

- **Goal #4: A variety of media will be used to promote a greater understanding of MSAD 51's mission, goals and achievements.**

Strategies/Action Items	Timeline	Target Audience	Responsibility
Create District "at a glance" fact sheets for important topics of public interest: budget, IB, Student achievement.	Winter/Spring, 2010	Parents, Community	BOD Communication Committee, Superintendent's Office
Post BOD and board committee meeting notes on-line within a few days of a meeting – briefs on important action items will be sent via district email.	Ongoing	All stakeholders	Administrative Assistant to the Superintendent BOD Committee Chairs
Promote personal contact with media personnel.	As needed	Media	Superintendent, BOD Communications Committee, Principals
Develop/maintain an email database for messages from the Superintendent.	Ongoing	Parents, Community Members	Office of the Superintendent
Prepare and distribute press releases.	As needed	Press, Community	BOD Communications Committee, Superintendent's Office
Prepare and distribute a newsletter, blog and/or email updates for residents.	Quarterly	All Stakeholders	BOD Chair, Superintendent, BOD Communication Committee, Administrative Assistant to the Superintendent
Prepare and distribute a newsletter, blog and/or email updates for staff members.	As needed	Staff	Superintendent, Administrative Assistant to the Superintendent
Meet with PTO Co-Chairs.	Monthly	Parents	Superintendent, Curriculum Director
Promote civic/service organization membership and attendance.	Ongoing	Community	Superintendent, Administrators
Make or return phone calls and emails to concerned constituents in a timely manner.	As needed	Community	All employees, BOD members

