

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 #2 : To evaluate communication effectiveness with community and community leadership and examine of district website and other district communication vehicles such as print newsletter, emails, social media, etc.

Barriers/Challenges:			
Strategies/Action Steps <ul style="list-style-type: none">Develop a community survey to evaluate the vehicles for communication.	Responsibilities <ul style="list-style-type: none">District Communication team (DCT).	Resources (including budget impact, if any) <ul style="list-style-type: none">TimeSurvey Monkey (no \$ under 10 questions utilized.)Hard Copy Materials- school copyingTownship website	Timeline <ul style="list-style-type: none">July 2014—Develop surveySeptember 2014—Be ready to present/distribute to communityOctober 2014—Due date for completion of surveyJune/July 2015- reassess survey contentsSeptember 2015 and each year thereafter- distribute survey
Implications for Professional Development- DCT members will need brief training on how to create a survey with Survey Monkey and then how to analyze/share results with stakeholders.			
Implications for Stakeholders- Information will be obtained about home/school communication through the use of the yearly survey.			
Assessment/Accountability- Posting survey on website, announcing at each Back to School Night, and printing hard copies will help to reach many people. For measurement of survey response success, the DCT would like to secure 10% more than the community survey of 448. Total would need to reach 496 responses. Assessment results will be tallied and analyzed by the DCT and then communication vehicles will be continued/altered/discontinued, etc.			