

# Communications Plan- 2010-2011

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**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><b>Casey Mackert</b></p> <p><input type="checkbox"/> on task</p> <p><input type="checkbox"/> caution</p> <p><input type="checkbox"/> behind</p>	<p><b>Director of Performance and Public Relations</b></p>	<p><b>Contact:</b> 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
<b>Public Relations/Media 2009-2010 Communications Plan</b>	Students, Staff, Parents, Community				
<p><b>Blue Streak News</b></p> <ul style="list-style-type: none"> <li>Set up new dates with Denise -June</li> <li>Work on articles regarding MVV for August</li> <li>Work on layout changes</li> <li>Review building submission process with staff – August</li> <li>Continue AAA section re-format</li> <li>Advertise on-line BSN to community</li> <li>Write bi-monthly financial information section – Crowded Schools and Money Matters</li> </ul>	<p>Parents Community Staff</p>	<p>Both</p>	<p>Communicate Clearly</p>	<p>Bi -Monthly- beginning in June</p>	<p><input type="checkbox"/></p>
<p><b>Website</b></p> <ul style="list-style-type: none"> <li>Add Superintendent’s “Blog”</li> <li>Website redesign – Performance and PR tabs including comprehensive Lake TV tab</li> <li>Continue to survey through site homepage</li> <li>Add student section to post student activities in “bulletin board” fashion</li> <li>Update “news” scroll regularly</li> <li>Feature student and staff member of the month that exhibits MVV of Lake</li> <li>Advertise Project Connect</li> </ul>	<p>Parents Staff Students Community</p>	<p>Both</p>	<p>Communicate Clearly</p>		<p><input type="checkbox"/></p>

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<p><b>It's Friday</b></p> <ul style="list-style-type: none"> <li>Produce weekly <i>It's Friday</i> to increase internal communication Reinstated regular office meetings to produce content</li> <li>Meet with treasurer's office for updates</li> <li>Formulate plan to ensure regular participation from administrators</li> <li>Issue Hotsheets and Releases weekly</li> </ul>	Staff	Internal	Communicate Clearly	Meet with SLT to discuss ways to increase input for newsletter	<input type="checkbox"/>
<p><b>Operations – Communication and PD</b></p> <ul style="list-style-type: none"> <li>Meet with operations leadership team monthly</li> <li>Meet with Classified Staff</li> <li>Conduct professional development</li> <li>Recognize operations staff</li> </ul>	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><b>Press Releases</b></p> <ul style="list-style-type: none"> <li>Prepare press releases for all board meetings and other important events and activities at Lake.</li> <li>Work with media to implement process for “hot-topics” form to be distributed weekly.</li> <li>Address media concerns as they arise with statement, article or direct communication</li> <li>Produce back – to – school handbook for media in August</li> </ul>	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><b>Lake TV</b></p> <ul style="list-style-type: none"> <li>Monitor requests for promotion/event advertising on bulletin board</li> <li>Work with Carl on video production – increase programming</li> <li>Train back-up media technician</li> <li>Continue to develop processes for submission and programming</li> <li>Add new programming over the summer months (Cameron)</li> <li>Continue AAA series to begin shooting in September, add Technology</li> <li>Work more closely with Interactive Media Class</li> </ul>	Community, Staff Students	Both	Communicate Clearly	Daily, as needed	<input type="checkbox"/>
<p><b>Project Connect</b></p> <ul style="list-style-type: none"> <li>Work with Rich and Gloria to develop fall and winter event for community</li> <li>Design invitations</li> <li>Follow PR process for project</li> <li>Plan fall play, concert and holiday event</li> <li>Continue to monitor event numbers and satisfaction</li> </ul>	Community	External	Communicate Clearly  Fostering Partnerships and Service to Others	Create Postcards and Posters and distribute as needed  Survey attendees	<input type="checkbox"/>
<p><b>Annual Report and Quarterly Reports</b></p> <ul style="list-style-type: none"> <li>Design and develop content for quarterly updates of the strategic plan and an annual report to the community, with financial content</li> </ul>	Community	External	Communicate Clearly Striving to be Responsible Stewards of Resources	First quarterly report due in October	<input type="checkbox"/>

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<p><b>Internal Communications Network</b></p> <ul style="list-style-type: none"> <li>Continue working with Lunch Break, Key Communicators, add student, publish minutes, post to SharePoint.</li> <li>Create new Carescard system for comments</li> <li>Continue Rounding – make a schedule through SLT to ensure that it takes place.</li> </ul>	<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>	<input style="width: 20px; height: 20px;" type="checkbox"/>
<p><b>External Community Networking</b></p> <ul style="list-style-type: none"> <li>Begin networking through chamber and realtors to give information on Lake Schools.</li> <li>Share DVD and new brochure with external stakeholder groups</li> <li>Continue implementing messages from the Impact Group.</li> <li>Continue and add to Lake TV AAA Rated Lake Local Schools show</li> </ul>	<p>Community</p>	<p>External</p>	<p>Communicate Clearly</p> <p>Fostering Partnerships and Service to Others</p>	<p>Continuous beginning in June</p>	<input style="width: 20px; height: 20px;" type="checkbox"/>

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