

## JBSA SLPM Marketing-Communication Plan

### PLANS OF ACTION / SEQUENCE

DATE	ACTIVITY / ENGAGEMENT	OPR	AUDIENCE	CUSTOMER AND STAKEHOLDER FEEDBACK/METRICS
Feb-26	Zoom:Thriving Online/A Conversation with Families About Digital Safety/Bi-Weekly Newcomers Briefings	FAP, SLPM, FSG	Families, Community Organizations, Leaders, Educators & Community Stakeholders	Social Media, PA, Marketing
Mar-26	College & Career Readiness Fair/Bi-Weekly Newcomers Briefings	FSHISD,SLPM, FSG	Families, Community Organizations, Leaders, Educators & Community Stakeholders	Social Media, PA, Marketing
Apr-26	Month of the Military Child Events/Bi-Weekly Newcomers Briefings	SLPM	Families, Community Organizations, Leaders, Educators & Community Stakeholders	Social Media, PA, Marketing
May-26	PCS with Military Connected Students/Prep Time <a href="https://www.militaryonesource.mil/moving-pcs/plan-to-move/pcs-and-military-moves/Operation Hooah Mock Deployment/Bi Weekly Newcomers Briefings">https://www.militaryonesource.mil/moving-pcs/plan-to-move/pcs-and-military-moves/Operation Hooah Mock Deployment/Bi Weekly Newcomers Briefings</a>	SLPM, Military One Source, FSG	Families, Commanders / Leaders, Educators & Community Stakeholders	Social Media, PA, Marketing
Jun-26	Navigating Educational Transitions/Operation Jet, Mock Deployment/Bi Weekly Newcomers Briefings	EFMP, SLPM, FSG	Families, Community Organizations, Leaders, Educators & Community Stakeholders	Social Media, PA, Marketing
Jul-26	25 Tips For Effective ARD/Bi Weekly Newcomers Briefings	SpedTex, SLPM, FSG	Families, Community Organizations, Leaders, Educators & Community Stakeholders	Article, Social Media, PA, Marketing

Aug-26	Back Pack Brigade/Bi Weekly Newcomers Briefings	SLPM, FSY	Families, Community Organizations, Leaders, Educators & Community Stakeholders	Social Media, PA, Marketing
Sep-26	Keys to Academic Success/Fall Fest/Bi Weekly Newcomers Briefings	MCEC,SLPM, FSG	Families, Community Organizations, Leaders, Educators & Community Stakeholders	Recorder Webinar, Social Media, PA, Marketing
Oct-26	Impact Aid- Parent-Pupil Survey/Boo Bash Event/Bi Weekly Newcomers Briefings	PSMIs, SLPM, FSS, FSG	Families, Community Organizations, Leaders, Educators & Community Stakeholders	School Newsletter, Social Media, PA, Marketing
Nov-26	Promoting Resilience In Military Life/Month of the Military Family/Bi Weekly Newcomers Briefings	MFLC, SLPM, CYP, FSG, EFMP	Families, Community Organizations, Leaders, Educators & Community Stakeholders	Social Media, PA, Marketing
Dec-2	Social-Emotional Wellness for Military Families/ Make A Wish, Toy Drive/Holiday Tree Lighting/Bi Weekly Newcomers Briefings	MFLC, SLPM, CYP, Chapel Services, FSG	Families, Community Organizations, Leaders, Educators & Community Stakeholders	Social Media, PA, Marketing
Jan-27	Pre Kinder and Kindergarten Round Up/Bi Weekly Newcomers Briefings	School Districts	Families, Community Organizations, Leaders, Educators & Community Stakeholders	Social Media, PA, Marketing