

**STRATEGIC PLAN PROGRESS CHECK**

**Division:** Communications

**Goal Area:** Internal and External Communications

**Performance Objective:** Improve and ensure district external communication

**Date of Progress Report:** 6/30/15

**Plan: Review the Goal Area, Performance Objective and Initiative(s) that you are working on for this particular area. What have you completed? What can you celebrate?**

- Established a partnership with Curriculum and Instruction to combine resources in creating programming that will engage families and share vital information about the District and resources available to our community of learners.
- Increased digital communications throughout the District, social media followers and transparency. More than 15,000 downloads of the District app.
- Updated and distributed marketing collateral and translation services for District events.
- Collaborated with and provided social media support for: Human Resources, School Leadership, nearly 100 schools, the BOE, DIWC, and C&I.
- Managed 667 media inquiries including 66 Open Records Requests.

**Do: What will you do to accomplish the next steps?**

The next steps will include:

- Conduct collaborative sessions with C&I and form an advisory committee consisting of parents, community leaders and administrators to guide the programming of the show.
- Create a DCSD social media committee to support students, staff, and families use of social media.
- Provide a social media expert who can give additional guidance on the current social media policy and usage in a large urban school district.
- Launch the “Get Connected” student blog on topics affecting students, the community and the world.

**Check: Are you getting the results needed to reach the Performance Targets? What are the challenges you are facing or anticipating?**

We are lagging behind some key targeting metrics due to a lack of promotion of the new content and direction of the station. Additional resources are required to launch a marketing campaign.

Challenges include:

- DCSD staff and families “fear” of social media as a communications tool
- District staff needs social media training
- Large number of staff and parents not downloading the District app
- District staff not seeing social media as a valuable communications tool

- A possible online crisis that is not supported or protected by policy
- Students being “ahead” of adults online and staff not being able to protect students due to a lack of knowledge

**Act: What needs to change and/or improve to reach your Performance Targets? How will these changes demonstrate progress in this area?**

- Additional resources are needed to get back on target. Tapping into resources from other departments with similar goals has helped, but there are some infrastructure improvements that are required to improve efficiency. Key among these are the need for an asset management system with archiving capability. Additional staff or funds for contractors would reduce the backlog of projects getting on air.
- Increase resources to create a robust, more impactful marketing campaign throughout the District, and collaborate with other government offices to broaden awareness.
- Provide social media training for staff and families.
- Add a photo 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.
- Create a “Get Connected” student blog that is shareable, student-focused, and supported by senior management.
- Provide social media guidelines in languages ALL stakeholders can understand in their first language.
- Update the social media policy to ensure stakeholders can use social media safely and legally.
- Need to add a social media specialist to manage the more than 2,000 social media postings and the student blog.

**Additional Comments.**

*Please complete a Strategic Plan Progress Check for each Performance Objective you are addressing in your plan  
Due: June 30, 2015*

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**Plan: Review the Goal Area, Performance Objective and Initiative(s) that you are working on for this particular area. What have you completed? What can you celebrate?**

- Developed District Style Standards that won two national Communicator Awards for copywriting and internal communications from the Academy of Interactive & Visual Arts for materials that “transcend innovation and craft to make a lasting impact.” Distributed digital assets via the Employee Portal; created new District signage for the AIC and Board room.
- Designed and implemented a “Co-Branded” campaign for schools in the District including identity packages for 21 schools.
- Developed and managed an integrated system of Communications Monitors throughout the AIC, DWIC, and Sam Moss Service Center.
- Developed collateral material to communicate the District’s Strategic Plan.
- Planned and managed the Art Star Wall of Fame to showcase the best student art work.
- Created original content and provided editorial services for the District.
- Provided visual communications support and assistance throughout the 137 schools in the District.
- 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.
- Collaborated with and provided social media support for Family Engagement, Human Resources, School Leadership, Curriculum & Instruction, International Center, Public Safety, schools, and the BOE to increase digital communications.

**Do: What will you do to accomplish the next steps?**

- Maximize limited budgets – reducing costs wherever possible; build on “what works;” capitalize on interpersonal relationships with staff, co-workers, and vendors; grow and expand vendor options; continually seek new opportunities for professional development and skill-set enhancement and expansion.

**Check: Are you getting the results needed to reach the Performance Targets? What are the challenges you are facing or anticipating?**

- Have had to eliminate certain initiatives ( e.g. website content audit) and scale back on others (e.g. reduction of school identity packages from 50 to 20 schools for SY2016, 67-20 for SY2017).
- Primary challenges are limited funding and lack of human capital/support personnel.

**Act: What needs to change and/or improve to reach your Performance Targets? How will these changes demonstrate progress in this area?**

- Additional resources would enable the reinstatement of postponed initiatives. This would ensure that performance targets are met and result in improvements in quality and quantity of stakeholder communications. The Communications Department would be able to increase the amount, scope and variety of creative services and deliverables to District schools and divisions.
- Need a full-time graphic designer on staff to respond in an efficient, effective manner to requests from schools and departments.

**Additional Comments.**

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