



ALEDO ISD BOARD MEETING TEMPLATE

MEETING DATE: December 14, 2015

AGENDA ITEM: Presentation – AISD Communication Audit and Plan

PRESENTER: Ms. Linda Pavlik, Pavlik & Associates

ALIGNS TO BOARD GOAL(S):

Priority #3. Parents and members of the community shall have meaningful opportunities to communicate and participate in the educational processes of the District.

Priority #6. The District shall monitor and revise systems and processes to evaluate organizational effectiveness and stakeholder satisfaction.

BACKGROUND INFORMATION: Trustees and Administration have been discussing avenues to improve communication in the District for the past year. There are concerns from both parties in regard to the effectiveness of the District website and the lack of a formal structure related to communication efforts on the part of the District.

This concern was publicly expressed in the late summer when citizens expressed concerns related, in general, to this issue.

ADMINISTRATIVE CONSIDERATION(S): Administration sought the assistance of Ms. Linda Pavlik of Pavlik & Associates. Information related to Pavlik & Associates can be found at: <http://www.pavlikandassociates.com/>.

This firm has worked with Administration over the past several months to conduct an audit of the District current communication program and to provide a report with recommendations going forward on how to improve the District's communication strategy.

Copies of both the audit and plan are included with this synopsis.

FISCAL NOTE: There is no direct impact to the 2015 budget related to this presentation. However, should Trustees consider and approve action going forward to adopt recommendations embedded in the plan, there will be, as yet undetermined areas of financial impact.

ADMINISTRATIVE RECOMENDATION: There is no action related to this item as it is a presentation only.