

November 19, 2015

# **Marketing and Communications Plan Update**

# 2015-16 Goal

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Develop a **Marketing and Communications Master Plan** that highlights and positions the District as an innovative “lighthouse” for 21<sup>st</sup> 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)

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- 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