Communication Roadmap

October – January

Milestone #4 — Website

Ultimate Goal — Continual Plan/Calendar Cultivation

Milestone #3 — Plan

Milestone #2 — Proceedures

Milestone #1 — Research
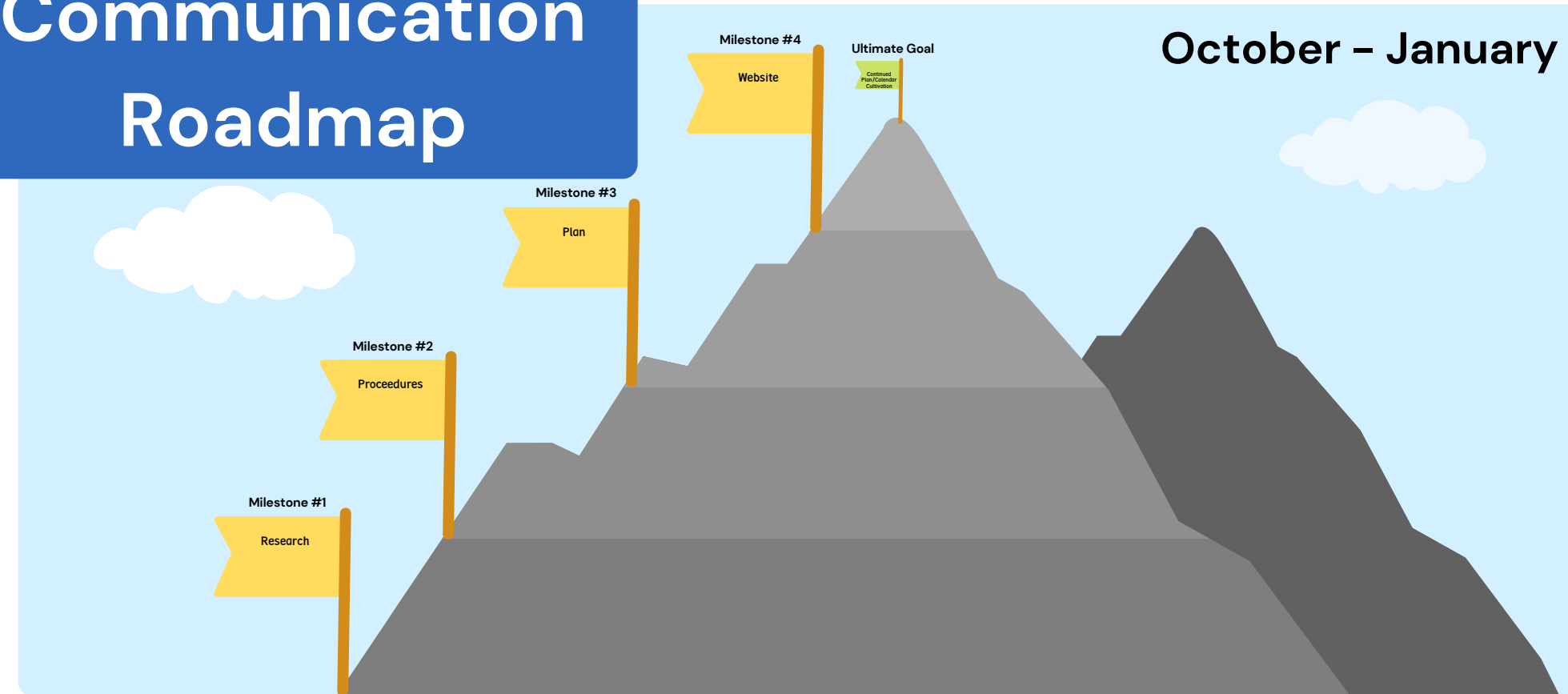
1

1. **Research: What is the story?**
   - **Learn past, present, and forward goals.**
   - **Prioritize Needs of Leadership**
     - Communicate Observations
   - Understand procedures that are in place and ones that need to be revised.
     - Understand what procedures need to be put-into play.
2. **Get to know all of the "blades of grass" and collect best practices**
   - Brand New Vision for with a spirit of *E^3 + S Outreach*
     - **Let it be known that the process for Communication is Empowering, Educating, Entertaining & Service Focused**
       - Integrate this vision into all communication going forward
   - Collect Data
   - Understand Outreach Successes
   - Understand reach of current press initiatives
     - Know tone and public opinion
3. **Understand Current Crisis Plans and Past Successes/Others**
   - Record history/facts/learnings
4. **Website Operating Principles**
   - Outcomes of Leadership
   - Outcomes of School Board
   - Needs of Users//Teachers, Students, & Parents
   - See Current Site Map
     - Include observations and learnings
     - Committee Organization
       - Include Students
       - Include Parents

Dates Complete:

Within first three

weeks of higher

2

1. **Procedures: From Here Forward…**
   - Announce Roll of Communications Specialist
     - Recognize all current contributors
       - Build spirit of collaboration with big picture focus on the end goal
         - Based on data and best practices
         - Quantify/Understand bandwidth and needs of all resources (human and otherwise)// ideas and procedures going forward
2. **Ensure Boundaries in Place for Go Forward**
   - Publish on new Website
   - Publish for all internally
3. **Include Student Internship in Solutions**
4. **Discover Most Rewarding Participant Engagement Approach for Message Dissemination and Recruitment**
5. **Pokemon Evolve! Continually Re–visit and Edit as needed**

Dates Complete:

Within first six

weeks of higher

3

1. **Who's on First//What's on Second**
   - Document Current Communication Plans
   - Streamline
2. **Integrate Dates into Plan**
   a. **In ALL:** *Understand Hours & Resources Needed to Complete each task*
      - Website Release
      - Procedure Handbook Completion
      - Calendar Schedule Dates
        - Blogs
        - Vlogs
        - Social Posts
        - Regular Announcements
        - Breaking News
        - Podcasts
        - Articles
        - Features
        - Releases
        - Community Development
        - Campaigns//Drives
        - Connection//Service Initiatives
3. **Understand Needs of Participants**
   - Integrate Participation of Those Geared Toward Communication
     - Understand some of the blades of grass may enjoy their outreach rolls currently – engage these people in the new method of outreach if possible as committee members
     - Recognize Previous Wins & Contributions Internally within Organiztions

Dates Complete:

Within first eight

weeks of higher

4

1. **New Approach LIVE! Website Revamp**
   - Leadership Guidance
   - Current Site Map Wins/Others
   - Feedback//Committee
   - Data Integration
   - Research of Current Winning Systems in other School Systems
   - New Site Map
2. **Include New Procedures on New Site**
3. **Integrate New Communication Plan Where Applicable on New Site**
4. **Plan Launch Date for a Moment in Time that Leaves Space for Tweaks While Students are on Break**
   - Include Committee on Tweaks
   - Celebrate Wins of Committee
     - Jan/Feb Report Return on Investment
       - To School Board
       - To Parents
       - To Teachers//Staff
       - To Students

Dates Complete:

Within first ten

weeks of higher