



ACTION PLAN STRATEGY 3

STRATEGY:		
We will improve our public image by increasing the effectiveness of our internal and external communication, as well as our marketing initiatives that will lead to greater understanding and trust among all facets of the district and community.		
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ACTION PLAN

STRATEGY NUMBER: 3
PLAN NUMBER: 1
DATE: 5/19/09

STRATEGY: We will improve our public image by increasing the effectiveness of our internal and external communication, as well as our marketing initiatives that will lead to greater understanding and trust among all facets of the district and community.

SPECIFIC RESULT: Enable LISD facilities to utilize effectively electronic media and displays for district communications to all stakeholders.

#	ACTION STEPS 3.1	Assigned To:	Starting Date:	Due Date:	Completed Date:
1.	Purchase additional supplies and provide maintenance for the existing marquees.				
2.	Establish key communicators at all facilities to assist with electronic media outlets in respective departments and on campuses.				
3.	Create communication template/format for usage with media displays.				
4.	Establish an internal network to connect media display monitors.				
5.	Purchase/acquire media display monitors for each campus.				
6.	Install media display monitors at each campus.				
7.	Establish the criteria to evaluate the effectiveness of utilizing the media displays.				

Responsible:

COST BENEFIT ANALYSIS

STRATEGY NUMBER: 3
PLAN NUMBER: 1
DATE: 5/19/09

STRATEGY: We will improve our public image by increasing the effectiveness of our internal and external communication, as well as our marketing initiatives that will lead to greater understanding and trust among all facets of the district and community.

SPECIFIC RESULT: Enable LISD facilities to utilize effectively electronic media and displays for district communications to all stakeholders.

COSTS	BENEFITS
<p>Tangible: Marquee supplies Display monitors Installation of monitors Networking Staffing</p>	<p>Tangible: Improve internal communication Improve external communication Increase sign usage Increased attendance at district events Increased parent awareness Improved public image Provide students with real-world experience Clear concise message to stakeholders</p>
<p>Intangible: Increased workload on staff Public backlash Time training use of the media display setup and use Organization and management of key communicators</p>	<p>Intangible: Build trust Improve morale Increase stakeholder awareness Appearance</p>

ACTION PLAN

STRATEGY NUMBER: 3
PLAN NUMBER: 2
DATE: 5/19/09

STRATEGY: We will improve our public image by increasing the effectiveness of our internal and external communication, as well as our marketing initiatives that will lead to greater understanding and trust among all facets of the district and community.

SPECIFIC RESULT: Enhance the district website to be a more effective tool for external communication with all stakeholders.

#	ACTION STEPS 3.2	Assigned To:	Starting Date:	Due Date:	Completed Date:
1.	Allocate staff to support the website and define the role of the webmaster.				
2.	Utilize key communicators to provide current campus / department’s information for the website.				
3.	Utilize key communicators to create and maintain campus/department websites.				
4.	Establish a minimum update schedule for critical, necessary, and general updates to the website. a- Publish FAQ b- Establish forum c- Documents				

Responsible:

COST BENEFIT ANALYSIS

STRATEGY NUMBER: 3
PLAN NUMBER: 2
DATE: 5/19/09

STRATEGY: We will improve our public image by increasing the effectiveness of our internal and external communication, as well as our marketing initiatives that will lead to greater understanding and trust among all facets of the district and community.

SPECIFIC RESULT: Enhance the district website to be a more effective tool for external communication with all stakeholders.

COSTS

BENEFITS

<p>Tangible: Staffing</p> <p>Equipment costs</p> <p>Software costs</p>	<p>Tangible: Improve internal communication</p> <p>Improve external communication</p> <p>Increased attendance at district events</p> <p>Increased parent awareness</p> <p>Stop Rumors</p> <p>Contact person established</p> <p>Increased student involvement at district events.</p> <p>Improved public image</p>
<p>Intangible: Increased workload on staff</p> <p>Increased attitude/morale issues</p> <p>Time to train key communicator on website software</p> <p>Management and monitoring of website document posting</p>	<p>Intangible: Build trust</p> <p>Improve morale</p> <p>Increase stakeholder awareness</p>

ACTION PLAN

STRATEGY NUMBER: 3
PLAN NUMBER: 3
DATE: 5/19/09

STRATEGY: We will improve our public image by increasing the effectiveness of our internal and external communication, as well as our marketing initiatives that will lead to greater understanding and trust among all facets of the district and community.

SPECIFIC RESULT: Require campus participation in district wide events to improve our public image.

#	ACTION STEPS 3.3	Assigned To:	Starting Date:	Due Date:	Completed Date:
1.	Establish list of district events. a) Fine Arts b) Academic c) District-sponsored events				
2.	Establish guidelines for campus participation in district events. a) Fine Arts b) Academic c) District-sponsored events (e.g. district parades, athletic events)				

Responsible:

COST BENEFIT ANALYSIS

STRATEGY NUMBER: 3
PLAN NUMBER: 3
DATE: 5/19/09

STRATEGY: We will improve our public image by increasing the effectiveness of our internal and external communication, as well as our marketing initiatives that will lead to greater understanding and trust among all facets of the district and community.

SPECIFIC RESULT: Require campus participation in district wide events to improve our public image.

COSTS

BENEFITS

<p>Tangible: Entry Fees Facility Rental Transportation</p>	<p>Tangible: Improve internal communication Improve external communication Public image improved Increased staff attendance Increased parental awareness Increased student involvement Improved stakeholder participation</p>
<p>Intangible: Increased workload on staff Morale Organization and management of events</p>	<p>Intangible: Build trust Improve morale Increase stakeholder awareness</p>

ACTION PLAN

STRATEGY NUMBER: 3
PLAN NUMBER: 4
DATE: 5/19/09

STRATEGY: We will improve our public image by increasing the effectiveness of our internal and external communication, as well as our marketing initiatives that will lead to greater understanding and trust among all facets of the district and community.

SPECIFIC RESULT: Utilize media outlets to communicate district info to students, parents, and community members.

#	ACTION STEPS 3.4	Assigned To:	Starting Date:	Due Date:	Completed Date:
1.	Establish a LISD cable channel or partnership for cable channel use.				
2.	Broadcast LISD Board of Trustee meetings via cable or Internet.				
3.	Create public service announcements air on the cable channel, local radio, or pod cast on district website.				
4.	Utilize LHS media and journalism students to produce items for e-newsletters, public service announcements, and audio/video recording of special events.				

Responsible:

COST BENEFIT ANALYSIS

STRATEGY NUMBER: 3
PLAN NUMBER: 4
DATE: 5/19/09

STRATEGY: We will improve our public image by increasing the effectiveness of our internal and external communication, as well as our marketing initiatives that will lead to greater understanding and trust among all facets of the district and community.

SPECIFIC RESULT: Utilize media outlets to communicate district info to students, parents, and community members.

COSTS

BENEFITS

<p>Tangible: Cable Contract/Fee Equipment Supplies</p>	<p>Tangible: Improve internal communication Improve external communication Public image improved Increased staff attendance Increased parental awareness Increased student involvement Improved stakeholder participation</p>
<p>Intangible: Organization and management of projects</p>	<p>Intangible: Build trust Improve morale Increase stakeholder awareness</p>

ACTION PLAN

STRATEGY NUMBER: 3
PLAN NUMBER: 5
DATE: 5/19/09

STRATEGY: We will improve our public image by increasing the effectiveness of our internal and external communication, as well as our marketing initiatives that will lead to greater understanding and trust among all facets of the district and community.

SPECIFIC RESULT: Utilize electronic notification technology to communicate to students, parents, and community members.

#	ACTION STEPS 3.5	Assigned To:	Starting Date:	Due Date:	Completed Date:
1.	Refine Flash Alert uses and procedures for notification of school information.				
2.	Establish Constant Contact (e-newsletter) schedule and distribution procedures for notification of school information.				
3.	School Messenger uses and procedures for notification of school information via phone.				
4.	Partner with City of Lancaster and Lancaster Chamber of Commerce to distribute district information electronically.				
5.	Utilize LHS media and journalism students to produce items for e-newsletters, public service announcements, and audio/video recording of special events.				

Responsible:

COST BENEFIT ANALYSIS

STRATEGY NUMBER: 3
PLAN NUMBER: 5
DATE: 5/19/09

STRATEGY: We will improve our public image by increasing the effectiveness of our internal and external communication, as well as our marketing initiatives that will lead to greater understanding and trust among all facets of the district and community.

SPECIFIC RESULT: Utilize electronic notification technology to communicate to students, parents, and community members.

COSTS

BENEFITS

<p>Tangible:</p> <p>Flash Alert annual fee</p> <p>Constant Contact annual fee</p> <p>School Messenger annual fee</p> <p>Staffing</p>	<p>Tangible:</p> <p>Improve internal communication</p> <p>Improve external communication</p> <p>Public image improved</p> <p>Increased staff attendance</p> <p>Increased parental awareness</p> <p>Increased student involvement</p> <p>Improved stakeholder participation</p>
<p>Intangible:</p> <p>Time to manage/prepare Flash Alert</p> <p>Time to manage/prepare Constant Contact</p> <p>Time to manage/prepare School Messenger</p>	<p>Intangible:</p> <p>Build trust</p> <p>Improve morale</p> <p>Increase stakeholder awareness</p>

ACTION PLAN

STRATEGY NUMBER: 3
PLAN NUMBER: 6
DATE: 5/19/09

STRATEGY: We will improve our public image by increasing the effectiveness of our internal and external communication, as well as our marketing initiatives that will lead to greater understanding and trust among all facets of the district and community.

SPECIFIC RESULT: Utilize print media to communicate with students, parents, and community members.

#	ACTION STEPS 3.6	Assigned To:	Starting Date:	Due Date:	Completed Date:
1.	Produce district newsletter (3-4 pgs) to be mailed to parents three times a year.				
2.	Produce district newsletter (3-4 pgs) for community members twice a year.				
3.	Partner with City of Lancaster to distribute district information to reduce mailing costs.				
4.	Utilize LHS media and journalism students to produce items for e-newsletters, public service announcements, and audio/video recording of special events.				

Responsible:

COST BENEFIT ANALYSIS

STRATEGY NUMBER: 3
PLAN NUMBER: 6
DATE: 5/19/09

STRATEGY: We will improve our public image by increasing the effectiveness of our internal and external communication, as well as our marketing initiatives that will lead to greater understanding and trust among all facets of the district and community.

SPECIFIC RESULT: Utilize print media to communicate with students, parents, and community members.

COSTS

BENEFITS

<p>Tangible: Printing Postage Materials/supplies</p>	<p>Tangible: Improve internal communication Improve external communication Public image improved Increased staff attendance Increased parental awareness Increased student involvement Improved stakeholder participation</p>
<p>Intangible: Organization and management of project Time to create printed documents</p>	<p>Intangible: Build trust Improve morale Increase stakeholder awareness</p>

ACTION PLAN

STRATEGY NUMBER: 3
PLAN NUMBER: 7
DATE: 5/19/09

STRATEGY: We will improve our public image by increasing the effectiveness of our internal and external communication, as well as our marketing initiatives that will lead to greater understanding and trust among all facets of the district and community.

SPECIFIC RESULT: Utilize new digital/media resources to communicate with students, parents, and community members using technology.

#	ACTION STEPS 3.7	Assigned To:	Starting Date:	Due Date:	Completed Date:
1	Investigate and select current digital technologies for communication by superintendent and principals (such as podcasts, blogs, wikkis, or social networking).				
2.	Establish posting protocol for selected digital technology.				
2.	Establish schedule for posting of communication with identified digital technologies.				
3.	Implement selected digital technologies by superintendent and principals and post to the district website.				
4.	Expand the use of digital communication technology by teachers and students.				
5.	Evaluate effectiveness of digital communication.				

Responsible:

COST BENEFIT ANALYSIS

STRATEGY NUMBER: 3
PLAN NUMBER: 7
DATE: 5/19/09

STRATEGY: We will improve our public image by increasing the effectiveness of our internal and external communication, as well as our marketing initiatives that will lead to greater understanding and trust among all facets of the district and community.

SPECIFIC RESULT: Utilize new technology resources to communicate with students, parents, and community members.

COSTS	BENEFITS
<p>Tangible:</p> <p>Hardware</p> <p>Software</p>	<p>Tangible:</p> <p>Improve internal communication</p> <p>Improve external communication</p> <p>Public image improved</p> <p>Increased parental awareness</p> <p>Increased student involvement</p> <p>Improved stakeholder participation</p>
<p>Intangible:</p> <p>Time to develop digital communication</p> <p>Training of staff</p> <p>Management of digital communication projects</p>	<p>Intangible:</p> <p>Increase stakeholder awareness</p> <p>Build trust</p> <p>Addressing 21st Century communication avenues</p>

ACTION PLAN

STRATEGY NUMBER: 3
PLAN NUMBER: 8
DATE: 5/19/09

STRATEGY: We will improve our public image by increasing the effectiveness of our internal and external communication, as well as our marketing initiatives that will lead to greater understanding and trust among all facets of the district and community.

3.8

SPECIFIC RESULT: Establish a positive public image.

#	ACTION STEPS 3.8	Assigned To:	Starting Date:	Due Date:	Completed Date:
1.	Establish a climate survey.				
2.	Provide “5 Second image” phone training for staff.				
3.	Establish face-to-face communication protocols.				
4.	Establish a parent contact/liaison – a one stop shop for parents to contact and get answers to questions.				
5.	Create “new direction” theme for emphasizing strategic planning direction to positively brand and market the change planned for the district.				
6.	Purchase of machine to make bumper stickers, window decals, name plates, magnets, etc.				
7.	Purchase various specialty items with district logo (chap stick, pens, etc.)				
8.	Evaluate effectiveness and make appropriate changes.				

Responsible:

COST BENEFIT ANALYSIS

STRATEGY NUMBER: 3
PLAN NUMBER: 8
DATE: 5/19/09

STRATEGY: We will improve our public image by increasing the effectiveness of our internal and external communication, as well as our marketing initiatives that will lead to greater understanding and trust among all facets of the district and community.

SPECIFIC RESULT: Establish a positive public image.

COSTS	BENEFITS
<p>Tangible: Equipment/supplies Materials Staff allocation Training Costs</p>	<p>Tangible: Improve internal communication Improve external communication Increased parental awareness Increased student involvement Increased stakeholder participation</p>
<p>Intangible: Public backlash Increased workload for staff Time for training</p>	<p>Intangible: Improve morale Increase stakeholder awareness Build/improve trust</p>

ACTION PLAN

STRATEGY NUMBER: 3
PLAN NUMBER: 9
DATE: 5/19/09

STRATEGY: We will improve our public image by increasing the effectiveness of our internal and external communication, as well as our marketing initiatives that will lead to greater understanding and trust among all facets of the district and community.

SPECIFIC RESULT: Enhance StaffNet to be a more effective tool for internal communication with all employees.

#	ACTION STEPS 3.9	Assigned To:	Starting Date:	Due Date:	Completed Date:
1.	Establish a communication chain of command/tree/flowchart – Who to Contact.				
2.	Provide training to all staff.				
3.	Add District calendar on the front page of StaffNet.				
4.	Embed features from the LISD website to automatically display on the StaffNet homepage.				

Responsible:

COST BENEFIT ANALYSIS

STRATEGY NUMBER: 3
PLAN NUMBER: 9
DATE: 5/19/09

STRATEGY: We will improve our public image by increasing the effectiveness of our internal and external communication, as well as our marketing initiatives that will lead to greater understanding and trust among all facets of the district and community.

SPECIFIC RESULT: Enhance StaffNet to be a more effective tool for internal communication with all employees.

COSTS

BENEFITS

<p>Tangible: Equipment / supplies Staff allocation Training Materials</p>	<p>Tangible: Improve internal communication Increased staff attendance at district events Improved public image Increased staff utilization Accountability Direct information link for accessibility to information Know who to contact</p>
<p>Intangible: Stress Increased workload</p>	<p>Intangible: Improve morale Increase stakeholder awareness Build Trust</p>

ACTION PLAN

STRATEGY NUMBER: 3
PLAN NUMBER: 10
DATE: 5/19/09

STRATEGY: We will improve our public image by increasing the effectiveness of our internal and external communication, as well as our marketing initiatives that will lead to greater understanding and trust among all facets of the district and community.

SPECIFIC RESULT: Establish a two-way communication with all stakeholders.

#	ACTION STEPS 3.10	Assigned To:	Starting Date:	Due Date:	Completed Date:
1.	Establish dates for all campus events before school starts (back to school nights, report card pick-up, parent conferences, programs etc.				
2.	Maintain the yearly LISD events online-calendar.				
3.	Investigate options to provide a method to RSVP online to events posted to the online events calendar.				
4.	Investigate options to see multiple events to identify overlapping/conflicting activities.				
5.	Investigate means to link district events calendar with community/city calendars.				
6.	Establish four scheduled “open” forum parent meetings per school year with time allotted for questions and answers.				

Responsible:

COST BENEFIT ANALYSIS

STRATEGY NUMBER: 3
PLAN NUMBER: 10
DATE: 5/19/09

STRATEGY: We will improve our public image by increasing the effectiveness of our internal and external communication, as well as our marketing initiatives that will lead to greater understanding and trust among all facets of the district and community.

SPECIFIC RESULT: Establish a communication line with all stakeholders

COSTS

BENEFITS

<p>Tangible: Printing Staffing Utilities</p>	<p>Tangible: Improve internal communication Improve external communication Increased student involvement. Increased attendance at district events Increased parent awareness Improved public image Increased stakeholder participation</p>
<p>Intangible: Increased workload on staff Stress Time to collect information and create events calendar Organization and planning for open forums Time to develop online response feature and multiple-listing calendar</p>	<p>Intangible: Improve morale Increase stakeholder awareness Increase in information to the community</p>