

- **Goal #1: Strategies will be put in place that will result in a better understanding of the mission, goals, needs and accomplishments of the total education program**

Strategies/Action Items	Timeline	Target Audience	Responsibility
Post mission statements in all buildings, in the administrative offices and board room	Annually	Students, parents, meeting attendees, media	Principals, Administrative Assistant to the Superintendent
Increase the number of press releases	Ongoing	Media, community	Communication Committee, Superintendent, Principals
Utilize the district email list for message from the Superintendent	Ongoing	Parents, community members	Administrative Assistant to the Superintendent
Prepare and distribute annual reports	Winter, annually	All Stakeholders	Director of Finance, Curriculum Director, Superintendent
Attend PTO meetings	Fall	Parents, Teachers	PTO Chairs, BOD Rep.
Form and utilize citizen committees/focus groups	Ongoing	All Stakeholders	BOD Chair, Communication Committee, Superintendent
Highlight student achievement at BOD meetings	Ongoing	Parents, meeting attendees	Superintendent, Principals, Comm. Committee, BOD Chair
Meet with PTO Co-Chairs	Monthly	Parents	Superintendent
Prepare and distribute a newsletter for residents	Quarterly	All Stakeholders	BOD Chair, Communication Committee
Maintain/develop relationships with area businesses	Ongoing	Business Owners, Chamber of Commerce	Superintendent
Prepare and distribute a parent handbook/calendar	Fall, annually	Parents, students, staff	Principals
Create and utilize a relocation packet	Winter	New families	Administrative Assistant to Principals
Create a District “at a glance” brochures	Winter	Parents, Community	Communications Committee
Promote civic/service organization membership and attendance	Ongoing	Community	Superintendent, Administrators

