

**Department of Communications  
Improvement Plan  
2012-13**

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

**Department Goal:** By the end of the 2012-13 school year, determine the level of stakeholder satisfaction with district communications and how communications are received.

**Supporting Data** (evidence of need): District staff, administration (and public) want to know if communications are effective with staff and residents, and if they are satisfied with what the district is doing to keep them informed and through what means of communication they are informing them.

<b>Measures:</b>	<b>Targets:</b>
1. Communications Audit	1. At least 80% effectiveness on current communications with residents, parents and staff
2.	2.

<b>Strategies</b>	<b>Person(s) Responsible</b>	<b>Timeline</b>
1. Hire an outside person/organization to conduct the audit (NSPRA—National School Public Relations Association or other source)	Laura Contracted Services	Winter 2012- Winter 2013
2. Gather support materials and research to assist with the audit.	Laura Contracted Services	Winter 2012- Winter 2013
3. Assess audit results, determine next steps and plans for changes	Laura Superintendent	Spring 2012- Spring 2013

*To be completed in June:*

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

**Actual Results:**            We were able to contract the service of auditor Nancy Kracke through the National School Public Relations Association. District information for the audit was compiled in September and October. Ten focus groups were conducted October 22 and 23. Preliminary results were shared with the superintendent and communications coordinator, but the official audit findings will be completed in December.

**Future Steps:**                Either Nancy or I will present the audit report to the board at a future meeting (January 2013?). Future goals for the communications department will be based on the results of the audit.