



Purpose and Work Streams 2016-17

COMMUNICATIONS

Purpose	
Purpose	Department Manager
(Comm department finalizing mission draft mission statement at 11/2 department meeting)	Liz Merfeld

Major Work Streams		
Title	Description	Lead
Communicate vision and strategic framework	Media and Government Relations Director leads weekly editorial meetings to identify stories that serve as examples of key ideas for media pitches, newsletter stories and other internal and external communication vehicles.	Rachel Strauch-Nelson
Maintain web presence / manage website accessibility project	Web Team Leader meets regularly with Central office web editors from departments to identify needed improvements, provide support and training for keeping websites up to date, Web Developer creates webpages according to goals outline in communication plans for departments, Communications staff serve as liaisons or "web buddies" to schools to provide training and support for keeping school websites up to date. This school year we are undergoing a self audit of our websites to remedy accessibility issues for those with vision or hearing impairments.	Tony Rodriguez
Produce media	Designer and Media Producer create video, audio, web-based, and print media in line with department COMP and with project requests approved by Communications Coordinator.	Amy Knight
Support Board of Education Communications	by live streaming and web archiving Board meetings, writing President's Announcements, resolutions, media updates and maintaining a Board community events calendar	Mike Wetzel
Answer questions from public	Staff front desk in Enrollment office welcoming families to the building, answering the district phone line and communicating with callers in English and Spanish; answer main district email address.	Kristin Rachini
Update families on school news	Produce bi-weekly family newsletter and post daily on social media	Hywania Thompson
Communicate to staff	Produce daily staff eNews, weekly Principals' Bulletin and bi-weekly staff newsletter	Marla Peterson
Manage department projects	Decide what projects to take on, prioritize them, and track their completion.	Taryn Soza/Liz Merfeld
Fulfill school support requests	Field and respond to formal support requests from schools	Liz Merfeld



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Priority Projects 2016-17

COMP Priority Project	Strategic Framework Priority Area	Strategic Framework Priority Area Next Step	Project Lead	Q1 Key Implementation Steps	Q2 Key Implementation Steps	Q3 Key Implementation Steps	Q4 Key Implementation Steps	Metrics for Monitoring Completion and Success
Behavior Education Plan	I: Coherent Instruction	Provide tools and resources for teachers to implement the Behavior Education Plan and social/emotional standards K-12 so that students develop essential skills, such as organization, perseverance and interpersonal skills, which students need to be successful in college, career and community.	Hywania Thompson	Work with Behavioral Health staff to "re-boot" of the #KnowTheNO campaign materials.	Establish regular meetings with Behavioral Health staff to anticipate and meet communications needs. This may include developing materials that help students learn behavior expectations or stories/articles on topics like what's working well, restorative justice and disrupting racial inequities – stories that illustrate the positive behavior learning happening in our schools.	Re-organize/update BEP website so that it starts out highlighting positive stories about the progress our schools have made since implementing the BEP. Continue messaging, storytelling and reinforcing expectations.	Continue messaging, storytelling and reinforcing expectations.	
Operational Referendum/Building Excellence	N/A	N/A	Liz Merfeld	Referendum: Communicate what's at stake and why in the Nov. 8 referendum and how the district is building positive, gap-closing momentum. Building Excellence: With project owners, develop messaging to explain why we are taking this approach and to set expectations around input, decision making and timeline. Develop materials to deliver that message, including a webpage, an online input form, a name, and a logo. Assist in promoting input sessions through Staff eNews, MMSD Connect, and other channels.	Assist project owners in framing their progress to the Board of Education. Meet with project owners to discuss needs in communicating board, report, progress, and so on. Continue promoting input session dates.	Promote new sessions being held in spring 2017. Update families, staff, public on progress.	Update families, staff, public on the results of the 18-month process. Develop plan for building the living resource.	
Training & Support Toolkit	III: Family and Community Engagement	Implement a strategy for improving student outcomes through family engagement, aligned to the district's family engagement standards.	Taryn Soza	Hold focus groups with and issue survey to the following to learn what tools and training staff are in need of: Principals, communications point person in schools, department heads or reps, SLT. At the same time, begin creating what we know people will want (like PPT templates, a brochure template, a pool of photos, standard review process, updated communications department website, training modules).	Develop the tools asked for in focus groups. Update the Communications Toolkit. Schedule stury halls and webinars aligned with PD days. Re-do Communications website to reflect what we offer.	Finalize new tools and make sure people know about them.	Evaluate, track usage and begin brainstorming of tool improvements	
Storytelling around key messages	N/A	N/A	Rachel Strauch-Nelson	Hold weekly editorial meetings and leverage structured meeting to develop student, family and staff centered stories	Launch student reporter internship (one student per high school). Students peer review along with "instructor." Continue to hold weekly editorial meetings and leverage structured meeting to develop student, family and staff centered stories	Student reporters: Meet 1x/month or every other month. Digitally review, edit, and critique reporting. Continue to hold weekly editorial meetings and leverage structured meeting to develop student, family and staff centered stories	Student reporters: Help students become published. Hold end-of-year celebration/show.	

Personalized Pathways	II: Personalized Pathways	Establish an Academic and Career Plan (ACP) for every incoming high school student that outlines a clear, personalized path to graduation with frequent checkpoints along the way.	Taryn Soza	Complete student/family recruitment piece, staff one-sheet, fundraising brochure. Meet regularly with Pathways Director to anticipate communication needs. Finalize communications plan for school year focused on ensuring families and students can see themselves participating in a pathway	Project manage third-party videographer producing videos, continue meeting regularly with Pathways Director. Build out district and school Pathways web pages.	Continue meeting regularly with Pathways Director to keep producing useful materials.	Continue meeting regularly with Pathways Director to keep producing useful materials.
Reputation Optimization	III: Family and Community Engagement	Implement a strategy for improving student outcomes through family engagement, aligned to the district's family engagement standards.	Rachel Strauch-Nelson	Meet with targeted schools to hear/brainstorm what materials would be helpful. Update district wide materials (brochure, website and video) and determine strategy for dissemination (direct mail, targeting, neighborhood networks)	Work with schools put their best foot forward by enhancing their presence on search engines, on sites like Nextdoor.com, on their website, through curb appeal, through Share Your Strengths displays, newsletter templates, open houses, targeted mailings, photography.	Create new print pieces. Create video. Update Thrive in Madison site. Meet with realtors association	Provide reputation optimization help before and during enrollment window.