

COMMUNICATION QUICK TIPS

- Use the full organization name – Communities In Schools – as often as possible.
- In written communication, always spell out the full name – Communities In Schools of Central Texas – first, before using CIS.
- Avoid using acronyms. For example, internally, we may all know that HACA is the Housing Authority of the City of Austin, but HACA may not mean anything to our external audiences.
- When communicating about programs in presentations and in writing, always be sure to include Communities In Schools. For example: The Communities In Schools ASPIRE program, or the Communities In Schools XY-Zone program, the Communities In Schools SmartKids Program, etc.
- Try to work in key phrases like “campus-based” and “year-round” to describe how CIS meets youth where they need us and the scope of the work. ***This differentiates us from other providers.***
- Use words from the mission statement when talking about Communities In Schools:

Support Empower Achieve Success

Communities In Schools’ mission is to surround students with a community of support, empowering them to stay in school and achieve in life.

Key Messaging:

- At Communities In Schools, we work directly inside schools to spot and overcome the roadblocks in our students’ way.
- We collaborate with school districts and schools, partners, families and students in order to deliver resources tailored to each school community.
- At Communities In Schools, we are committed to working with educators to do our part in creating more equitable learning conditions for all students.
- We connect students to caring adults and community resources that help them see, confront, and overcome the barriers that stand between them and a brighter future.

