

Myiedra Miles Adams

Communications & Engagement Work Samples

myiedraspeaks@gmail.com | <https://www.linkedin.com/in/myiedra-miles-adams>

Table of Contents

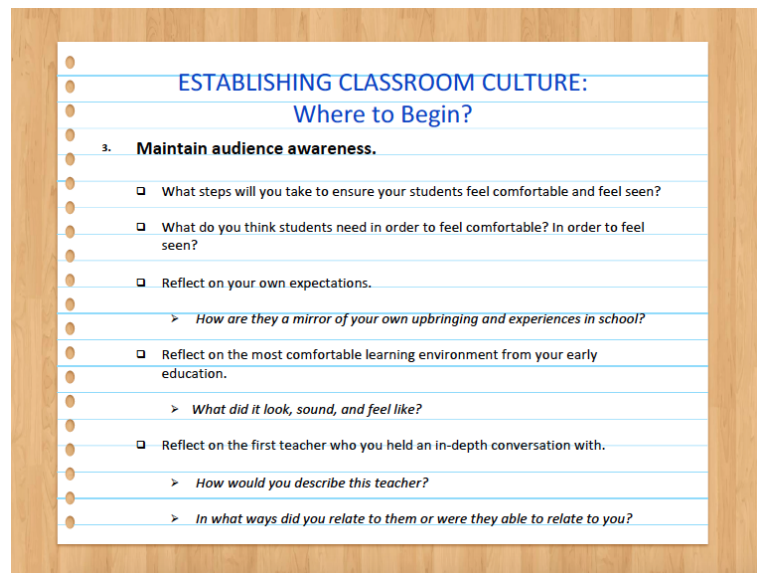
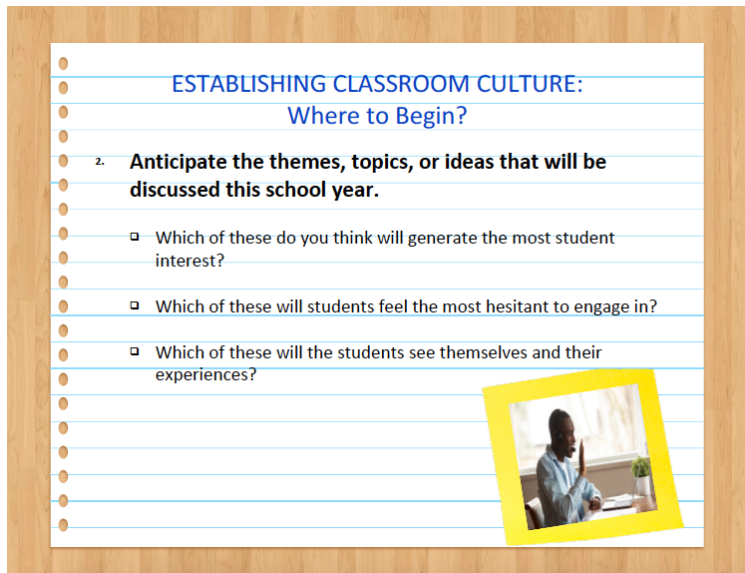
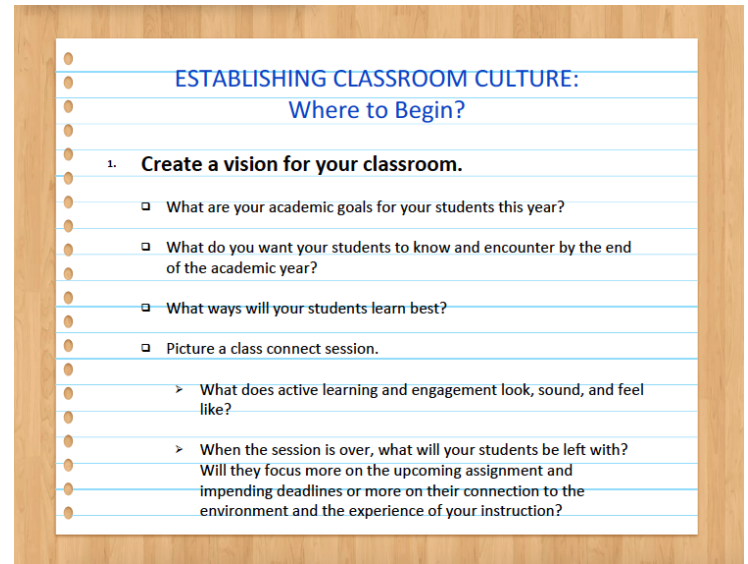
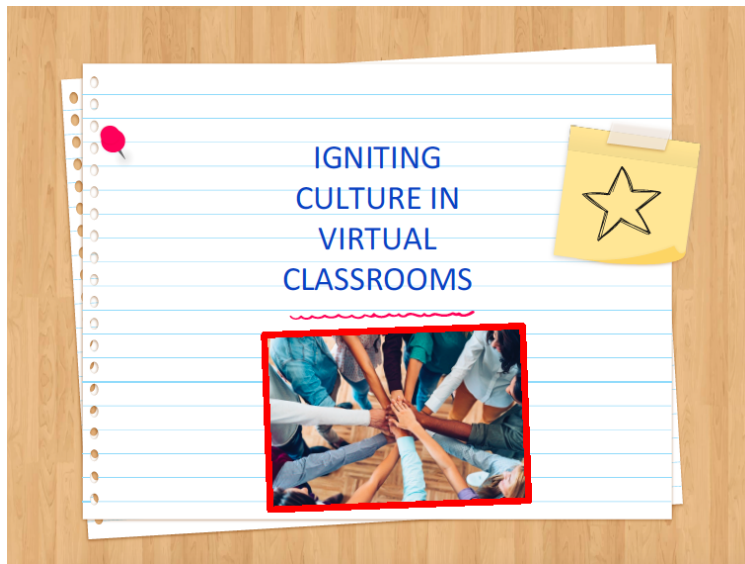
1. [Work Sample: Conference Presentation](#) - Page 2
2. [Work Sample: Social Media Video and Post Content](#) - Page 4
3. [Work Sample: Internal Communications Plan](#) - Page 5
4. [Work Sample: Internal Org Announcement - September 2023](#) - Page 9

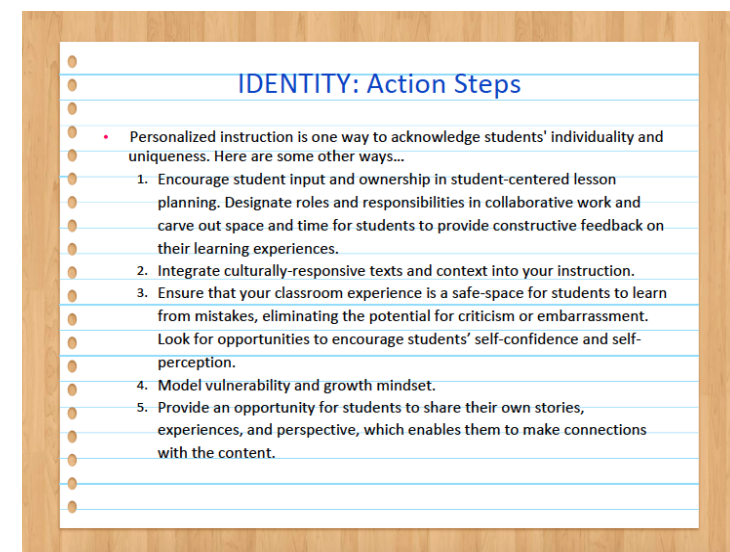
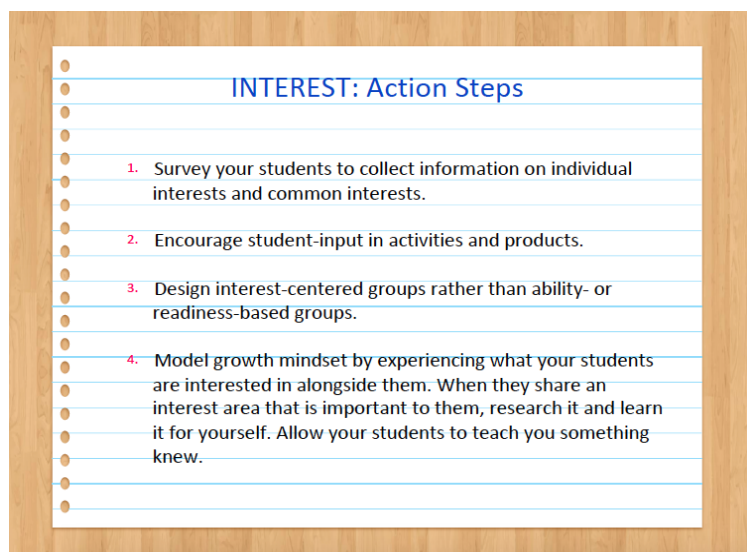
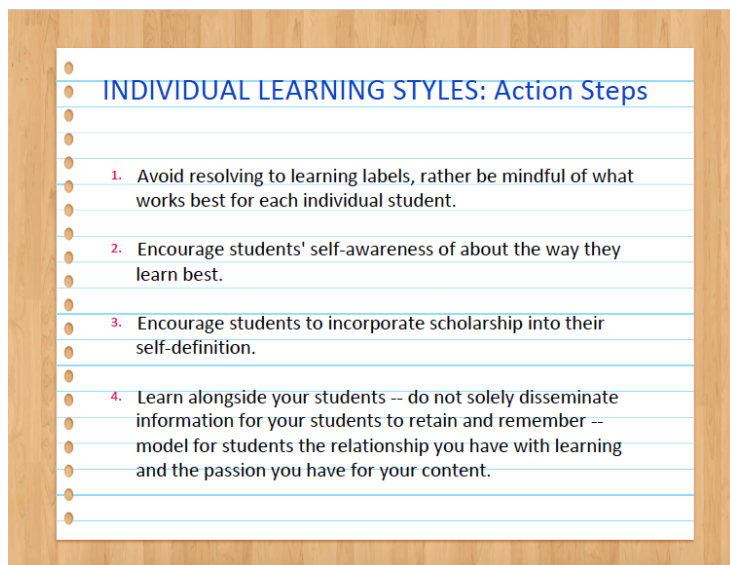
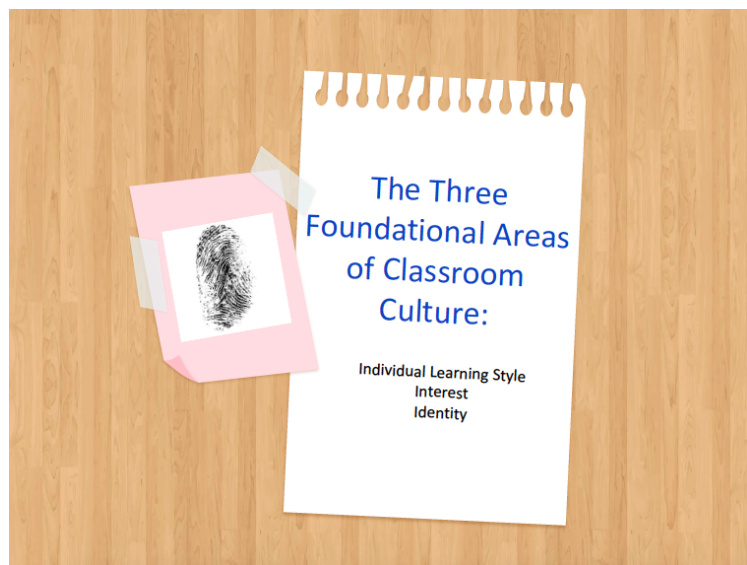
This portfolio showcases selected examples of my work in strategic communications, digital engagement, and organizational messaging. Each sample demonstrates how I design and deliver content that connects audiences, strengthens brand voice, and drives engagement across platforms. From external presentations and social media storytelling to internal communication strategies and leadership messaging, these projects reflect my commitment to clarity, inclusivity, and impact.

Work Sample: Conference Presentation

Igniting Culture in Virtual Classrooms (Promising Practices, 2021)

This presentation was developed and delivered at a national Promising Practices Conference for educators. It highlights my ability to create clear, equity-centered content for an external audience, blending storytelling with practical strategies. The sample includes the title slide, selected visuals, and a short excerpt of the accompanying speech to illustrate both design and delivery. The full presentation spanned 30 slides.





Conference Presentation Excerpt

Classroom culture is not just the energy that fills the virtual space; it is the foundation of how students interact, connect with the curriculum, and grow as engaged learners. Creating an environment where relationships and engagement intertwine is vital to fostering a shared vision among students and educators.

To truly ignite culture, educators must go beyond traditional methods. By integrating interest-based learning and adapting to various learning styles, we acknowledge students as unique individuals whose backgrounds, identities, and voices enrich the classroom community. Facilitating this inclusive space means modeling vulnerability, practicing active listening, and encouraging students to contribute their stories and perspectives. This fosters not only academic growth but also a genuine sense of belonging.

A thriving virtual classroom culture is one where students and educators share a mutual commitment to learning—a place where every interaction fuels understanding and growth.

Work Sample: Social Media Video and Post Content



(The above image served as the thumbnail for the discussion group)

Format: Video Post + Caption

Platform: Instagram

Context: This promotional post was developed to increase participation in the *Cultural Conversations* series. I authored the caption and appeared on-camera to deliver the message, ensuring it reflected both clarity and a welcoming tone. While the video format allowed me to add personal touches in delivery, the primary focus was on concise, actionable messaging that encouraged educators to join the final session of the semester. The post was noted by leadership for its professional presentation and alignment with campaign goals.

Post Content (Caption): “Greetings, fellow educators! This Thursday, March 11, marks our final live discussion for the Cultural Conversations this semester. We hope you can sit in our lively chat and indulge in a worthwhile opportunity to connect and collaborate. The discussion begins at 12:00 PM EST. We hope to see you then!”

Work Sample: Internal Communications Plan

Internal Communications | FY24 Strategy Document | Anonymized for confidentiality

Purpose

To streamline rhythms and communications that enhance transparency, promote strategic alignment, and reinforce a values-driven culture across the organization.

Objectives

Data References: Spring 2023 OHS Results
Fall 2022 OHS Org Wide Slide Deck

Objective	Supporting Data Point (from Organizational Survey)
Enable staff to stay informed and involved in goal progress throughout the year	"I am clear on my role and responsibilities for the coming year" dropped 5 points to 75%
Reinforce confidence and clarity in the organization's strategic direction	"Org is in a position to succeed over the next 3 years" dropped 11 points to 35%
Provide learning and development opportunities that support equity and inclusivity	"I have access to the L&D I need to do my job well" dropped 10 points to 75%
Improve communication flow to support collaboration and reduce ambiguity	"I am clear on my role and responsibilities for the coming year" (reiterated insight)

Team Priorities & Strategic Focus

Priority Area	Actions	Method/Outcome
Strengthen monthly team-based conversations grounded in equity	Align monthly sessions with core values and mission	Create consistent cross-team storytelling and reflection opportunities
Amplify how data informs action	Leverage strategic content to celebrate data use and connect insights to educator impact	Align with marketing and external messaging to drive consistency
Address internal data pain points	Identify trends from engagement surveys and feedback loops	Respond with real-time process improvements and messaging clarity
Streamline calendars and communications	Simplify planning and visibility across departments	Increase operational efficiency and reduce misalignment

Org-Wide Communication Channels & Strategy

Channel	Frequency	Purpose	FY25 Strategy
CEO Message	Monthly or Bi-weekly	Reinforce vision, share strategy updates, and provide transparency into decision-making	Tie content to current board updates, strategic initiatives, and team reflections
Podcast	Monthly/ Bi-monthly	Informal leadership interviews highlighting cross-functional work	Center on inclusion and antiracism in practice; spotlight actionable learning
Goal Updates	Quarterly	Progress on organizational goals and success metrics	Share barriers, progress themes, and highlight adjustments via video
Org Announcements	Monthly/ As-needed	Share events, deadlines, and important org updates	Prioritize clarity, event readiness, and inclusive tone
All-Staff Meetings	Monthly	Celebrate achievements and deepen learning aligned to core values	Feature cross-departmental wins and link to equity-centered strategy
DEI Discussion Series	Monthly	Build inclusive skillsets through equity and antiracism-focused sessions	Align themes with quarterly priorities; co-led with HR or DEIB leadership
Town Halls	Monthly	Foster two-way dialogue between senior leadership and staff	Ensure feedback and questions are surfaced in real-time
Strategy Reflection Opportunities	Seasonal (3x/year)	Reflect on progress and align for next cycle	Fall: Systems reflection
Centralized Calendar	Annual	Build awareness and efficiency through a unified schedule	Reduce schedule conflicts, ensure equitable planning windows

Feedback Mechanisms

- Organizational Health Surveys (Fall & Spring)
 - Org Experience/Event Surveys
 - Pulse Check Polls on Internal Platform
-

Scope & Sequence (Sample: Q1)

Date	Channel	Content	Strategic Focus	Voice
Sept 1	Org Announcement	Launch FY25 Org Calendar; clarify paused events	Operational	Ops Director
Sept 5	CEO Message	Q4 board reflections; vision forward	Strategic/Cultural	CEO
Sept 10	Org Announcement	Drafting individual goals	Operational	People Ops
Sept 12	All-Staff Meeting	Story of innovation and equity in action	Cultural	Staff Storyteller
Sept 15	Podcast	Interview with team leader on antiracism in action	Cultural	CEO
Sept 20	DEI Discussion Space	Session #1: Building equity-informed practices	Cultural	Guest Facilitator
Sept 25	CEO Message	Financial transparency update	Strategic	CEO

Scope & Sequence (Sample: Q2)

Date	Channel	Content	Strategic Focus	Voice
Oct 3	Org Announcement	Reminder to align goals with team leads	Operational	People Ops
Oct 7	CEO Message	CEO shares Q1 reflections and focus for Q2	Strategic/Cultural	CEO
Oct 10	All-Staff Meeting	Story of coaching and partnership support	Cultural	Coach + Leader
Oct 17	Podcast	Interview with team lead on cross-org collaboration	Cultural	Internal Partner
Oct 23	DEI Discussion Space	Session #2: Inclusive decision-making	Cultural	Guest Facilitator
Nov 1	CEO Message	Progress toward strategic goals	Strategic	CEO
Nov 8	Org Announcement	Quiet Day reminder and civic engagement tips	Operational	People Ops
Nov 14	All-Staff Meeting	Team shareout: innovation in service delivery	Strategic/Cultural	Team Presenter

Nov 20	Podcast	Interview with project lead on community engagement	Strategic/Cultural	Director
Dec 5	CEO Message	Year-end reflections and early planning preview	Strategic/Cultural	CEO
Dec 12	All-Staff Meeting	Celebrating milestones and lessons learned	Cultural	Cross-team Voices

Work Sample: Internal Org Announcement - September 2023

This message was developed as part of my role as Manager of Internal Culture and Communications. I wrote and structured this message in partnership with cross-functional teams to ensure alignment. It provides staff with a clear, cohesive overview of key events, updates, and follow-up while fostering connection and reinforcing culture. Italicized, gold text reflects links to related messages or intranet resources. Identifying details have been removed for confidentiality.

Optional Workshop on Setting Individual Goals

Individual goals are due in CultureAmp on September 30. *Guidance is available on the IntraNet.* Additionally, if you're interested in more support internalizing the guidance and workshopping your goals, we invite you to join this optional session on Wednesday, September 13, from 12:00 to 1:00 pm ET.

Water Cooler Chats

In the month of August, we've experienced some awesome connection and learning opportunities during quiet Summer Fridays. Water Cooler chats will continue in September, and we encourage you to join in on these small group conversations intended to be an easy pause in your asynchronous workday. The remaining water cooler chats will occur on September 9, September 16, September 23, and September 30.

23-24 Org Experiences

Our regular org experiences will resume next month, starting with our all-org meeting on October 7. The Office of the CEO has been diligently crafting org-wide experiences for this year that not only foster collaboration and showcase our organization's work, but also keep us closely aligned with our core values and commitment to antiracist standards in the advancement of our mission. As a refresher for some and an intro for any of our new team members, we have prepared an overview of each org experience below.

All-Staff Meetings	<i>We convene as a full org on a monthly basis to celebrate and build knowledge about the work we are doing across the org connected to our core values. We hear from a colleague as our opening storyteller and host and have time to share shout-outs.</i>
DEI Discussion Series	<i>This discussion series is a key space for cross-functional teams to explore race, identity, power, and privilege, fostering anti-oppressive practices, deepening our commitment to anti-racism, and supporting equitable instruction in partner schools.</i>
Strategy Reflection Opportunities	<i>Each Fall and Spring, our organization comes together to reflect on progress and align on the work ahead, ensuring we continue advancing our mission and meeting our annual goals and strategic priorities. Whenever possible, team members are encouraged to connect in person with nearby teammates.</i>
Town Halls	<i>Town halls are monthly engagements hosted by org leadership to share updates, get input, or answer questions about org strategy, operations, and culture. Attendance is strongly encouraged and may be required depending on the planned content and your role.</i>

All-Org In-Person Retreat	<i>Our org-wide retreat is where team members come together in person to connect with one another, learn new skills and information, and find inspiration in the upcoming year's goals and strategic plan.</i>
--	--

Digital Materials from this Summer's In-Person Retreat

Recorded videos from retreat sessions can be found [here](#). Highlights include:

- A video recap of our [23-24 org goals](#) featuring our CEO.
- Slides from the [skill-building session on collaboration](#).
- [Summaries](#) from each of the workshop facilitators.
- Resources from the [Students in Focus](#) session.

Professional Development Fund Committee

The PD Fund committee is looking for interested team members to join this year. For more information about the committee, [application](#), and PD Fund updates, please refer to last week's post, and reach out to the [committee chairs](#) if you have any questions or would like further information.