

School Board Meeting/Workshop:

February 11, 2013

Subject:

Communications Audit

Presenter:

Laura (Barta) Lindquist

SUGGESTED SCHOOL BOARD ACTION:

Report only no recommended action (at this time).

DESCRIPTION:

Today you will hear the highlights of the National School Public Relations Association (NSPRA) communications audit that began back in September 2012. Detailed information was gathered about district-wide communication practices and procedures. Samples of communication pieces were collected for review. Interviews were conducted with the superintendent and the communications coordinator, along with surveys that were administered to school principals, department directors and the communications coordinator. Ten focus groups, with a variety of stakeholders, were conducted October 22 and 23, 2012. The NSPRA auditor compiled all of the information and presented a draft of the audit in late December 2012.

The final audit recommendations are complete and will be presented to you tonight. From these recommendations, the communications department will develop short and long term goals that will guide the district with future communications efforts.

ATTACHMENT(S):