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New Position will Focus on Improving District Communications

Communication. Focus. Alignment. More than three words, it's our focal point as we plan and implement our work - and it sets the stage for the upcoming new year, and beyond.

To support the focal point, last week the Altoona School Board approved the creation of a new Communications Coordinator position. The position will be filled by long-term district employee Joyce Orth. Joyce has served as the executive assistant to the superintendent and board secretary since 1990. While communications has been a significant part of Joyce' day to day duties, in this new role, *the focus* will be on improving communication across district platforms.

"I'm excited to represent the District in this new role, providing a focused-consistent approach to communications, sharing information, opportunities and good news with our community. We have so many opportunities, so much to share, so many stories to be told," said Orth.

Incoming superintendent, Dan Peggs looks forward to how this change will impact our work. "Overall public relations has dramatically changed since the onset of social media and all of its facets. Over time, this has grown to be a large undertaking and school districts are beginning to specialize in how they get the good word out about the work of their staff and students. Over the years, much of Joyce's job had morphed into taking on more and more of the communications role in our district. This certainly is outside of the traditional job description of a superintendent's assistant. As such, we have asked Joyce to step into this new role to *focus on improving communication* in our district. I am confident that this will help us improve our overall systems in the communications realm. But we do ask for a bit of patience as we settle into our new roles over the summer and into next school year."

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Joyce Orth accepting a 2018 Award of Merit in School Communications

WSPRA Spectrum Awards recognize high-quality public relations efforts in Wisconsin school districts.