

D57 STRATEGIC COMMUNICATIONS PLAN 2010 – 2012

<p>Strategic Objective: <i>Operate in a framework that promotes a climate of trust, honesty, and respect among all district stakeholders</i></p> <p>Related Key Goal: <i>District 57 will develop a Strategic Communications Plan that links to the District Strategic Plan while embedding a communication infrastructure, a focus on internal communication, and an expanded outreach with external audiences in all District initiative and program action plans.</i></p>	<p>Action Plan 1: Enhance Communication Between Home and School</p> <ul style="list-style-type: none"> • Identify District’s Key Messages and unify approach to providing District news through building newsletters and web sites • Emphasize school building-level communication as a major communication thrust • Enhance People Programs – Interpersonal Connections, Opinion Leader Network • Conduct bi-annual Parent Satisfaction Surveys • Increase feedback devices • Increase parent portal opportunities • Enhance communication with non-English speaking populations • Review and update the crisis communication plan • Continue to engage parents in the Strategic Planning Process • Revamp and reduce the frequency of <i>School Digest</i>
	<p>Action Plan 2: Improve Internal Communications</p> <ul style="list-style-type: none"> • Continue to publish Board Summary Notes • Develop fact sheets for critical issues • Conduct bi-annual Staff Satisfaction Surveys • Planned visibility for the superintendent in the buildings • Continue all staff addresses by superintendent • Continue collaboration with Faculty Leadership
	<p>Action Plan 3: Increase the Use of Electronic Communications</p> <ul style="list-style-type: none"> • Establish and support an infrastructure for communication • Increase membership and communication through District and School listservs • Make all communications available electronically
	<p>Action Plan 4: Effectively Brand and Market the District</p> <ul style="list-style-type: none"> • Emphasize the role of employees as ambassadors • Expand communication with senior citizens and community leaders • Revise District mission statement and update District logo; place on all correspondence