



Director of Performance and Public Relations Responsibilities

District Objectives:

Engaging students and staff in dynamic learning experiences
Building a culture of continuous improvement
Striving to be responsible stewards of resources
Fostering partnerships and service to others
Communicating clearly
Enhancing a culture of wellness.

Communications should be based upon quality principles, focused directly on staff and community with the success measured ultimately by student performance.

Primary Areas of Responsibility:

- **Internal Communications**

Mediums: Key communicators, Lunch break, It's Friday! BSN, Media Hotsheets

Targets: Certified Staff, Classified & Hourly Staff, Students

- **External Communications** (Key External Stakeholders)

Mediums: BSN, Lake TV, Media Hotsheets, Press Releases, Lake DVDs

Targets: Parents, Taxpayers, Senior Citizens, Local Businesses, Elected Officials, Realtors/Prospective Homeowners, Community and Civic Organizations and Partners

Media:

Print Media – Director should be primary point of contact for all print media, including area magazines and periodicals

Television – Director should be primary point of contact for television, including management of content for Channel 11.

Radio – Director should be primary point of contact with radio stations regarding district information and reporting.

Primary Vehicles/Tactics:

- Print communications including Blue Streak News, Quarterly Reports, Annual Report, all district press releases
- Issuing of quarter District Dollars and Sense financial update
- Electronic communications including website design and maintenance, electronic newsletters (It's Friday!), e-mail communications
- Media relations
- PTO relations and support
- Face to face communication with partnerships and community

Key PR Message:

Lake provides excellent academics for all students in a cost-efficient manner. Lake uses financial resources wisely. Much work needs to be done at the STATE level to fix public school funding. Not supporting Lake does not fix the STATE level funding issues.

Proposed Communication Goals/Tactics (will involve messages and evaluations):

- Work toward "yes" votes for district through community relations
- Expand and improve use of electronic communications
- Commence/continue parent/community survey
- Conduct alumni survey
- Survey groups such as special needs parents
- Evaluate other district "best practices" in communications

Considerations:

- We need yes voters for upcoming bond issue/operating issues
- We need to continue to draw people to community based upon our schools
- We need to do a better job communicating internally
- We need to do a better job controlling media relations
- We need to communicate our progress on our strategic plan effectively to our community
- We need to utilize existing feedback from past surveys and award programs to improve programs and processes

- **Performance**

- Strategic Planning including action plans and goal cards
 - Internal Performance Teams SLT, ELT, Operations BLTs
 - OPE/Baldrige Applications
 - Implementation of OFI's from feedback
 - Documentation of Processes

Problem solving by department
Professional Development – Performance and Baldrige
Measurement of Results – Balanced Scorecard
Management System
Surveys – Conducting, compiling results, helping with
implementation of action plans from results