

Communications

FOCUS AREA:	COMMUNICATION/ INFORMATION RESOURCES	STRATEGY 4A	
STRATEGY:	Communicate Prestige, Process and Policy information to all of our constituents (students/parents/staff/community)		
OBJECTIVE:	Increasing favorable feedback Increasing District rank	RESPONSIBLE PERSONS:	-Communications Coordinator
IMPLEMENTATION SUMMARY:	-Develop clear focus on use of communications means and methods to promote: <ul style="list-style-type: none"> • <i>Prestige</i>: what we do well, academics/activities/athletics/events • <i>Process</i>: the operations (teaching, learning, curriculum) • <i>Policy</i>: governing rules, code of conduct 		
TIMELINE TARGET:	Start: November 1, 2022 Mid: Q4 of 2024 End: Q4 of 2026		
KPI/DELIVERABLES:	-Organize website to reflect theme -Regular use of data from Google Analytics to better understand users and devices used -Re-evaluate this data every two years to note any changes in consumption of information -Communicate changes to create an understanding of what is to be expected -Create a welcome package delivered quarterly to new residents with marketing materials (printed District & HS Profile, copy of most recent Annual Report, rack card, Community Education Brochure, volunteer information, voucher for free admission to a sporting event, voucher for free admission to play or musical, Methacton magnet) -Update comprehensive communications plan annually -Implement annual constituent feedback survey as part of Strategic Plan		

FOCUS AREA:	COMMUNICATION/ INFORMATION RESOURCES	STRATEGY 4B	
STRATEGY:	Implement mobile app to all District constituents		
OBJECTIVE:	Increasing favorable feedback	RESPONSIBLE PERSONS:	-Communications Coordinator
IMPLEMENTATION SUMMARY:	-Develop mobile app from available website hosting provider -Use soft roll out with market testing to increase adoption rate -Revise and revisit use and implementation feedback/data		
TIMELINE TARGET:	Start: May 1, 2023 Mid: Q1 of 2024 End: Q3 of 2024		
KPI/DELIVERABLES:	-Earn 80% usage of mobile app (one-stop shop of information) -[Prestige/Process/Policy] over next 3 years (All content is cross-promoted on website and app)		

FOCUS AREA:	COMMUNICATION/ INFORMATION RESOURCES	STRATEGY 4C	
STRATEGY:	Develop communications tools guide for staff and parents		

OBJECTIVE:	Increasing favorable feedback	RESPONSIBLE PERSONS:	-Communications Coordinator -Building Principals
IMPLEMENTATION SUMMARY:	-Develop a communications guide outlining the: who, what, where, when, and why of each communication tool used in the District -Include feedback from staff and parents on resource value -Revisit annually and revise as needed		
TIMELINE TARGET:	Start: October 1, 2022 Mid: Q1 of 2023 End: Q4 of 2023		
KPI/DELIVERABLES:	-Post a communications guide on District website		

FOCUS AREA:	COMMUNICATION/ INFORMATION RESOURCES	STRATEGY 4D	
STRATEGY:	Reduce number of District residents choosing charter/private/parochial education		
OBJECTIVE:	Increasing favorable feedback Increasing District rank	RESPONSIBLE PERSONS:	-Communication coordinator -Business Director -Director of Pupil Services
IMPLEMENTATION SUMMARY:	Produce a marketing and communications strategy that educates all stakeholders on the selling points of each level (Elementary/Upper Elementary/Middle/High School) Use the following tactics: <ul style="list-style-type: none"> • Mailers (Annual Report, etc.) • Invites to District/building events • Host open house • Leverage social media • Website presentation • Videos 		
TIMELINE TARGET:	Start: October 1, 2022 Mid: Q1 of 2023 End: Q3 of 2023		
KPI/DELIVERABLES:	-Reduce the number of students attending by 15% in 5 years -Implement marketing plan		

FOCUS AREA:	COMMUNICATION/ INFORMATION RESOURCES	STRATEGY 4E	
STRATEGY:	Increase parent volunteers by 25% in 3 years		
OBJECTIVE:	Increasing favorable feedback Increasing District rank	RESPONSIBLE PERSONS:	-Communications Coordinator -Building Principals
IMPLEMENTATION SUMMARY:	-Determine common profile of parent volunteers -Determine annual teacher need for volunteers -Determine quantity, frequency, and time frame of need -Devise communications strategies to recruit volunteers -Review/revise policy and procedure to maintain safety/security and increase ease of participation -Implement strategies -Review results over each of next 3 years		

TIMELINE TARGET:	Start: October 1, 2023 Mid: Q1 of 2024 End: Q3 of 2024
KPI/DELIVERABLES:	Production of communications plan Increase by 25% in volunteers