

Communications Plan- 2011-2012

Mission: Providing Education to Achieve Success

Vision: To be the Best Organization for Learning

Values: Responsibility, Honesty, Respect, Integrity, Commitment, Citizenship, Our Community, Our Partnerships and Every Person as a Unique Individual with the Ability to Acquire and Apply Knowledge.

<p style="text-align: center;">Casey Mackert on task caution behind</p>	<p>Director of Performance and Public Relations</p>	<p style="text-align: center;">Contact: 330.877.9383 mackertcasey@lake.stark.k12.oh.us</p>
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Activity	Stakeholder Group Addressed:	Internal External Both	Goal/Objective Alignment	Deadline	
				Projected	Actual
Public Relations/Media 2011-2012 Communications Plan	Students, Staff, Parents, Community				
<p>Blue Streak News</p> <ul style="list-style-type: none"> ✓ Set up new dates with Denise -June ✓ Work on articles regarding MVV for August ✓ Work with Repository for change from PRC ✓ Work on layout changes ✓ Review building submission process with staff – August ✓ Continue AAA section re-format ✓ Advertise on-line BSN to community ✓ Write bi-monthly financial information section – Crowded Schools and Money Matters ✓ Continue to review costs and investigate options for layout and printing as well as distribution 	<p>Parents Community Staff</p>	<p>Both</p>	<p>Communicate Clearly</p>		<input style="width: 20px; height: 20px; border: 1px solid green;" type="checkbox"/>
<p>Website</p> <ul style="list-style-type: none"> ✓ Update and communicate Rumor Mill ✓ Continue to survey through site homepage ✓ Add student section to post student activities in "bulletin board" fashion ✓ Update "news" scroll regularly ✓ Feature student and staff member of the month that exhibits MVV of Lake (It's Friday! only) ✓ Advertise Project Connect 	<p>Parents Staff Students Community</p>	<p>Both</p>	<p>Communicate Clearly</p>		<input style="width: 20px; height: 20px; border: 1px solid green;" type="checkbox"/>

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<p><u>It's Friday</u></p> <ul style="list-style-type: none"> ✓ Produce weekly <i>It's Friday</i> to increase internal communication Reinststate regular office meetings to produce content ✓ Meet with treasurer's office for updates ✓ Formulate plan to ensure regular participation from administrators ✓ Feature student and staff member of the month that exhibits MVV of Lake (It's Friday! only) 	Staff	Internal	Communication		<input type="checkbox"/>
<p><u>Operations – Communication and PD</u></p> <ul style="list-style-type: none"> ✓ Meet with operations leadership team monthly ✓ Meet with Classified Staff ✓ Conduct professional development ✓ Recognize operations staff 	Staff	Internal	Communication Engagement		<input type="checkbox"/>
<p><u>Press Releases</u></p> <ul style="list-style-type: none"> ✓ Prepare press releases for all board meetings and other important events and activities at Lake. ✓ Work with media to implement process for "hot-topics" form to be distributed weekly. ✓ Address media concerns as they arise with statement, article or direct communication ✓ Produce back school handbook in August ✓ Issue Hotsheets and Releases weekly 	Community	External	Communication		<input type="checkbox"/>

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<p>Lake TV</p> <ul style="list-style-type: none"> ✓ Monitor requests for promotion/event advertising on bulletin board ✓ Work with Carl on video production – increase programming ✓ Train back-up media technician ✓ Continue to develop processes for submission and programming ✓ Continue AAA series to begin shooting in September, add Technology ✓ Work more closely with Interactive Media Class 	Community, Staff Students	Both	Communication Stewardship		<input type="checkbox"/>
<p>Project Connect</p> <ul style="list-style-type: none"> ✓ Work with Rich and Gloria to develop fall and winter event for community ✓ Design invitations ✓ Follow PR process for project ✓ Plan fall play, concert and holiday event ✓ Monitor event numbers and satisfaction 	Community	External	Stewardship		<input type="checkbox"/>
<p>Annual Report and Quarterly Reports</p> <ul style="list-style-type: none"> ✓ Design and develop content for quarterly updates of the strategic plan and an annual report to the community, with financial content 	Community	External	Stewardship		<input type="checkbox"/>
<p>Internal Communications Network</p> <ul style="list-style-type: none"> ✓ Continue working with Lunch Break, Key Communicators, add student, publish minutes, post to SharePoint. ✓ Create new Carecard system for comments ✓ Continue Rounding – make a schedule through SLT to ensure that it takes place. 	Staff Students	Internal	Communication Engagement		<input type="checkbox"/>

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External Community Networking <ul style="list-style-type: none"> ✓ Begin networking through chamber and realtors to give information on Lake Schools. ✓ Share DVD and new brochure with external stakeholder groups ✓ Continue implementing messages from the Impact Group. ✓ Continue and add to Lake TV AAA show 	Community	External	Communication		□
Bond Issue Election <ul style="list-style-type: none"> ✓ Work with Impact Group to craft message and distribute ✓ Design and distribute weekly information sheets for staff to share with parents and community ✓ Develop website pages for lakelocal.org ✓ Participate in staff rounding to inform staff of issue ✓ Design and develop internal messaging ✓ Work with media outlets to distribute information ✓ Participate in weekly committee meetings ✓ Write announcements for buildings ✓ Design informational signage ✓ Design informational Facebook page ✓ Work with staff on information 	Community Staff	Internal External	Communication Engagement Stewardship		□