### Strategic Plan Goal Area
- Internal and External Communication

### Strategic Plan Performance Objective
- Bridge and improve communication with external stakeholders

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**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?**

The division has successfully met or exceeded the measures in three of the four target areas, including recipients of the e-newsletter, PDS programming, and the number of social media users. The division’s e-newsletter base has expanded significantly.

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**DO**

**Describe the work of your team in achieving your performance objectives. Specifically address your initiatives and action steps.**

By hiring an online content coordinator, the division has deployed additional attention and resources toward social media, while blending our mediums into several communications initiatives including Cyber Safety Day, I Love DeKalb, MBK/OSK, and Grad Central Station.

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**CHECK**

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

The results are apparent in the areas where data can be accurately recorded.

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**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?**

The division has not launched its news website, so no data is available for that measure.