



Strategic Plan Goal Area	Internal and External Communication
Strategic Plan Performance Objective	Bridge and improve communication with external stakeholders

PLAN
Review the goal area, performance objective, initiative(s), performance measures, and action steps that you are working on for this particular area. What have you completed? What can you celebrate?
<ul style="list-style-type: none"> • Increased digital communications throughout District, including more social media followers and increased knowledge, usage, and transparency. • Created student and staff social media guidelines for the District Website in order to complement the DCSD social media policy, and to increase safe online engagement. • Provided schoolhouse photography for District décor and presentations. • Created Communications plans for School Leadership and Family Engagement. • Co-produced The Bridge and EngageMEnt Now, including guest on social media show. • Wrote and recorded voiceover for On-hold messaging. • Distributed Get Connected digital package at events. • Posted first Teen Connected blog and editing second entry. • Collaborated with District cross-functional teams; provided social media support; and trained staff and families on social media to increase digital communications and awareness. • Provided news coverage at schools including a TV reality show. • PDS-TV24 has completed 12 new episodes of “The Bridge.” • Shot over 40 individual productions covering news and events around the district • Produced and aired 5 BOE meetings. • Celebrated an enormously successful collaboration with C & I through which we have produced 18 ground breaking new programs for family engagement called “EngageMEnt Now!”
DO
Describe the work of your team in achieving your performance objectives. Specifically address your initiatives and action steps.
<ul style="list-style-type: none"> • Continue to research team members for a DCSD social media committee to support students, staff, and families’ use of social media in ways that have a positive impact on the learning environment and foster the legitimate, safe exchange of information. • Support staff and schoolhouses who already use social media and cross-market. • Continue to take free online webinars or workshops to grow in digital media knowledge. • Continue to collaborate and train DCSD staff and families on social media and digital resources when requested. • Continue to find writers for the “Get Connected” student blog on topics affecting students, the community, and the world. • Continue to book guests and produce TV programming that supports communications and the strategic plan. • Produce new and improved content that provides stakeholders with vital information in engaging

and entertaining ways.

CHECK

Are you getting the results needed to reach the performance targets? How are you monitoring and measuring to ensure results?

- Met and exceeded all performance targets and review social media analytics weekly in order to reach targets.

ACT

What are the challenges or obstacles you are facing or anticipating? What needs to change and/or improve to reach your performance targets? How will these changes lead to progress?

- Increased funding needed to create a larger, more impactful marketing campaign throughout District, and collaborate with other government offices to broaden awareness.
- Conduct website audits in order to ensure content is new and relevant.
- Provide more social media training for staff and families, thus providing a stronger support for students and 21st Century Learning.
- Add a photo and video gallery to the website to showcase events and tell *our* story.
- Add a social media feed to the website to display that DCSD values being social.
- Increase District social media collaboration and cross promote with all DCSD offices and schoolhouses in order to increase digital communication.
- Provide social media guidelines for all staff and students and update the website with the information.
- Collaborate with Professional Learning on social media webinars for District-wide distribution.
- Obtain extra support from experts or contractors who can speak to social media in public education.
- Primary challenge is securing enough volunteers to fill roles of pre-production and on set talent.
- Education will be a great first step to eliminating this obstacle. Once more people are aware of the quality of the information being provided and the commitment to professionalism in the show, it is expected that more people will want to be a part of our new efforts.