

# Jessica Stilger

## QUALIFICATION STATEMENT

I am a school communications professional on a mission to enhance public trust in public education through storytelling. I am a leader, relationship builder, strategic communicator, writer, designer, thinker and learner, eager for new challenges. I have 12 years experience in public school communications and am excited to lead a team of dedicated professionals to support and share the news of all 28 school districts, tech campuses, learning academies and more from Oakland Schools.

## EXPERIENCE

### **Berkley School District Communications Supervisor**

**April 2012-present**

- Lead communicator and decision maker for marketing, advertising, and brand reputation. Use communications strategies to plan campaigns and brand awareness to boost enrollment.
- District's chief graphic designer producing award-winning publications including annual printed calendar mailed to each home in the district.
- Primary writer and graphic designer for award-winning weekly district eNewsletter, the Berkley Beat. Redesigned Berkley Beat in 2017 to a mobile-friendly, compliant platform to reach all viewers.
- Lead media relations for the district, including press releases and media alerts, maintaining positive relationships with local media, pitching stories and coordinating interviews.
- Ensure coverage of school and district events through photography and videography.
- Oversee district videographer and video content. Produce content and assist with editing for sharing on district's YouTube channel. Ensure ADA compliance with closed-captioning.
- Promote and maintain positive district brand through four social media channels: Facebook, Twitter, Instagram and YouTube.
- Utilize social media analytics to ensure optimal audience reach. Use data to adjust posting times and content to engage followers when they are listening.
- Member of crisis communication team to plan and execute communications response in a crisis event, including written communications, media relations, social media, and follow-up evaluation.
- Manage annual department budget to ensure funds for marketing, printing, events, advertising, district give-aways, board and employee recognitions. Secured many cost-saving areas to allow for expansion of data-proven initiatives such as district calendar, social media advertisements, and social media management tool.
- Webmaster for district. Redesigned website in 2016 for ADA compliance and informational reorganization.
- Website Accessibility Coordinator. Trained 350 staff members in three days to kick off accessibility training. Responsible for compliance to Office of Civil Rights agreement, long-term plan to achieve accessibility and training all staff.
- District event planner. Recent events include annual Chamber/Realtor breakfast, Bond open houses, and 'Celebrating 175 Years' celebration.
- Member of team that successfully passed district sinking fund (2013), operating millage (2013) and bond proposal (2015). Used communications plan to guide strategy to gain community trust, and, ultimately votes.
- Present at Board of Education meetings.
- Cabinet and Administrative team member.

### **Executive Director, Berkley Education Foundation**

**July 2016-present**

- Oversee day to day operations and create direction and vision for organization.
- Prepare, plan and lead monthly Board of Trustee meetings.
- Chair and execute fundraising events.
- Manage and recommend annual budget to the Board of Trustees.
- Enhance the reputation of the Foundation within the school district as well as in the community.
- Chair giving initiatives: teacher mini-grants, student scholarships, 8th grade college tours, elementary enrichment programs.

## EXPERIENCE

### **Ferndale Public Schools Communications Specialist**

**July 2006-April 2012**

- Wrote and designed all district printed, electronic and promotional materials.
- Webmaster for district.
- Planned district events.
- Assisted Director of Community Relations with media relations.
- District liaison to community and school support groups:  
*Ferndale Education Foundation* - Trustee for 6 years.  
*Woodward 5* - Liaison for district on behalf of Superintendent.
- District photographer and photo editor.
- Promoted and maintained positive district brand through social media.
- Member of crisis communication team.
- Member of district's diversity committee and co-sponsor of high school diversity club.
- Assisted with budget planning for marketing.
- Presented monthly district updates and announcements to Ferndale City Council.
- Scheduled and updated district cable programming.

## ACCOMPLISHMENTS

- Berkley Schools leads all Oakland County school districts in Facebook followers with 7,688 (as of June 29, 2018)
- 2014: Created the first digital dashboard for any Oakland County school district ahead of the State launching their dashboard modules.
- 2016: Berkley Schools named among "Top 20 Districts to Follow on Social Media" by SocialSchool4Edu.
- 2016: Michigan Association School Administrators (MASA) used award-winning campaign "Celebrating 175 Years" as state-wide example of excellent work.
- 2017: Michigan Association of School Boards uses Berkley Schools website as a "great example of how to communicate with the community."
- 2017: State leader in school website accessibility. Presented a professional learning session, "How to train your staff on website accessibility," at the Michigan Schools Public Relations Association (MSPRA) annual conference.

## AWARDS

### **NSPRA (National Schools Public Relations Association)**

#### **2018**

- Golden Achievement Award - Kindergarten Enrollment Outreach
- Award of Merit - 2017-18 #BerkleyDifference District Calendar
- Honorable Mention - #BerkleyDifference Marketing Publication
- Honorable Mention - Social Media
- Honorable Mention - Video: Berkley High School Honors Veterans

#### **2017**

- Honorable Mention - Social Media

#### **2014**

- Award of Merit - Berkley Schools Mini-Magazine
- Honorable Mention - eNewsletter

### **MSPRA (Michigan Schools Public Relations Association)**

#### **2016**

- Distinguished Award - Infographic Brochure
- Distinguished Award - 'Celebrating 175 Years' Campaign

## THE NUMBERS

- Managed \$40,000 budget to gain community trust, host events, print and mail marketing pieces, maintain website and buy advertisements.
- Saved Berkley Schools \$10,000 by reorganizing spending while improving reach with the district calendar.
- Utilized communications plan to pass 2015 Bond initiative 68/32%.
- Increased Berkley Schools digital media footprint
  - 498,804 minutes of YouTube watch-time
  - 1,603 new Twitter followers
  - 2,367 new Facebook followers
  - 947 new Instagram followers in first year
  - 290,100 average monthly social impressions across three channels in 2017-18 school year
- Increased Berkley Education Foundation annual gross from an average of \$55,000/year to over \$100,000 annually for the last two years.
- Increased gross proceeds from Berkley Education Foundation's annual fundraiser, Off to the Races, from an average of \$30k/year to \$52k and \$61k respectively.

## EDUCATION

University of Michigan, School of Art & Design  
Bachelor of Fine Arts (*magna cum laude*), Graphic Design concentration

May 2004

## PROFESSIONAL LEARNING

2013 & 2015: Reputation Management Seminar with Anthony Huey  
2014, 2016, 2017, 2018: Michigan Schools Public Relations Association Annual Conference  
2015, 2016, 2017, attending 2018: Digital Summit Detroit Conference  
2015: Michigan Schools Public Relations Association Workshop: Social Media, In-Depth  
2016: Michigan Schools Public Relations Association Workshop: ADA Compliance  
2017: Michigan Schools Public Relations Association Workshop: Creating ADA Compliant Documents  
2017: Leadership, Management & Coaching training from Phoenix Performance Partners  
2018: National Government Social Media Conference  
2018: Detroit PRSA: The PIO and the Right to Know, Crisis Training

## TECHNICAL SKILLS

Proficient in: Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat Pro), Microsoft Office  
Online Platforms: Facebook, Twitter, Instagram, YouTube, Canva, Smore, Google Gsuite, School Messenger

## CONTACT

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