



**DEPARTMENT OF COMMUNITY EDUCATION/
COMMUNICATIONS
IMPROVEMENT PLAN
2023-2024**

Department Goal: Develop updated marketing materials with current branding to create cohesive marketing materials across all channels (digital, print, social media) and ensure that we have engaging, informative content for ECFE and Community Education programs.

District Key Expectations: The district operates efficiently and effectively.

Supporting Data (evidence of need): Many of the materials are outdated and in need of a branding refresh across all marketing channels.

Measures:	Targets:
Materials and content updated.	By March 18, 2024 all materials will be updated.

Strategies	Person(s) Responsible	Timeline
Audit all marketing materials within CE and ECFE. Update where needed and develop additional marketing items.	KC, PD	October/December 2023
Examine current marketing and outreach strategies and promotional tools and resources available.	KC, PD	December/ January 2024
Streamline online user experiences in order to optimize call to action. Examine search engine optimization.	KC, PD, Coordinators	January 2024
Analyze participation numbers to identify opportunities to expand or refine programming and messaging.	KC, Coordinators	October - January 2024
Identifying ways to increase touch points with families.	KC, PD	October - January 2024
Focus on intentional content creation and postings on social media sites, consider other platforms such as snapchat and Instagram, ads.	KC, PD, Coordinators	June 2024

Continue to cultivate partnerships and community outreach efforts.	KC, Coordinators	Ongoing
Strategize with the Community Education Advisory and ECFE Council on marketing and increase program participation.	CEAC, KC, Coordinators	Quarterly

Accomplished: ___ **Yes** ___ **No** ___ **In Progress**

Actual Results:

Future Steps: