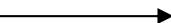








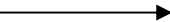
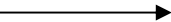
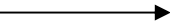
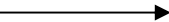

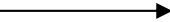
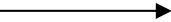
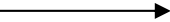
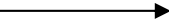


**COMMUNICATIONS DEPARTMENT
SIX-YEAR INSTRUCTIONAL PLAN
June 9, 2008**

ABSTRACT

During the next six years, the Communications Department will:

- Establish and build a stronger ASD identity through staff communication with the community.
- Strengthen communication with diverse populations and build upon the “key communicator” network.
- Expand programming on Channel 14 and the Web to support School Board goals.
- Improve print shop customer service and ability to support instruction.
- Expand communication using “new media.”
- Maintain usefulness of ASD Web site as an information source by evaluating and refining site offerings.

Year 1 FY 2007-2008	Year 2 FY 2008- 2009	Year 3 FY 2009-2010	Year 4 FY 2010-2011	Year 5 FY 2011-2012	Year 6 FY 2012-2013
GOAL 1: <ul style="list-style-type: none"> ▪ Increase achievement of all students ▪ Reduce achievement gap ▪ 					
Increase awareness of academic successes within the Anchorage School District as measured by the community satisfaction phone survey. Performance satisfaction at 71% <u>69%</u> (reflects actual)	Performance satisfaction at 73%	Performance satisfaction at 75%	Performance satisfaction at 75%	Performance satisfaction at 75%	Performance satisfaction at 75%
<i>Continue relationships and communication with local media.</i>					
	<u>Establish online press room.</u>				
<i>Develop monthly communication with key communicators.</i>	Continue to expand and use key communicator database. <u>Maintain 1/x month version of Inside ASD as key-comm specific (limiting employee only info)</u>				
<i>Publish annual AYP report.</i> <i>Publish annual report to community.</i> <i>Publish and mail annual school report card brochures to each parent household.</i>					
	<u>Draft Parent Guide to High School to assist with transition.</u>	<u>Draft Parent Guide to Middle School to assist with transition.</u>			

Year 1 FY 2007-2008	Year 2 FY 2008- 2009	Year 3 FY 2009-2010	Year 4 FY 2010-2011	Year 5 FY 2011-2012	Year 6 FY 2012-2013
<p><i>Produce bi-weekly Channel 14 highlights of school and district programs and curriculum.</i></p> <p><i>Host Spotlight and other programming on Web. Consider student interns.</i></p>	<p><u><i>Expand podcast and video library on Web</i></u></p>		<p>—————→</p>	<p>—————→</p>	<p>—————→</p>
<p><i>Work with SIS Zangle project team to promote usefulness of SIS Zangle (staff focus first).</i></p>	<p><i>Work with SIS-Zangle project team to promote usefulness of SIS-Zangle (continue with staff focus, <u>begin parent awareness component</u>).</i></p>	<p><u><i>Implement full marketing program to roll out inaugural Zangle year.</i></u></p>	<p><u><i>Continue Zangle marketing campaign.</i></u></p>	<p>—————→</p>	<p>—————→</p>
<p>Provide support to classroom learning through Channel 14 and <u>Web based programming</u>. <u>Increase “other programming” Channel 14 viewership among households with children to 40% as measured by community satisfaction phone survey.</u> (need to find new measure that incorporates web and TV).</p>					
<p><i>Pilot “homework hotline” on Ch 14</i></p>	<p><i>Create targeted subjects for homework hotline programming.</i></p>				
<p><i>Work with curriculum departments to integrate lessons with web and TV resources as with Serum Run.</i></p>	<p><u><i>Continue to expand teacher training/enrichment programs through Ch. 14 and Web.</i></u></p>		<p>—————→</p>	<p>—————→</p>	<p>—————→</p>

<p>Goal 2: Supportive and Effective Learning Environment</p>					
<p>Establish and build a stronger Anchorage School District identity through staff communication with the community.</p>					
<p>Increase the number of community members receiving “information from principals” to 62% <u>50%</u>. (reflects actual)</p>	<p>65% <u>52%</u> of community members receive information from principals.</p>	<p>65% <u>55%</u> of community members receive information from principals.</p>	<p>—————></p>	<p>—————></p>	<p>—————></p>
<p>Increase the number of community members receiving “information from teachers” to 72% <u>70%</u>. (reflects actual)</p>	<p><u>72%</u> of community members receive information from teachers.</p>		<p>—————></p>	<p>—————></p>	<p>—————></p>
<p>Increase the number of community members receiving information from “other staff” to 45%.</p>	<p><u>48%</u> of community members receive information from other staff.</p>		<p>—————></p>	<p>—————></p>	<p>—————></p>
<p>Continue use of “Spread the Word” toolkit for administrators</p> <p>Develop opportunity to share “best practices.”</p> <p>Continue training in school messenger to reach 50% of schools with tool.</p>	<p>Host three small group administrator meetings to share best communication practices.</p> <p>Continue training in school messenger to reach 100% of schools with tool.</p>	<p><u>Host media training for all administrators.</u></p>	<p>—————></p>	<p>—————></p>	<p>—————></p>
<p>Provide ongoing customer service training to principals and support staff.</p>	<p>Provide ongoing customer service training to principals and support staff.</p> <p><u>Introduce “Service Standards.”</u></p>		<p>—————></p>	<p>—————></p>	<p>—————></p>

	<u>Introduce customer service feedback mechanism, such as comment cards, online survey, "secret shopper" program or audit.</u>	<u>Assist schools and departments with developing customer service plans based on feedback mechanism.</u> <u>Establish award for customer service excellence.</u>			
Continue creation of high school overview /welcome videos.	<u>Begin middle school welcome videos.</u>	<u>Update and maintain videos online.</u>	→	→	→
Work with Totem to develop small group support staff meetings on Elluminate and pilot.	<u>Implement Elluminate meeting plan.</u>	<u>Host monthly discussions for employees on Elluminate or other online resource.</u>			
Host two town meetings with employees.	<u>Host quarterly two online town meetings with employees.</u>	<u>Implement online town meeting utility.</u> <u>Continue employee town meetings online.</u>	→	→	→
Develop on-site district bulletin board for units, pilot.	<u>Deploy district bulletin board for all units.</u>				
Pilot district blogs on topics for employees.	<u>Expand district blogs for employees.</u>	<u>Consider blogs for community.</u>			
<u>Continue Quyana (thank you), Denali (excellence), North Star (retirement) and service recognition programs. Continue School Board recognition of outstanding staff achievements.</u>					
Continue monthly advertisement in Anchorage Daily News. Create plan to expand to new media. Pilot.	<u>Implement new media plan.</u>	<u>Assist schools with adopting new media for parent/community communication.</u>	→	→	→

<p>Goal 3: Public Accountability</p>					
<p>Increase communication with diverse parent, student and citizen groups. <i>Work with Culturally Responsive Schools committee to create info packet on CRS.</i></p>	<p><u>Continue to promote use of CRS packet in schools.</u></p>	<p>—————></p>	<p>—————></p>	<p>—————></p>	<p>—————></p>
<p><i>Encourage Districtwide recognition and celebration of cultures represented in the Anchorage School District student population; particularly cultures which predominate, such as Hispanic/Latino, American Indian/Alaska Native, Filipino, African American, and Samoan. Examples of projects could include: --Participation in Mayor's Diversity Week and other citywide events.</i></p>	<p><i>--Support for community initiatives such as: American Indian/Alaska Native Heritage Month, Black History Month and others.</i></p>	<p><i>--School Board resolutions honoring contributions of local cultures. --Specific instructional programming on Channel 14.</i></p>	<p><i>--Web resources.</i></p>	<p>—————></p>	<p>—————></p>
<p>Deploy realtor communication program.</p>	<p><u>Deploy realtor communication program.</u></p>	<p><i>Expand to business communication program providing info for business newsletters and internal communications.</i></p>			
<p>Meet with superintendent and executive advisory board quarterly. <i>Create executive advisory board.</i></p>	<p><i>Meet with superintendent and executive advisory board quarterly.</i></p>	<p>—————></p>	<p>—————></p>	<p>—————></p>	<p>—————></p>
<p><i>Continue to develop and implement strategies to reach diverse groups.</i> <i>Add regular communication to faith community.</i> <i>Add regular communication to community councils.</i></p>	<p><u>Continue monthly community council communication.</u></p>	<p><u>Incorporate diverse groups and faith community into key communicator strategy.</u></p>	<p>—————></p>	<p>—————></p>	<p>—————></p>

Maintain Website usefulness rating at 83%.	Website usefulness rating at 83% <u>85%</u>	Website usefulness rating at 83% <u>85%</u>	Website usefulness rating at 83% <u>85%</u>	Website usefulness rating at 83%	Website usefulness rating at 83%
	<i>Develop plan to integrate Web with new SIS <u>Zangle</u>.</i>	<i>Implement SIS <u>Zangle</u> integration.</i>	—————→	—————→	—————→
<i>Develop plan to unify and simplify school Web sites.</i>	<i>Begin offering Web content services to schools.</i> <i><u>Select and pilot a content management system (CMS) to empower school staff to maintain Web sites.</u></i>	<i><u>Expand CMS to all schools and departments.</u></i>			