

COMMUNICATIONS

ACTION PLAN

This page denotes the plans that have been developed for action in years 1 & 2 (above the line) as well as the priority order for the remaining goals. The goals above the line were determined to be the most in need and in many cases either encompassed elements of the goals below, or were needed to be accomplished prior to the other goals being started. Please know that the goals below the line are not being dismissed, but rather will continuously be reviewed to identify the perfect time for their incorporation. Year 1 & 2 goals have been developed into action plans and are included in this document.

YEARS 1 & 2

1. Evaluating communication effectiveness with community and community leadership.
 2. Examining of district website and other district communication vehicles, such as print newsletter, emails, social media, etc.
 3. Based on information provided in the strategic vision/plan, developing a district “brand/motto.”
 - 3a. Promoting academic achievement, as well as other student and district successes.
 1. Examining existing internal stakeholders/clients (staff, support staff, leadership team) communications and develop plan with a calendar to communicate with each group (appreciation, events, changes, etc.)
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1. Developing a system for increased two-way communication with community (target stakeholders with and without children in the district).
 2. Developing a system for increased student input (voice) and communication of student success and work in communication vehicles such as website and social media, etc. **(Fell into Student Life)**
 3. Establish community partnership between the district and local government, business, educational and civic organizations to provide services and learning opportunities beyond the classroom, including full-service community school programs and learning center.
 4. Developing and implementing a program to effectively assist parents in assuming their responsibility for their children’s education.