

Communications Plan- 2010-2011

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>Casey Mackert</p> <p><input type="checkbox"/> on task</p> <p><input type="checkbox"/> caution</p> <p><input type="checkbox"/> behind</p>	<p>Director of Performance and Public Relations</p>	<p>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 2009-2010 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 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 	Parents Community Staff	Both	Communicate Clearly	Bi -Monthly- beginning in June	<input type="checkbox"/>
<p>Website</p> <ul style="list-style-type: none"> Add Superintendent’s “Blog” Website redesign – Performance and PR tabs including comprehensive Lake TV tab 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 Advertise Project Connect 	Parents Staff Students Community	Both	Communicate Clearly		<input type="checkbox"/>

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<p>It's Friday</p> <ul style="list-style-type: none"> Produce weekly <i>It's Friday</i> to increase internal communication Reinstated regular office meetings to produce content Meet with treasurer's office for updates Formulate plan to ensure regular participation from administrators Issue Hotsheets and Releases weekly 	Staff	Internal	Communicate Clearly	Meet with SLT to discuss ways to increase input for newsletter	<input type="checkbox"/>
<p>Operations – Communication and PD</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	Communicate Clearly	Review survey results – classified not engaged, do not feel valued Meet with transportation Conduct rounding with classified staff	<input type="checkbox"/>
<p>Press Releases</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 – to – school handbook for media in August 	Community	External	Communicate Clearly	Beginning in August with back-to-school handbook Weekly Hotsheet Build relationship with reporters	<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 Add new programming over the summer months (Cameron) Continue AAA series to begin shooting in September, add Technology Work more closely with Interactive Media Class 	Community, Staff Students	Both	Communicate Clearly	Daily, as needed	<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 Continue to monitor event numbers and satisfaction 	Community	External	Communicate Clearly Fostering Partnerships and Service to Others	Create Postcards and Posters and distribute as needed Survey attendees	<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	Communicate Clearly Striving to be Responsible Stewards of Resources	First quarterly report due in October	<input type="checkbox"/>

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Activity	Stakeholder Group Addressed:	Internal External Both	Goal/Objective Alignment	Deadline	
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<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 Carescard system for comments Continue Rounding – make a schedule through SLT to ensure that it takes place. 	<p>Staff Students</p>	<p>Internal</p>	<p>Communicate Clearly</p>	<p>Continuous beginning in August</p> <p>Posting all agendas and minutes to website</p> <p>Incorporating ideas from meetings and rounding into action plans</p>	<p><input type="checkbox"/></p>
<p>External Community Networking</p> <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 Rated Lake Local Schools show 	<p>Community</p>	<p>External</p>	<p>Communicate Clearly</p> <p>Fostering Partnerships and Service to Others</p>	<p>Continuous beginning in June</p>	<p><input type="checkbox"/></p>

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