



Communications Department Improvement Plan 2023-24

Department Goal #1: Ensure effective district communication regarding the 2023 bond referendum.

Key Expectations: The district’s objectives and the impact of the referendum’s outcome are clearly and effectively presented to the public.

Supporting Data (evidence of need): Expiration of current debt has created an opportunity to address needs in the area of security, building integrity and operating efficiency.

Measures: Voting results from the November election.	Targets: Approval of the 2023 bond request.
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Strategies	Person(s) Responsible	Timeline
Produce information for flyers, Insider newsletters, the website, presentations, etc. that explains the need and opportunity, and also anticipates questions or potential objections.	PD in cooperation with ST and AU	July-Nov, 2023
Attend public information and other organizational meetings where referendum information is presented.	PD, ST	Aug-Nov, 2023
Field questions from the public and provide timely responses with accurate information.	PD, in cooperation with ST and RT	Aug-Nov, 2023
Monitor public discussion about the bond to gauge the effectiveness of district information and to correct misinformation.	PD, in cooperation with ST, AU	Aug-Nov, 2023
Provide information to citizen campaign efforts as requested.	PD, ST, AU	Sept-Nov, 2023

Accomplished: ___ Yes ___ No ___ In Progress

Actual Results:



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Department Goal #2: Develop a survey that can be sent to all families open enrolling into or out of BHM Schools in order to inform marketing and information efforts, with the ultimate objective of reducing the number of students lost to open enrollment.

Key Expectations: Identify themes as to why people leave the district, and what attracts them to come, so that opportunities and advantages offered by the district’s programs are clearly and effectively conveyed to district residents.

Supporting Data (evidence of need): During the 2022-23 school year, the district lost 980 students to open enrollment and brought in 343, a difference of 637 students.

Measures: Develop and begin use of in-house open enrollment survey.	Targets: Survey will be in use by the end of the 2023-24 school year.
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Strategies	Person(s) Responsible	Timeline
Review 2016 outbound parent survey conducted by Morris Leatherman.	PD	Nov-Dec, 2023
Research the practices of other school districts in regard to open enrollment surveys.	PD	Nov-Jan, 2023-24
Create a draft survey for review by district administration.	PD, district admin	Jan-Feb, 2024
Administer survey to families with open enrollment paperwork on file.	PD, in cooperation with MARSS coordinator(s)	March-April, 2024
Ensure ongoing use of the survey tool as new open enrollments are processed to identify any change in trends.	PD, in cooperation with MARSS coordinator(s)	Ongoing

Accomplished: ___ Yes ___ No ___ In Progress

Actual Results: