



STRATEGIC AND CRISIS COMMUNICATIONS

In 2025, Jessica Shely Green joined Cincinnati Public Schools as Director of Marketing & Communications to provide strategic leadership for one of Ohio's largest school districts serving more than 35,000 students across 66 schools.

OBJECTIVES

The district sought to strengthen internal and external communications, establish consistent processes, improve stakeholder engagement, and align communications efforts with district strategic priorities.

RESULTS

- Strategic Alignment | Created a framework to align communications initiatives with district priorities and measurable outcomes.
- Operational Efficiency | Implemented systems and processes that improved visibility, accountability, and cross-functional collaboration.
- Culture & Engagement | Successfully relaunched the ArtsWave employee giving campaign, generating more than \$3,100 in contributions from 31 participants and laying a foundation for future growth.
- Leadership Infrastructure | Established communication tools, dashboards, and reporting mechanisms to support data-informed decision making.

AT A GLANCE

Challenges

- Decentralized communications processes
- Lack of standardized workflows
- Limited performance reporting
- Need for strategic alignment

Benefits

- Improved accountability
- Increased operational efficiency
- Enhanced stakeholder engagement
- Data-driven communications planning



PREPARING STUDENTS
FOR LIFE

SOLUTIONS

01

Developed and initiated implementation of a comprehensive Marketing & Communications Plan aligned to the CPS Strategic Plan.

02

Established foundational Standard Operating Procedures (SOPs), intake systems, and workflow processes to improve efficiency, accountability, and service delivery.

03

Created KPI dashboards and performance metrics to provide visibility into communications activities and outcomes.

04

Directed executive communications, crisis communications, media relations, digital content strategy, and community engagement efforts.

05

Reinstated the district-wide ArtsWave campaign, achieving the highest employee participation and giving levels since 2022.