

## ACTION PLAN—Public Relations

**GOAL:** Leverage community resources and utilize effective communication to enhance positive district culture and support student success.

**OBJECTIVE:** Work to showcase the activities and accomplishment of the District schools.

Major Activities	Staff	Resources	Timelines	Indicators of Success
Enhance the organization of the district website for easy access of resources.	Building and district administrators; Technology personnel	District website; Parent organizations	Begin Summer 2015 with completion by September 2016	District website reorganized Positive feedback from parent organizations
Explore improvements to the current school community calendar or development of other methods of displaying school community events in an efficient and effective manner.	Building and district administrators; Technology personnel	District website; Parent organizations	Begin Summer 2015 with completion by September 2016	District website displays community focused events from all schools Positive feedback from parent organizations
Continue to use multiple means of communication, such as local publications, newsletters, school and district websites, and social media, to promote a wide range of school events, celebrate achievements, and update the community about district initiatives. (Academic/athletic/leadership/arts)	Building administrators; Technology personnel	Local Publications; District/School Websites; Social Media	Ongoing	Evidence of press releases, newsletters, information on district/school websites; information on social media

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Investigate opportunities to hold joint events, e.g., shows, joint student recognition, social events teachers and students collaborating across the district.	Administrators; Students; Faculty; Community members	Facilities; Funds	Ongoing	Evidence of joint school events and activities
Promote the understanding among community members that all of our schools offer excellence in education by providing consolidated information on student achievement, curriculum and instruction, activities and highlights of initiatives and programs in each school.	Administrators; Guidance Departments; Other educational and instructional staff; Students; Parent organizations	Publishing materials; District and school websites; funds for creation and distribution of material	Fall 2015 and ongoing on an annual basis	Evidence of publications and/or informational activities promoting collective student achievement at both high schools