

Strategic Planning COMMUNICATIONS PLAN

What Information	Method of Communication	When	Stakeholder Audiences
1. Orientation to the Strategic Planning process & roles; process updates.	Principals include update in staff meetings. Superintendent's report to board.	monthly staff meetings Monthly board updates	All Staff Board
2. Announce Strategic Planning initiative and how the public can participate.	News Release / Media contact. Article in back-to-school newspaper insert. Post on highly visible section of website. Social media links.	Late August/September	General public
3. Binder updated with hard copies of ALL Strategic Planning documents.	Binders maintained in each school office and at Lied Public Library.	Monthly (September – March)	General public
4. Summary of focus group results (include thank you message to those who participated).	Email to participants. Email to staff. Hard copies for Planning Team packet. Post on website w/process update. Social media links.	November	Focus group participants All Staff Planning Team members General public
5. Planning Team session #1 summary.	Distribution of hard copies. Post on website w/process update. Social media links. Email to staff.	November	Planning Team members General public All staff
6. Draft values, mission, and vision – Round 1.	Post on website with online comment mechanism. Social media links. Media alert.	November	General public All Staff
7. Planning Team session #2 summary.	Distribution of hard copies. Post on website w/process update. Social media links Email to staff.	November	Planning Team members General public All staff
8. Draft values, mission, and vision – Round 2.	Post on website with online comment mechanism. Social media links. Media alert.	November	General public All Staff
9. Update on planning process / action planning.	Post on website. Social media links.	January	General public
10. Planning Team session #3 summary.	Distribution of hard copies. Post on website w/process update. Social media links. Email to staff.	February 2018	Planning Team members General public All staff
11. Written Plan document.	Distribution of hard copies. Post on website w/process update. Social media links. Email to staff. Present for adoption at Board meeting.	March	Planning Team members Board
12. Final Strategic Plan (Adopted) (include thank you message to staff, focus group participants and Planning Team).	News Release / Media contact. Post on website / social media links. Distribution of hard copies for Board Book. Email to staff, focus group participants, and Planning Team members.	March /April	General public Planning Team members Board All staff Focus group participants