Target Area: COMMUNICATIONS

Marketing the District Goals:
- Refine and implement the district-wide communications plan for internal and external communication in order to promote the District as a professional, responsive, and well-managed organization dedicated to student achievement
- Continue to develop increased capacity and engagement in school and district activities for the purpose of meeting student needs and removing barriers to student success

<table>
<thead>
<tr>
<th>Action (Steps to Accomplish Goal)</th>
<th>Evidence of Implementation</th>
<th>Evidence of Impact (Outcomes)</th>
<th>Resources/ Budget Impact</th>
<th>Person Responsible</th>
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</table>
| Develop and implement a communications plan for CTE programs. | • Reports/brochure  
• Web content  
• Meeting reports  
• Partnership Agreements | • Increased awareness of CTE Programs  
• Increased partnerships within CTE Programs | • Chamber Membership  
• Postage  
• Events/Meetings | • Communications Director  
• Superintendent |
| Support department and school initiatives with promotion, media coverage, materials. | • Equity Conference materials  
• Publication/website/mailers  
• Home School Parents | • Successful equity conference  
• Increased support of Home School Families | • Materials  
• Translation services | • Communications Director  
with Equity Director and Instruction Department staff  
• Superintendent |
| Implement district’s Communications Plan. | • Published Communications Plan  
• Training for RTT members | • Media coverage includes key messages  
• Checklists from training/feedback sessions | • Included in budget | • Communications Director  
• Superintendent |
| Increase use of social media develop guidelines Train RTT members | • Social Media Guidelines  
• School and district social media sites | • Followers of social media accounts | • Staff time included in budget | • Communications Director  
• Superintendent |
| Utilize phone system for communications channel. | • Recorded outgoing messages  
• On hold content | • Parent feedback  
• Phone messages | • Included in budget | • Communications Director  
and IT Coordinator  
• Superintendent |
| Increase internal communications | • Intranet content  
• Staff email  
• Motivation Monday videos  
• Content focused on district goals and bright spots | • Work flow improvements  
• Understanding the why  
• Motivation Monday Videos  
• Paycheck Inserts | • Included in budget | • Communications Director  
• Superintendent |
| Website Maintenance | • Web training | • Content changes  
• RFP Process for purchasing services | • Included in budget | • Communications Director  
• Superintendent |
### COMMUNICATIONS: MARKETING THE DISTRICT

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| Communicate to the community related to 2015 Bond | • Mailers  
• Web content  
• Presentations  
• Signs  
• School celebrations  
• Neighbor notifications  
• Presentations to staff  
• Bond Communication Plan | • Knowledge of bond projects and timelines | • Bond Funds | • Superintendent  
• Chief Financial and Operations Officer |
| Implement Streamlined volunteer clearance process | • Published handbook  
• Volunteer Training materials  
• RTT meeting minutes  
• Online application form | • RTT feedback  
• Training evaluations  
• Group Volunteer Projects | • Included in budget | • Communications Director  
• Superintendent |
| Recognize Volunteers | • Service awards  
• Volunteer Award nominations  
• Spirit of Community for Students | • Increased volunteer hours | • Included in budget | • Communications Director  
• Superintendent |