



BOARD OF SCHOOL TRUSTEES

KELLER INDEPENDENT SCHOOL DISTRICT

10D. Report

December 18, 2008

SUBJECT: KISD INTERNAL/EXTERNAL COMMUNICATIONS PLAN

BOARD GOAL: All Systems in the Keller Independent School District will be effective, efficient, and accountable in support of the District's mission.

Keller Independent School District will develop and promote positive community relations through effective communications, the involvement of stakeholders, and the establishment of business and community partnerships.

FISCAL NOTE: None

Background Information:

- Internal /External Communications Plan is outlined in the 2008-2009 District Strategic Improvement Plan
- Overview of programs, publications and events
- Outline key goals and strategies
- Identify effective tools

Administrative Considerations

- The Internal/External Communications Plan frames the Core Objectives essential to successful dissemination of information.
- Media, community, and public relations are among some of the areas of focus included in the Communications Plan.
- The Internal/External plan looks at upcoming priorities.

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Respectfully submitted,

Shellie Johnson
Director of Communications