

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 to evaluate communication effectiveness and community leadership.

Secondary Goals/Objective #1: Establish a group of stakeholders that will implement communication goals and objectives that support the district vision statement and strategic plan.

Barriers/Challenges:			
Strategies/Action Steps	Responsibilities	Resources (including budget impact, if any)	Timeline
<ul style="list-style-type: none">Interview and establish a District Communication team (DCT) which includes various stakeholders such as, but not limited to: 2 parents, 3 teachers, 2 Middle School students, 1 community member at large, 1 technology contact and 1 administrator.	<ul style="list-style-type: none">Communication Chairperson- T. Bogusz	<ul style="list-style-type: none">Time – individuals on the DCT must commit to a two year process	<ul style="list-style-type: none">June 2014
Implications for Professional Development: DCT members will need to meet on an ongoing basis over the next 2 years and be willing to speak with administration and the BOE when necessary.			
Implications for Stakeholders: Communication chairperson and DCT will need to commit time to reaching out to developing and assisting to establish avenues for effective communication within the district and community. Opportunity for involvement of stakeholders at district level and community supports the strategic vision.			
Assessment/Accountability- A total of ten participants on the DCT would be beneficial in representing many voices and keep the group manageable. Success can be measured by obtaining the variety of members that are listed above and the number of participants committing to a two year process and staying on.			