

November 19, 2015

Marketing and Communications Plan Update

2015-16 Goal

Develop a **Marketing and Communications Master Plan** that highlights and positions the District as an innovative “lighthouse” for 21st Century Learning. Such plan will outline a path to continually build the “brand” of SCSD in part to develop and recalibrate ongoing operational revenue streams and one-time funding to support FMP projects.

Measure: By April 29, 2016, the Marketing and Communications Master Plan will be completed and acted upon by the Board.

Tonight's Goal

- Review Results from Ad Hoc Brainstorming Session
 - Focus on Goals & Challenges
 - Other General Comments
- Discuss Potential Investment of Resources
 - To Complete Plan by April 2016
 - For Future Implementation
- Agree on Appropriate Time Investment

Recommended for Plan (minimal)

- Interviews with Superintendent and communications “staff”
- Review existing channel metrics
- Researching costs for proposed channels
- Revisions to draft communications plan
- Present plan to SCSD Board in April

Recommended for Plan (optimal)

- Comprehensive review of current communication channels and impact
- Audit report (as initial level set for marketing)
- Electronic survey of school site staff
- Parent interviews PTA and ELAC
- Interview 1 funder, 1 community partner