



Dr. Linda Florence, Superintendent

COMMUNICATIONS Goals & Action Plan 2016-2017

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

COMMUNICATIONS: MARKETING THE DISTRICT				
Action (Steps to Accomplish Goal)	Evidence of Implementation	Evidence of Impact (Outcomes)	Resources/ Budget Impact	Person Responsible
Develop and implement a communications plan for CTE programs.	<ul style="list-style-type: none"> • Reports/brochure • Web content • Meeting reports • Partnership Agreements 	<ul style="list-style-type: none"> • Increased awareness of CTE Programs • Increased partnerships within CTE Programs 	<ul style="list-style-type: none"> • Chamber Membership • Postage • Events/Meetings 	<ul style="list-style-type: none"> • Communications Director • Superintendent
Support department and school initiatives with promotion, media coverage, materials.	<ul style="list-style-type: none"> • Equity Conference materials • Publication/website/mailers • Home School Parents 	<ul style="list-style-type: none"> • Successful equity conference • Increased support of Home School Families 	<ul style="list-style-type: none"> • Materials • Translation services 	<ul style="list-style-type: none"> • Communications Director with Equity Director and Instruction Department staff • Superintendent
Implement district's Communications Plan.	<ul style="list-style-type: none"> • Published Communications Plan • Training for RTT members 	<ul style="list-style-type: none"> • Media coverage includes key messages • Checklists from training/feedback sessions 	<ul style="list-style-type: none"> • Included in budget 	<ul style="list-style-type: none"> • Communications Director • Superintendent
Increase use of social media develop guidelines Train RTT members	<ul style="list-style-type: none"> • Social Media Guidelines • School and district social media sites 	<ul style="list-style-type: none"> • Followers of social media accounts 	<ul style="list-style-type: none"> • Staff time included in budget 	<ul style="list-style-type: none"> • Communications Director • Superintendent
Utilize phone system for communications channel.	<ul style="list-style-type: none"> • Recorded outgoing messages • On hold content 	<ul style="list-style-type: none"> • Parent feedback • Phone messages 	<ul style="list-style-type: none"> • Included in budget 	<ul style="list-style-type: none"> • Communications Director and IT Coordinator • Superintendent
Increase internal communications	<ul style="list-style-type: none"> • Intranet content • Staff email • Motivation Monday videos • Content focused on district goals and bright spots 	<ul style="list-style-type: none"> • Work flow improvements • Understanding the why • Motivation Monday Videos • Paycheck Inserts 	<ul style="list-style-type: none"> • Included in budget 	<ul style="list-style-type: none"> • Communications Director • Superintendent
Website Maintenance	<ul style="list-style-type: none"> • Web training 	<ul style="list-style-type: none"> • Content changes • RFP Process for purchasing services 	<ul style="list-style-type: none"> • Included in budget 	<ul style="list-style-type: none"> • Communications Director • Superintendent



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Communicate to the community related to 2015 Bond	<ul style="list-style-type: none"> • Mailers • Web content • Presentations • Signs • School celebrations • Neighbor notifications • Presentations to staff • Bond Communication Plan 	<ul style="list-style-type: none"> • Knowledge of bond projects and timelines 	<ul style="list-style-type: none"> • Bond Funds 	<ul style="list-style-type: none"> • Superintendent • Chief Financial and Operations Officer
Implement Streamlined volunteer clearance process	<ul style="list-style-type: none"> • Published handbook • Volunteer Training materials • RTT meeting minutes • Online application form 	<ul style="list-style-type: none"> • RTT feedback • Training evaluations • Group Volunteer Projects 	<ul style="list-style-type: none"> • Included in budget 	<ul style="list-style-type: none"> • Communications Director • Superintendent
Recognize Volunteers	<ul style="list-style-type: none"> • Service awards • Volunteer Award nominations • Spirit of Community for Students 	<ul style="list-style-type: none"> • Increased volunteer hours 	<ul style="list-style-type: none"> • Included in budget 	<ul style="list-style-type: none"> • Communications Director • Superintendent