



## Communications Plan- 2011-2012

**Mission:** Providing Education to Achieve Success. **Vision:** To be the Best Organization for Learning. **Values:** Responsibility, Integrity, Citizenship & Community, Honesty, Every Person as a Unique Individual, Respect

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**Director of Performance and Public Relations**

Performance (process & approach)	Completed	Needs Improvement	Alignment with District Objective	Process Maps in Place?	Status
<b>Blue Streak News</b> <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 with Repository for change-over</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> <li>✓ Review costs and investigate options for layout and printing as well as distribution</li> </ul>	Switched from PRC to Repository. Developed and deployed submission process from buildings and departments. Wrote bi-monthly Money Matters articles. Layout changes allowed for page reduction for each issue, reducing costs. Survey results indicate that stakeholders still want hard-copy delivered – but all issues posted online. Produced financial newsletter insert for January issue.	More promotion for online issues.  Review of distribution lists – still mailing 11,000 copies.  Continue to add advertising through the Repository for reduction of costs.	Communication Stewardship Engagement	Blue Streak News  Building Submission Process  Communication Process	
<b>Constant Contact</b> <ul style="list-style-type: none"> <li>✓ Develop a district-wide email system</li> <li>✓ Create contact list for district and by building</li> <li>✓ Develop and design template for district communication through Constant Contact</li> <li>✓ Work with buildings to send building-wide messages through Constant Contact</li> </ul>	Purchased Constant Contact Developed District and Building template Sent District communication and communication from each building at least once Advertised for subscription to Constant Contact	Did not utilize as much as possible.  Have not increased distribution lists through solicitation.	Communication	No	
Measures:	2009	2010	2011	2012	2013
Constant Contact Subscribers	N/A	N/A	N/A	3,372	4,000
Satisfied with the BSN					
% of staff reading BSN	67.3%	93.3%	85.8%	88%	90%
% staff finding BSN helpful and informative	N/A	53%	57%	54%	60%
% community feeling informed	85%	N/A	N/A	89%	95%
Constant Contact Messages Sent	N/A	N/A	N/A	12	25
Cost Savings for BSN due to change in process	N/A	N/A	N/A	\$13,346.93 \$2,000.00 (\$8,692.20) \$6,654.73 (hard copy savings + Kevin/Denise work)  Estimated additional \$5,000 in Casey/Denise/Misc	

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<b>Website</b> <ul style="list-style-type: none"> <li>✓ Add Superintendent's "Blog" – Rumor Mill</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 (It's Friday! only)</li> <li>✓ Advertise Project Connect</li> <li>✓ Morning announcements posted on High School page</li> </ul>	Updated website process and content process procedures  Updated front page and reorganized news section and communications tab  Reorganized Lake TV tab and added video library  Developed and launched financial dashboard  Developed and launched "What happens in Lake" tab for alcohol, bullying, internet safety.  Morning announcements posted	**Add student section to post student activities in "bulletin board" fashion  Processes for posting on website need to be revisited as they are not being followed consistently.  Overall staff apathy in utilizing new communication tools.	Communication Stewardship		<input type="checkbox"/>
<b>It's Friday</b> <ul style="list-style-type: none"> <li>✓ Produce weekly <i>It's Friday</i> to increase internal communication Reinstate 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>✓ Solicit weekly pictures from staff to include in each issue</li> <li>✓ Redesign and include in body of email per feedback</li> </ul>	While % of staff feeling it is helpful is increasing, overall participation is down for submission.  Received more information from staff than administrators  Treasurer's office regularly submitted articles  Redesigned and placed in email content	Submissions for content continue to decline  Readership numbers dropped this year	Communication Engagement	It's Friday! process	<input type="checkbox"/>
<b>Measures:</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>
% staff feeling <i>It's Friday!</i> is helpful	11.8%	30.7%	31.1%	53%	60%
Communication has improved this year (internal)	17.2%	46%	61.6%	49%	60%
I feel informed (internal)	22.6%	46.7%	74.2%	60%	75%
% of staff liking redesign of website	N/A	N/A	N/A	88.9%	N/A
% staff feeling finance dashboard will be helpful	N/A	N/A	N/A	30.9% (68% have not looked)	75%
% staff feeling links for alcohol, drugs and bullying will be helpful				35.3% (59.9% have not looked)	75%

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<b>Press Releases</b> <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 school handbook in August</li> <li>✓ Issue Hotshots and Releases weekly</li> </ul>	Produced weekly Hotshots Created press releases for topics that district Treasurer's office regularly submitted articles Posted all news and releases on website Expanded distribution to include all staff and BOE	Gain feedback on press releases from media Utilize calendar at Repository Categorize and save releases sent directly from athletics and high school Scan all papers for releases and articles	Communication	Back to school notebook Press releases Communication Hot Sheet	<span style="color: green;">□</span>
<b>Lake TV</b> <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 <i>**Train back-up media technician</i></li> <li>✓ Continue to develop processes for submission and programming</li> <li>✓ Continue AAA series to begin shooting in September, add Technology</li> <li>✓ Work more closely with Interactive Media Class</li> <li>✓ Post more internal information on station</li> </ul>	Created and posted weekly menus Developed ad submission process Created morning announcements Worked with Carl on better program rotation Continued AAA series	Communication and time documentation from Carl Better programming options and more rotation of programs	Communication		<span style="color: orange;">□</span>
<b>Project Connect</b> <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>✓ Monitor event numbers and satisfaction</li> </ul>	Hosted 4 Project Connect Events	Decreased participation	Stewardship Engagement	Project Connect Process and communication	<span style="color: orange;">□</span>
<b>Measures:</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>
% of staff aware of media Hotshots and finding them helpful		66%	74.2%	69%	75%
% staff feeling Lake TV appropriately represents the district		46.7%	49.5%	53%	60%
Participation in Project Connect – Annual Average	368	295	203	157	200
Parents feeling informed	N/A	70%	N/A	TBD	

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<b>Internal Communications Network</b> <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>✓ Create rumor-mill online</li> </ul>	Posted all agendas and minutes to sharepoint and emailed to BOE  Carescard placed online  Factfinder developed and placed online  Monthly participation in Key Communicators at almost 100% participation.	Didn't add students to Key Communicators  Little participation in Carescards  Little participation in Factfinder	Communication Engagement	Communication Factfinder Carescard Key Communicators	<span style="color: green;">■</span>
<b>External Community Networking</b> <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>✓ Begin Superintendent's Roundtable</li> </ul>	Superintendent's Roundtable met bi-monthly	Did not work with realtors except to send DVD and tri-folds in August	Communication Engagement Stewardship	No	<span style="color: orange;">■</span>
<b>Measures:</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>
% of staff aware of Lunch Break Group	N/A	74.7%	82.6%	86%	90%
% of staff aware of Key Communicators	N/A	67.3%	90%	96%	100%
% of staff reading Key Communicators Minutes	N/A	20.7%	56.8%	83%	90%
% of staff learning from either Key Communicators or Lunch Break participants	N/A	44.7%	60.5%	62%	75%
<b>Communications SLT</b> <ul style="list-style-type: none"> <li>✓ WebTV</li> <li>✓ Financial Dashboard</li> <li>✓ Electronic coordination of communication mediums</li> <li>✓ Parent email collection – Constant Contact</li> <li>✓ Student electronic bulletin board</li> <li>✓ PROS group, Superintendent's Roundtable</li> <li>✓ Forms Alignment</li> </ul>	Web TV - Finished  Finance Dashboard - Finished  Constant Contact - Finished  Student Bulletin Board  PROS  Forms Alignment – in process				