

Parkrose School District
Community Communication Plan

Action Plan to Meet Prioritized Goal

Communication Audience: District Employee

Date: 10/22/09

Action Step 1: Feature District Staff regularly in communications

Strategies: Feature staff monthly in the Staff Line monthly newsletter & in the district quarterly newsletter-‘featured employee of the month.’ Create a uniform template.

Content on website (Andrew)(Mary King)

Results Indicator(s): Published products, get feedback from staff.

Person(s) Responsible	Starting Date	Ending Date	Estimated Cost	Funding Source
1. HR Director-asks for featured staff. 2. Principals-choose staff. 3. Mary King-does staffline. 4. Darlene Poirier-does newsletter	Monthly			

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Data-Driven Decision Making
Page S-2

Communication Audience:	Person(s) Responsible:	Date:	Report Back to Committee By:
District Employee			
Action Step 1: Feature District Staff in email communications.		Targeted Strategies: Feature staff monthly in the Staff Line monthly newsletter and in the district quarterly newsletter – ‘employees of the month.’	
Has This Strategy Been Implemented? ___Not implemented ___Partially Implemented ___Implemented Fully Reasons Implementation Was Incomplete or Did Not Occur:		Has This Activity Had Impact? ___Yes ___No Reasons Expected Impact Did or Did Not Occur:	
Evidence of Actual Impact:		Suggested Adjustments or Recommendations:	
Reflections:		Other relevant information:	

Parkrose School District
Community Communication Plan

Action Plan to Meet Prioritized Goal

Communication Audience:

District Employees

Date: 10/22/09

Action Step 2: Consistently provide District Staff recognitions and kudos.

Strategies: Each building principal designs ways to regularly recognize outstanding staff and give kudos for a job well done.

Special snacks to all staff. (Will discuss at A-Team Meeting)

Results Indicator(s): Feedback from staff in the form of a survey.

Person(s) Responsible	Starting Date	Ending Date	Estimated Cost	Funding Source
1. Principals	Weekly – at least 2 times a month.			Board budget for staff recognition

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Data-Driven Decision Making
Page S-2

Communication Audience:	Person(s) Responsible:	Date:	Report Back to Committee By:
District Employee			
Action Step 2: Consistently provide District Staff recognitions and kudos.		Targeted Strategies: Each building principal designed ways to regularly recognize outstanding staff and give kudos for a job well done.	
Has This Strategy Been Implemented? ___Not implemented ___Partially Implemented ___Implemented Fully Reasons Implementation Was Incomplete or Did Not Occur:		Has This Activity Had Impact? ___Yes ___No Reasons Expected Impact Did or Did Not Occur:	
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Parkrose School District
Community Communication Plan

Action Plan to Meet Prioritized Goal

Communication Audience: Parents

Date: 10/22/09

Action Step 1: Teach parents how to use technology used in the district for communication.

Strategies: Talented IT students at the high school assist in providing the parents training on technology at monthly parent meetings, go school to school throughout the year.

Results Indicator(s): Feedback form from parents and students after each training session (exit ticket), get numbers.

Person(s) Responsible	Starting Date	Ending Date	Estimated Cost	Funding Source
1. PHS 2. Andrew/Tech. Group 3. Karen Gray (sets up)	February K-12 PTO Meeting			

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Data-Driven Decision Making
Page S-2

Communication Audience:	Person(s) Responsible:	Date:	Report Back to Committee By:
Parents			
Action Step 1: Teach parents how to use technology used in the district for communication.		Targeted Strategies: Talented IT students at the high school assist in providing the parents training on technology at monthly parent meetings, go school to school throughout the year.	
Has This Strategy Been Implemented? ___Not implemented ___Partially Implemented ___Implemented Fully Reasons Implementation Was Incomplete or Did Not Occur:		Has This Activity Had Impact? ___Yes ___No Reasons Expected Impact Did or Did Not Occur:	
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Parkrose School District
Community Communication Plan

Action Plan to Meet Prioritized Goal

Communication Audience: Parents

Date: 10/22/09

Action Step 2: Research K-12 Parent Coordinator/Volunteer Coordinator grant opportunity.

Strategies: Write the grant with the help of district grant writer that does the research, writes and manages the grant under the office of the superintendent.

Results Indicator(s): Obtain grant and hire K-12 position.

Person(s) Responsible	Starting Date	Ending Date	Estimated Cost	Funding Source
1. Superintendent 2. Human Resources 3. Parents	ASAP		\$25,000-\$50,000	Grant funds

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Data-Driven Decision Making
Page S-2

Communication Audience:	Person(s) Responsible:	Date:	Report Back to Committee By:
Parents			
Action Step 2: Research K-12 Parent Coordinator/Volunteer Coordinator grant opportunity.		Targeted Strategies: Write the grant with the help of district grant writer that does the research, writes and manages the grant under the office of the superintendent.	
Has This Strategy Been Implemented? ___Not implemented ___Partially Implemented ___Implemented Fully Reasons Implementation Was Incomplete or Did Not Occur:		Has This Activity Had Impact? ___Yes ___No Reasons Expected Impact Did or Did Not Occur:	
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Parkrose School District
Community Communication Plan

Action Plan to Meet Prioritized Goal

Communication Audience:

Key Communicators (Mostly Outside District)

Date: 10/22/09

Action Step 1: Continuous communication to Key Communicators about success stories of our district.

Strategies: Quarterly district newsletter and East Portland Neighborhood Association articles that feature success stories from our schools.

Mid-County Memo article three times per year.

Results Indicator(s): Random phone calls or emails to Key Communicators asking them for feedback about our communication with them, ways we can improve.

Person(s) Responsible	Starting Date	Ending Date	Estimated Cost	Funding Source
1. Superintendent's Office 2. Christine-Principals (2 times monthly 'good news' email)				

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Data-Driven Decision Making
Page S-2

Communication Audience: Key Communicators (Mostly Outside District)	Person(s) Responsible:	Date:	Report Back to Committee By:
Action Step 1: Continuous communication to Key Communicators about success stories of our district.		Targeted Strategies: Quarterly district newsletter and East Portland Neighborhood Association articles that feature success stories from our schools.	
Has This Strategy Been Implemented? ___Not implemented ___Partially Implemented ___Implemented Fully Reasons Implementation Was Incomplete or Did Not Occur:		Has This Activity Had Impact? ___Yes ___No Reasons Expected Impact Did or Did Not Occur:	
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Parkrose School District
Community Communication Plan

Action Plan to Meet Prioritized Goal

Communication Audience:

Key Communicators (Local and Internal)

Date: 10/22/09

Action Step 2: Communicate regularly regarding Bond Campaign.

Strategies: Communication tool that updates people on how the bond work is progressing such as a Facebook or Twitter page.

Consult with Jeanne Magmer of C & M Communications.

Results Indicator(s): People attend Bond committees meeting and provide feedback on communication quality and quantity.

Person(s) Responsible	Starting Date	Ending Date	Estimated Cost	Funding Source
1. Karen Gray 2. Andrew (technology) 3. Alesia Reese 4. Mary Larson	Now	01-01-2012	?	?

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Data-Driven Decision Making
Page S-2Data-Driven Decision Making
Page S-2

Parkrose School District
Community Communication Plan

Action Plan to Meet Prioritized Goal

Communication Audience: Students

Date: 10/22/09

Action Step 1: Promote eSIS program 'Student Assistant' resources for kids so they can advocate for themselves and know where they stand in their classes.

Strategies: Provide training to students on how to utilize student assistant program, teach students self advocacy skills in Advisory classes. Train kids on their passwords. Tell staff. Teach in advisory groups, homerooms, communicate with all staff.

Results Indicator(s): Get feedback from PHS students at superintendent's Student Advisory Council meeting by the end of the school year.

Person(s) Responsible	Starting Date	Ending Date	Estimated Cost	Funding Source
1. Ana 2. Molly 3. Christine	Spring 2010	Spring 2011		

Parkrose School District
Community Communication Plan

Monitoring Implementation of Action Plan

Communication Audience: Students	Person(s) Responsible:	Date:	Report Back to Committee By:
Action Step 1: Promote eSIS program 'Student Assistant' resources for kids so they can advocate for themselves and know where they stand in their classes.		Targeted Strategies: Provide training to students on how to utilize student assistant program, teach students self advocacy skills in Advisory classes.	
Has This Strategy Been Implemented? __Not implemented __Partially Implemented __Implemented Fully Reasons Implementation Was Incomplete or Did Not Occur:		Has This Activity Had Impact? __Yes __No Reasons Expected Impact Did or Did Not Occur:	
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Parkrose School District
Community Communication Plan

Action Plan to Meet Prioritized Goal

Communication Audience:

Students

Date: 10/22/09

Action Step 2: Each PHS teacher uses Moodle as a platform for courses.

Strategies: With the assistance of the PHS Administration, train teachers how to use Moodle to load course information for student access, implement by fall 2011.

Results Indicator(s): Administration double checks that all staff has been trained and that all staff implements Moodle for all courses taught; survey student satisfaction.

Person(s) Responsible	Starting Date	Ending Date	Estimated Cost	Funding Source
1. Karen Gray 2. Trista Lorenz 3. Principals	Spring 2010	Ongoing	?	?

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Data-Driven Decision Making
Page S-2

Communication Audience:	Person(s) Responsible:	Date:	Report Back to Committee By:
Students			
Action Step 2: Each PHS teacher uses Moodle as a platform for courses.		Targeted Strategies: With the assistance of the PHS Administration, train teachers how to use Moodle to load course information for student access, implement by fall 2010.	
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Parkrose School District
Community Communication Plan

Action Plan to Meet Prioritized Goal

Communication Audience: Non-Parents and Seniors

Date: 10/22/09

Action Step 1: Communicate regularly with non-parents and seniors in Parkrose about upcoming school events they might enjoy attending.

Strategies: Make events in athletics, art and music free to seniors, let them know by advertising on the reader board and in our newsletters, makes sure to get addresses of non-parents and seniors that have no students in our schools.

Results Indicator(s): Exit tickets at the end of events (get feedback).

Person(s) Responsible	Starting Date	Ending Date	Estimated Cost	Funding Source
1. Karen Gray	Spring 2010	Ongoing		

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Data-Driven Decision Making
Page S-2Data-Driven Decision Making
Page S-2

Parkrose School District
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Action Plan to Meet Prioritized Goal

Communication Audience: Non-Parents and Seniors

Date: 10/22/09

Action Step 2: Host Neighborhood Association Meeting at PSD Annually.

Strategies: Host meeting with the neighborhood associations and talk about volunteering opportunities, activities they might enjoy and success stories of the district.

Results Indicator(s): Exit tickets for feedback at meetings.

Person(s) Responsible	Starting Date	Ending Date	Estimated Cost	Funding Source
1. Karen Gray 2. Trista Lorenz 3. Parent Advisory Council	By May 2010 (do annually)	Ongoing (annual)	?	?

Parkrose School District
Community Communication Plan

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Data-Driven Decision Making
Page S-2

Communication Audience:	Person(s) Responsible:	Date:	Report Back to Committee By:
Non-Parents & Seniors			
Action Step 2: Visit Neighborhood Association Meetings, at least quarterly.		Targeted Strategies: Attend meetings at each of the neighborhood associations and talk about volunteering opportunities, activities they might enjoy and success stories of the district.	
Has This Strategy Been Implemented? ___Not implemented ___Partially Implemented ___Implemented Fully Reasons Implementation Was Incomplete or Did Not Occur:		Has This Activity Had Impact? ___Yes ___No Reasons Expected Impact Did or Did Not Occur:	
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