Goal 4: 2021-2022 Initiatives

Strategies 10 and 11: Communication, Collaboration and Partnerships

- Partner with Panorama to administer satisfaction surveys to stakeholders
  - Summer 2021 - develop the plan for 2021-22 school year and learn how to use the platform
  - Fall 2021 - implement the plan, which will include communicating goals, strategies, timeline, etc. to stakeholders

- Update/improve the overall look, functionality and accessibility of the district's family of websites.
  - Update content across the family of websites during the summer and fall of 2021
  - Explore the options/cost for updating/redesigning the family of websites
  - Explore the options and opportunities that exist for collecting stakeholder feedback about the district's websites that can be used to support the redesign

- Utilize video to educate and inform people about what is happening in the district.
  - Continue producing weekly updates about the status of Future Ready Facilities projects
  - Launch "In the Classroom" series that will highlight the work our students and staff are doing in our classrooms

Goal 4: 2021-2022 Initiatives

Strategies 10 and 11: Communication, Collaboration and Partnerships

- Continue community outreach and engagement activities.
  - Work with principals and activities directors again to identify opportunities for Superintendent Prentiss to meet with student groups to discuss the state of the district in general or specific topics of interest
  - Explore opportunities for Superintendent Prentiss to engage in similar meetings with parent/guardian and community groups
  - Continue to hold Superintendent's Roundtable and identify other opportunities to engage staff in discussions about specific topics or the state of the district in general
  - Assist the board in implementing its community engagement plan

- Advance the district's equity work.
  - Use print and electronic communications to share information about our work and updates on its progress - e.g., a Q&A with Dr. Payne in our print newsletter
  - Support, highlight and promote the equity-related work being undertaken by our goal champions and CELT

Goal 4: 2021-2022 Initiatives

Strategies 10 and 11: Communication, Collaboration and Partnerships

- Continue using the district's various communication tools and platforms to promote what is going on in the district and publicize the ways people can get involved in or help guide our work.
  - Updates from 86 emails
  - First Look and Board Briefs
  - Print newsletters
  - Social media

- Develop a plan for how we can best support the other goal champions - i.e., help them communicate the status/progress of their work and how stakeholders contribute to it.

- Begin developing a district-level alumni relations plan.

- Work with the new assistant superintendent for HR to develop a plan for internal communications.

- Develop a social media strategy to better maximize our use of the platforms.