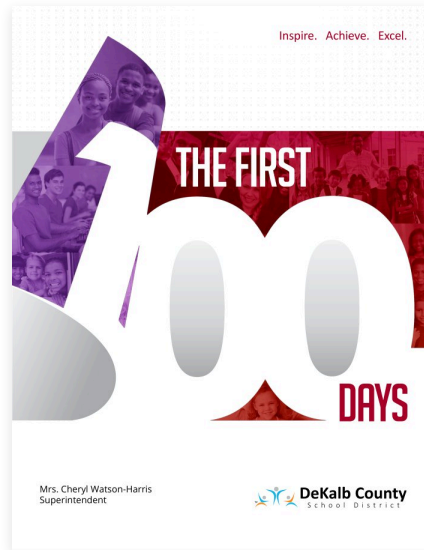


DeKalb County Schools 100-day communication plan

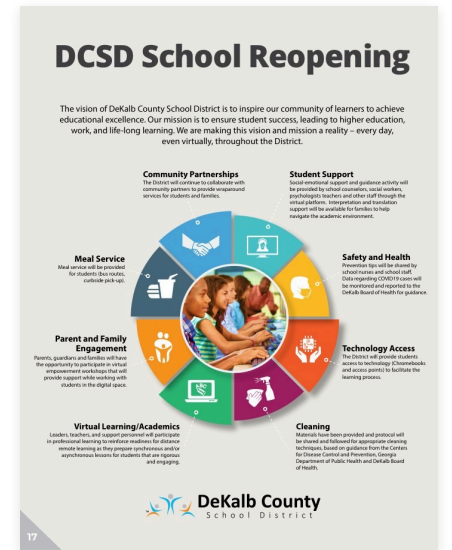
When DeKalb County School District welcomed a new superintendent, I created the full 100-day communication plan for her first months. It included her 100-Day Entry Plan, which won a Georgia Communicator Award, plus the newsletters, emails, and social media that carried her message to families, staff, and the community.



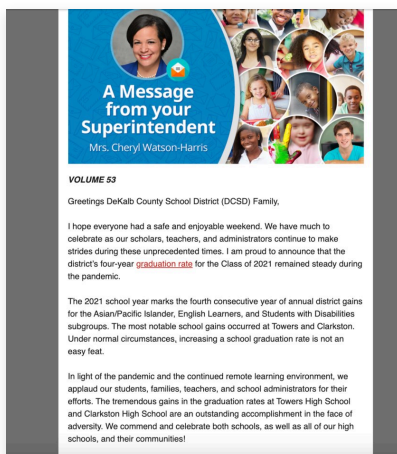
100-Day Entry Plan: Georgia Communicator Award winner.



The First 100 Days report: results and next steps.



School reopening: plain-language plan for families.



Weekly newsletter: "A Message from your Superintendent."



Social media: district news and newsletter posts.

What I wrote

- **Full 100-day communication plan** across every channel
- **100-Day Entry Plan** (12 pages), award-winning
- **Weekly newsletters and emails** for families and staff
- **Social media** for district news and events

"Focused on equity, access, and academic excellence."

"A Message from your Superintendent."

Georgia Communicator Award winner