



BOARD OF SCHOOL TRUSTEES
KELLER INDEPENDENT SCHOOL DISTRICT

11D. Report

Date: December 17, 2007

SUBJECT: KISD INTERNAL/EXTERNAL COMMUNICATIONS PLAN

BOARD GOAL: The Keller Independent School District will develop and promote positive community relations through effective communication, the involvement of stakeholders, and the establishment of business and community partnerships.

FISCAL NOTE: None

Background Information:

- As part of the 2007-2008 District Strategic Improvement Plan: Develop a Communications plan to be presented December 2007
- Overview of programs, publications, and events
- Outline key goals and strategies
- Identify effective tools

Administrative Considerations:

- The Internal/External Communications Plan frames the Core Objectives essential to successful communication.
- Media, community, and public relations are among some of the areas of focus included in the Communications Plan.
- The Internal/External plan looks at upcoming priorities.

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Respectfully submitted,

Shellie Johnson
Director of Communications, Keller ISD