



Strategic Plan Goal Area	Internal and External Communication
Strategic Plan Performance Objective	Improve and ensure district internal communication

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?
<p>Since July 2015 – a few highlights of Visual Communications projects that we have completed and can celebrate:</p> <ul style="list-style-type: none"> • <u>ART STAR Hall of Fame</u>: Project planned, installed, and unveiled to great acclaim from multiple stakeholders – students, employees, parents & guardians, community members, and even representatives from Governor Deal’s office. (Completed September 2015) • <u>Co-Branding Initiative</u>: Successfully created and delivered “co-branded identity packages” (hi-res co-branded logos, and templates for co-branded letterhead, fax cover sheets, envelopes, and business cards) to 21 schools. The schools are delighted with their identity packages, and several principals have personally thanked us for the assets, and assured us that they are using their co-branded materials for ALL communications with stakeholders. Note: One school, McNair Middle, now has their first-ever logo as a result of this initiative. A second school, Briarlake Elementary, received a completely redesigned logo at their request, and ALL schools were presented with their first-ever hi-resolution logos. (Completed August 2015) • <u>Communication Monitors launched and expanded</u>: Launched with seven monitors and now expanded to 19. This initiative offers FREE, targeted communication opportunities to ALL DCSD divisions. (Launched August 2015; Expanded November 2015) • <u>Strategic Plan Summary Brochure</u>: Wrote and produced this summary brochure which will soon be distributed to every DCSD family. (Completed August 2015) • <u>Style Standards Handbook</u>: Wrote, produced, printed and delivered via hard copy and/or digital copy an updated/expanded/improved Style Standards Handbook to ALL DCSD employees. (Completed September 2015) • <u>Three Stories per month for the Employee Portal</u>: We write three stories per month for this much-heralded new Communications medium that reaches ALL DCSD employees. (Monthly since August 2015) • <u>“On the Scene with Dr. Green” flyer template</u>: produced this template that will be used to announce all “On the Scene” events. • <u>About YOUR DeKalb County School District brochure</u>: produced this “quick-reference-fact-guide” to be distributed to stakeholders by Dr. Green during community meetings, “On the Scene” events, etc. (Currently being printed, November 2015)
DO
Describe the work of your team in achieving your performance objectives. Specifically address your initiatives and action steps.
We are working diligently to produce valuable assets, deliverables, and projects for the District as evidenced by the accomplishments referenced above.

We are also working directly with numerous school principals, various internal departments (example IT and Leadership Development), external vendors (example Fidelity) and external contacts (example DeKalb Department of Watershed Management) to provide both visual communications assistance (Style Standards, Co-Branding, etc.) and editorial services (we write news releases for schools, etc).

CHECK

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

We are presently on track to meet all performance targets.

We are monitoring results by:

- the actual physical assets we are producing -- ART STAR gallery; booklets, brochures and other deliverables (both printed and digital); the co-branded packages we create; the news releases and stories we write; etc.
- keeping a log of visual and editorial requests that are received and answered.

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?

As always, our challenges are budget and human capital.

With additional resources (both financial and increased manpower), we could achieve so much more. At present, our Visual Communications staff consists of one person. With the addition of an assistant (in particular an assistant with graphic design abilities, we would be able to provide the District with many more exceptional assets (booklets, pamphlets, brochures, flyers, and so much more), as well as increased editorial assistance (original content for newsletters, articles, and other written deliverables). We have the talent. We have the expertise. We have the desire, the “know-how,” and the drive. What we do not have, however, is the budget and/or the staff.