

GOAL AREA 2:

Communications and Engagement

GOAL STATEMENT: Create a culture of personal ownership with staff for internal communications efforts throughout the Plain Local community

TARGET AREAS:

- ✓ INTERNAL COMMUNICATIONS
- ✓ EXTERNAL COMMUNICATIONS
- ✓ COMMUNITY PARTNERSHIPS

TARGET AREA 1: INTERNAL COMMUNICATIONS

Objective 1a: Priority expectation on reading all electronic communications

STEPS	TIMEFRAME
1. Establish a Baseline of Expectations for Current Engagement With All Electronic Communications	January 2017
2. Develop Recommendations	July 2017
3. Communicate Recommendations	August 2017
4. Implement Recommendations	August 2017
5. Measure and Report Success	January 2018 & ongoing

GOAL AREA 2: COMMUNICATIONS AND ENGAGEMENT

Objective 1b: All staff members feel a part of the district team as a whole and represent entire district in community

STEPS	TIMEFRAME
1. Evaluate Current Staff Interaction and Engagement	January 2017
2. Develop Recommendations	July 2017
3. Communicate Recommendations	August 2017
4. Implement Recommendations	August 2017
5. Measure and Report Success	January 2018 & Ongoing

Objective 2: Increase Customer Service

STEPS	TIMEFRAME
1. Establish a Baseline of Current Standards of Customer Service	January 2017
2. Develop Recommendations	July 2017
3. Communicate Recommendations	July 2017
4. Implement Recommendations	August 2017
5. Measure and Report Success	January & ongoing

TARGET AREA 2: EXTERNAL COMMUNICATIONS

Create a culture of personal ownership with staff for external communications efforts throughout the Plain Local community

Objective 1: Improve how we communicate district events (all schools, arts, athletics, etc.)

STEPS	TIMEFRAME
1. Establish a Baseline of External Communications Efforts for District Events	January 2018
2. Develop Recommendations	January 2018
3. Communicate Recommendations	February 2018
4. Implement Recommendations	May 2018
5. Measure and Report Success	January 2019 & ongoing

Objective 2: Evaluate, define and communicate how teachers/staff use technology to communicate and discover current best practices (teacher webpages, Sungard, DynaCal, Google Classroom, Remind 101, weekly emails, social media, etc.)

STEPS	TIMEFRAME
1. Establish a Baseline of External Communications Efforts	January 2017
2. Develop Recommendations	January 2017
3. Communicate Recommendations	February 2017
4. Implement Recommendations	May 2017
5. Measure and Report Success	January 2019 & ongoing

Objective 3: Evaluate 2-way communications strategies (parent feedback/engagement)

STEPS	TIMEFRAME
1. Establish a Baseline of Parent Communications	January 2018
2. Develop Recommendations	January 2018
3. Communicate Recommendations	February 2018
4. Implement Recommendations	May 2018
5. Measure and Report Success	January 2019 & ongoing

Objective 4: Improve department/school webpages and use of technology to effectively communicate with stakeholders (retraining of staff, athletic website, etc.)

STEPS	TIMEFRAME
1. Establish a Baseline of External Communications Efforts	January 2017
2. Develop Recommendations	January 2017
3. Communicate Recommendations	February 2017
4. Implement Recommendations	May 2017
5. Measure and Report Success	January 2019 & ongoing

TARGET AREA 2: COMMUNITY PARTNERSHIPS

Develop partnerships based on needs of other goal areas (preschool, special needs, mental health, poverty, etc.)

Objective 1: Evaluate 2-way communication strategies with partners (contact person, access to schools/needs)

STEPS	TIMEFRAME
1. Establish a Baseline of Current Community Partnerships	August 2016
2. Develop Recommendations	October 2016
3. Communicate Recommendations	January 2017
4. Measure and Report Success	May 2018, 2019

Objective 2: Increase partnership with Stark Metro Housing (reaching lower income families)

STEPS	TIMEFRAME
1. Establish a Baseline of the Partnership with Stark Metro Housing	October 2016
2. Determine Communication Mediums	January 2017
3. Communicate Fiscal Commitment	August 2017
4. Measure and Report Success	May 2018, 2019

Objective 3: Increase access to area preschools

STEPS	TIMEFRAME
1. Establish a Baseline with Area Preschools	October 2016
2. Determine Communication Mediums	January 2017
3. Communicate Fiscal Commitment	August 2017
4. Measure and Report Success	May 2018, 2019