



Office of the Superintendent

MEMORANDUM

TO: School Board Members

FROM: Aaron C. Spence, Ed. D.
Superintendent

SUBJECT: REORGANIZATION AND RENAMING OF THE DEPARTMENT OF MEDIA AND COMMUNICATIONS

DATE: June 20, 2019

As part of the decision to reorganize and realign identified jobs in the Department of Media and Communications, the Superintendent would like to provide the following for information. All recommended changes are budget neutral.

Director of Strategic Communication

In order to be more proactive in the division's communications efforts, it is recommended that the Director of Communications become the Director of Strategic Communication. This position would develop and implement creative and measurable communications and marketing plans that encompass advertising, public relations, market research, publications, digital/social media, events, media relations and other aspects of strategic marketing. This position would also oversee the coordinator of the Virginia Beach Education Foundation (VBEF) in order to further support and align the VBEF's efforts with those of the division.

Director of Family and Community Engagement

This position is currently responsible for the oversight of the education foundation, along with partnerships and volunteers. By moving the VBEF out from under this position, it allows the Director of Family and Community Engagement to have more of a family focus. With the launch of a VBCPS Family Welcome Center at Plaza Annex, this position will organize various activities (e.g. presentations, forums, etc.) for the purpose of providing support to the community, schools, students, and parents. The position will also focus on equity and access as it relates to community outreach efforts.

Communications Program Associate

In order to better serve the programmatic needs of the department, this position will specifically assist with the Beach Bags and Virginia Star initiatives, as well as serve as support in planning and executing special events including but not limited to; Teacher of the Year, TGIF, Pearls of Wisdom Oyster Roast and the VBEF Golf Tournament.



Public Relations Coordinators

In order to bring further clarity to the roles of each Public Relations Coordinator, each position will oversee specific functions within the department. These functions include division spokesperson, multimedia and external communications, and training and strategic planning.

Renaming the Department of Media and Communications

In order to demonstrate the division's commitment to its community, as well as the principle of "controlling the division narrative" it is recommended that the "Department of Media and Communications" becomes the "Department of Communications and Community Engagement." It is also recommended that the Chief Media and Communications Officer becomes the Chief Communications and Community Engagement Officer.

Please let me know if you have any questions. Thank you.