

## **MTSD District Strategic Vision**

Action Plans: Year 2014

Action Team for Communications

Chairperson: T. Bogusz

Primary Goal: Develop communication/PR plan for internal and external stakeholders/clients.

Secondary Goals/Objective #3: Develop a district "brand/motto."

Barriers/Challenges:

Strategies/Action Steps	Responsibilities	Resources (including budget impact, if any)	Timeline
<ul style="list-style-type: none"><li>Assessment and audit of current brands</li><li>Based on survey findings, either develop a new logo or keep existing one.</li><li>If development of new logo is necessary, develop and distribute RFP (Request for Proposal) to community.</li><li>Team review of RFPs to determine winning agency/person.</li><li>Review of logo options and narrow logo to top three.</li><li>Present those logo options to BOE and stakeholders for feedback/approval</li><li>Finalize logo and determine treatment options</li><li>Develop full program key messages</li><li>Develop guidelines (style guide/brand book)</li><li>Present guidelines to all stakeholders and post</li><li>Full launch &amp; implementation of brand</li></ul>	<ul style="list-style-type: none"><li>Administration, PTO, PTSA</li><li>DCT</li><li>DCT</li><li>DCT</li><li>DCT/Administration</li><li>Graphic Designer and DCT</li><li>Graphic Designer</li><li>DCT</li><li>DCT and technology department</li><li>DCT</li><li>All Millstone administration, staff and BOE members</li></ul>	<ul style="list-style-type: none"><li>Time</li><li>Time and survey results</li><li>Time and RFP creation and distribution through district listserv, township website, and local media.</li><li>Cost of logo development (____) if not pro bono.</li><li>Time</li><li>Budget covered under logo development cost (if any)</li><li>Time</li><li>Password protected section on district website</li><li>Time</li><li>TBD based on survey and audit findings</li></ul>	<ul style="list-style-type: none"><li>July 2014</li><li>October 2014</li><li>Oct-November 2014</li><li>January 2015</li><li>February 2015</li><li>March 2015</li><li>April 2015</li><li>March/April 2015</li><li>March/April 2015</li><li>May/June 2015</li><li>September 2015</li><li>September 2015</li></ul>

Implications for Professional Development: Training on usage of brand (implementation) to administration and then staff
Implications for Stakeholders: Solidify district vision, identity, and unification through the use of brand/motto and key messages.
Assessment/Accountability: Administration and BOE responsibility to carry out brand. Reassess district brand/motto and key messages via post survey at the end of year one of implementation- September 2016