



U.S. INTERNATIONAL CHRISTIAN ACADEMY

Serving students since 2001

Owned and Operated by Teachers

with 25 years of experience in Teaching and Administration

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U.S. International Christian Academy is based on the concept that "God is the source of all life, truth, and knowledge. Therefore, true learning begins by knowing God".

COMMUNICATION TRAINING

GOALS

Communications provides leadership, counsel and training in order to accomplish the following communication goals. Goals are listed in no particular order of priority and should be recognized as integrated activities for achieving long-term success.

1. Develop and maintain positive, collaborative relationships with all stakeholders
2. Utilize a variety of media to maximize awareness and support of the district's goals, objectives and programs.
3. Establish an effective employee communication plan to improve internal communication and employee engagement.
4. Establish strong, positive connections between individual schools and their communities.
5. Achieve coordinated communications, both internally and externally, regarding safety issues and crisis management.
6. Create key messages and talking points to establish "one clear voice" throughout all communication channels.
7. Establish a clear brand identity for the district and build on that image and reputation.
8. Maintain a proactive media relations program to enhance on local, state and national levels.

9. Utilize effective operational practices to provide good customers

The School can more effectively provide consistent and unified messages by identifying and managing all communication avenues. A multifaceted approach to overall communications helps ensure greater impact of messages. The following list details the internal and external communication channels USICA utilizes:

Communication Channels

School Web page
USICA NEWSPAPER ONLINE
E-BOOKSTORE
USICA E-News
School E-Newsletters
Community Connection
M.D. Conner
Targeted E-mail lists
Website News Page
Video media
Social Media: Facebook, Twitter, YouTube
School Calendar
USICA Brochures online
Targeted mailing lists

Media

Print newspapers
Magazines
Flyers
Posters

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