



## Communications Department Improvement Plan 2013-2014

**Department Goal #1:** To ensure day-to-day communications are ongoing and consistent with district stakeholders so they are informed and engaged in the work of the district.

**District Key Result:** Efficient and Effective Operations

**Supporting Data** (evidence of need): The communications department can often get overwhelmed with communication tactics from across the district. A comprehensive communications plan will help guide and set the course for the practice to keep on track and in line with the district's mission and strategic plan. This was also a recommendation of the 2012 Communications Audit conducted by the National School Public Relations Association.

<b>Measures:</b> Comprehensive Communications Plan	<b>Targets:</b> Implementation by Fall 2014
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Strategies	Person(s) Responsible	Timeline
Conduct a community survey regarding district-wide communications efforts (The Morris Leatherman Company)	Laura and Scott	Nov/Dec 2013
Review supporting materials (focus group info and auditor recommendations) from the 2012 communications audit	Laura	Winter/Spring 2013
Use information gathered by those working on the district's strategic plan review committee	Laura	Winter/Spring 2014
Draft an ongoing comprehensive communications plan	Laura and Scott	Spring/Summer 2014

*To be completed in July:*

**Accomplished:**     \_\_\_ Yes                     \_\_\_ No                     \_\_\_ In Progress

**Actual Results:**

**Future Steps:**



## Communications Department Improvement Plan 2013-2014

**Department Goal #2:** To ensure that our district stakeholders know and believe the value and successes of our district in order to attract and retain our number one stakeholder—students.

**District Key Result:** Efficient and Effective Operations

**Supporting Data** (evidence of need): Each year, 4.4% of our students seek other educational opportunities outside of our district (e.g. attend another district, home school, parochial school, online learning). It's been hard to track exactly why families go elsewhere for education, but we can work collectively to attract new families and keep the ones we have by publicizing the high quality education and opportunities that BHM has to offer. This was also a recommendation of the 2012 Communications Audit conducted by the National School Public Relations Association.

<b>Measures:</b> Marketing Plan	<b>Targets:</b> Retain/Attract 96.6% of students by Fall 2015
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Strategies	Person(s) Responsible	Timeline
Develop a comprehensive marketing plan <ul style="list-style-type: none"> <li>• Community Survey (Nov/Dec 2013—The Morris Leatherman Company)</li> <li>• Focus Group Results from the NSPRA Communications Audit</li> <li>• Survey Realtors</li> <li>• Exit Survey for Families Leaving a School (District)</li> </ul>	Laura and Scott	Fall/Winter 2013-14
Develop Supporting Marketing Materials <ul style="list-style-type: none"> <li>• District Brochure</li> <li>• Kindergarten Readiness Brochure</li> <li>• District-Wide Video</li> <li>• Website Upgrades</li> <li>• Why BHM Schools (New Employee) Brochure</li> <li>• Program Highlight Videos: New employees, ECFE, STEM, Arts Magnet, Discovery Multi-Age, special education, high potential services, etc.</li> </ul>	Laura, Scott, Kim Carlson, other Admin Team as necessary	Winter 2014-Winter 2015 (• more specifics will be assigned to each tactic once the plan has been established)

*To be completed in July:*

**Accomplished:**    \_\_\_ Yes                                    \_\_\_ No                                    \_\_\_ In Progress  
**Actual Results:**  
**Future Steps:**



## Communications Department Improvement Plan 2013-2014

**Department Goal #3:** To ensure that district stakeholders are properly communicated with should unfortunate events happen in the district.

**District Key Result:** Efficient and Effective Operations

**Supporting Data** (evidence of need): While we currently have an emergency manual and procedures for what to do in the event of an emergency, there is no outline or checklist for what communications should happen as a result of each event. An outlined crisis communications plan will allow us to communicate with our district stakeholders in a calm, professional manner, eliminating mixed messages and conflicting information. This was also a recommendation of the 2012 Communications Audit conducted by the National School Public Relations Association.

<b>Measures:</b> Crisis Communications Plan	<b>Targets:</b> Implementation by Fall 2014
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Strategies	Person(s) Responsible	Timeline
Research emergency communications plans <ul style="list-style-type: none"> <li>• Look at other districts</li> <li>• Review the National School PR Association Crisis Communication Manual</li> </ul>	Laura	Fall/Winter/Spring 2013-14
Review the district emergency manual	Laura	Fall/Winter/Spring 2013-14
Draft a crisis communications plan	Laura and Scott (include district directors in the review and revision process of the plan)	Spring/Summer 2014

*To be completed in July:*

**Accomplished:**     \_\_\_ Yes                     \_\_\_ No                     \_\_\_ In Progress

**Actual Results:**

**Future Steps:**