

# Department of Public Affairs/Office of Community Involvement

## Strategic Plan 2009-2010 v.1.2

**Mission:** The mission of the Department of Public Affairs is to inform, involve and connect all stakeholders of the School District of Palm Beach County to help ensure maximum student performance, school safety, efficient use of scarce resources and stable organizational governance.

**Vision:** The Department of Public Affairs/Office of Community Involvement is the best in education communication and community involvement in supporting and promoting high quality education.

The Department develops and is guided by annual strategic communications plans that identify Goals for achieving the Department's and the District's Mission and Vision.

This table shows the goals and strategies currently in use to achieve the goals, the lead staff person(s), including those outside the department where appropriate, and the timeline and status for implementing those strategies. **Items in RED are used as benchmarks and tracking charts are used in the plan to measure quantitative and qualitative progress and effectiveness.**

The Department uses a Gantt chart to implement the strategic plan, track new projects and other tactics for achieving the strategies as well as to set agendas for weekly staff meetings. Due to the dynamic nature of the school system, new projects, enrollment fluctuations, budget constraints, staff changes and changes in state and federal funding and requirements, adjustments may be necessary to the plan during the year.

### \* District Goals

1. Increased literacy - Increase literacy in reading, writing, and mathematics for all students, including students in Exceptional Student Education and English for Speakers of Other Languages, with an emphasis on grades K-3.
2. Student performance - Improve achievement at critically low-performing schools and among Quartile One students district-wide.
3. School safety and environment - Provide safe and nurturing school environments that are free of drugs, alcohol, firearms, and harassment, and where standards of appropriate and ethical behavior are upheld.
4. Challenging curriculum - Implement a challenging curriculum, including methods for individualized and group instruction that support the Board's goals.
5. Staff development - Provide continuous staff development to support the mission and goals.
6. Financial responsibility - Institutionalize and correct, as needed, financial and management practices that are sound and accountable.
7. Parental involvement - Increase involvement by parents, business, and other community interests through partnerships designed to achieve both management and academic improvement and accountability.
8. Productive citizenship – Provide experiences that prepare students for productive citizenship.

### Priorities 2009-10 / Mountains: Graduation, Literacy and Safety

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GOALS: Inform, Involve and Connect...	STRATEGIES	LEAD STAFF	TIMELINE / STATUS
<p>1) Provide timely, accurate and relevant information to all internal and external stakeholders regarding (a) student achievement and needs, (b) higher state and federal standards, (c) school/district curriculum and instructional initiatives, (d) safety, (e) effective use practices, including in multiple languages.</p> <p>*Aligned with District Goals1-8 and 3 Mountains; including curriculum initiatives: Departmentalization, Framework, Embedded Assessments, Gizmos, and V-Math.</p>	<p>Participation in: Cabinet, Academic Task Force, Academic Council.</p>	<p>Nat</p>	<p>Ongoing /On track</p>
	<p>Staff meetings to disseminate priorities and information from Cabinet, Academic Teams</p>	<p>Nat</p>	<p>Ongoing/On track</p>
	<p>Customer Service Desk: telephone, email, office visits, mail</p>	<p>Connie Ayers/Kathy Branch, Kisha Dominique</p>	<p>Ongoing/On track</p>
	<p>District PBX Operator Services</p>	<p>Ivis Cabrera, Linda Estes, Connie</p>	<p>Ongoing/On track</p>
	<p>Public Affairs Web sites- English, Creole, Spanish:200+ pages and dozens of links for students, parents, employees and all stakeholders/customers</p>	<p>Alethea Desimone, Bito David, Natalia Arenas</p>	<p>Ongoing/On track</p>
	<p>Public Information(staff emails, phone calls)</p>	<p>Public Affairs Staff</p>	<p>Ongoing/On track</p>
	<p>Public Records</p>	<p>Will Williams, Kisha Dominique</p>	<p>Ongoing/On track</p>
	<p>Superintendent Communications</p>	<p>Dr. Johnson, Joyce B., Nat</p>	<p>Ongoing/On track</p>
	<p>Chief Academic Officer Communications</p>	<p>Jeffrey Hernandez, Sally Rozanski, Kris Doctor</p>	<p>Ongoing/On track</p>
	<p>Chief Operating Officer Communications</p>	<p>Joe Moore , Karen Sides</p>	<p>Ongoing/On track</p>
	<p>Human Resources Division Communications</p>	<p>Darron Davis, Frieda Proctor</p>	<p>Monthly/On track</p>
	<p>Board Recognition Presentations: Nat'l., State winners-students, teachers, staff, partners</p>	<p>Vickie Middlebrooks</p>	<p>Daily/On track</p>
	<p>Press Releases/Media Advisories: 75 local, regional, national and trade media outlets; web and District News subscribers</p>	<p>Vickie, Natalia Arenas, Bito David, Debi Stewart, Nat, Connie, Kathy , Alethea</p>	<p>Hourly/On track</p>
<p>Publications- Brochures, Directories (multiple languages)</p>	<p>Alethea Desimone</p>	<p>Daily/On track</p>	
<p>Media information/connections/fact checking and guest appearances- English, Creole and Spanish Radio, TV, Print (6 FT reporters/10 daily)</p>	<p>Nat, Vickie, Dr. Johnson, Bito, Natalia, Connie, Chiefs/Directors, Principals</p>	<p>Daily/On track</p>	
<p>The Education Network and promotion</p>	<p>Alison Adler, Judy Garcia, Public Affairs</p>	<p>Daily/On track</p>	

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	Newspaper Clipping Services, Intraday Web News updates -email and hard copy	Kathy Branch, Alethea, Connie	Daily/weekly/On track
	Direct emails to employees and education community: District News (supporter database), Did You Know..., immediate notices and announcements	Alethea, Connie, Nat	Monthly/On track
	ParentLink Informational Telephone Messages: ALL employees and parents	Dr. Johnson, Nat	Monthly/On track
	Guest Newspaper Columns	Dr. Johnson, Nat	Monthly/On track
	Public Affairs TEN TV News Headlines Television Headlines Promos	Vickie, Bito, Natalia, Nat	On Going/On track
	Translation Services	Bito, Natalia, Debi	On Going/On track
	School/Department Web sites, newsletters, email blasts, One Voice, fliers/notes, direct mail	Principals, Directors, Public Affairs Staff	As needed/On track
	Parent Forums- Creole	Bito	As needed/On track
	Telephone Hotlines-multiple languages	Vickie, Natalia, Bito, Debi, Nat, Connie, Kathy	Ongoing/On track
	Superintendent access- office avails, meetings, speeches, telephone access to media and stakeholders	Dr. Johnson, Nat, Joyce Beninati	Ongoing/On track
	Public Affairs Emergency and Crisis Communications 24/7/365	Nat, Joe Moore, Joe Sanches, Darron Davis	Ongoing/On track
	Legislative Liaison Communications	Dr. Johnson, Joyce B. , Nat	As needed/On track
<b>2) Build acceptance and support for schools', district's and Board's decisions and initiatives, including the Academic Business Plan, curriculum initiatives including Frameworks, Embedded Assessments, Departmentalization and coaches</b>  <b>*Aligned with District Goals 1-8 and 3 Mountains</b>	Create and maintain strategic partnerships	Dr. Johnson, Board, Chiefs, Principals, Directors, Volunteers and Partnerships	Ongoing/On track
	Public Information	Staff, Nat, Vickie, Ana, Bito	Ongoing/On track
	Interactive stakeholder email information and messaging	Public Affairs, District Staff	Daily/On track
	Public Records	Will Williams, Kisha Dominique	Ongoing/On track

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Press Releases/Media Relations	Nat, Vickie, Bito, Natalia, Debi S., Connie, Alethea, Kathy	Ongoing/On track
Superintendent Communications-District/Community/Media	Dr. Johnson, Joyce B., Nat	Schedule, as needed/On track
Web-based Board Agenda-comprehensive, continually accessible to ALL stakeholders	Board Minutes-Alicia Gent, Alethea	Weekly /On track
Board Member Stakeholder access	Board Office-Alicia, Nat	Daily/On track
School/Department newsletters and direct communications	Principals, Area Superintendents, Directors	Daily/On track
Web sites- English, Creole, Spanish	Alethea, Bito, Natalia, Judee	Ongoing/On track
Web surveys	Alethea	Bi-monthly/On track
Community Organization Liaison	Nat, Vickie, Natalia, Bito, Debi, Departments	Ongoing/On track
Media interviews- English, Creole and Spanish Radio, TV, Print	Dr. Johnson, Joe Moore, Jeffrey Hernandez, Ann Killets, Nat, Vickie, Bito, Ana, Directors, Principals	Hourly/On track
Direct emails: District News, Did You Know	Alethea, Connie	Bi-weekly/On track
Parent-Link Voice Messages	Dr. Johnson, Nat, Dale Blomberg	Schedule, as needed/On track
Guest Columns	Nat	Monthly, as needed/On track
Translation Services	Natalia, Bito	Ongoing, Schedule/On track
Emergency communications 24/7/365	Nat, Vickie, Alethea	Ongoing/On track
School/Department/Leadership/Board Marketing and Communication Training, Counseling and Support	Nat, Vickie, Bito, Natalia, Debi	Daily/On track
Major Daily Newspaper Editorial Board Communication	Dr. Johnson, Joyce B., Nat	Ongoing/On track
Education reporter planning meetings	Public Affairs/District Staff	Periodically/ semi-annually/On track

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<p><b>3) Build morale, internal pride and ownership of district activities and initiatives (through employee and student involvement and frequent/regular affirmation, recognition and celebrations).</b></p> <p><b>*Aligned with District Goals 1-8 and 3 Mountains</b></p>	Recognitions/Congratulations at Administrators and Supervisors Monthly Meetings, Cabinet Meetings	Dr. Johnson, Area Superintendents	Monthly, Weekly/Ongoing
	Superintendent Messages to All Staff	Dr. Johnson, Nat, Joyce B.	Ongoing/On track
	Press Releases, Advisories/Pitch calls/emails	Public Affairs Staff	Daily/On track
	Board Presentations: Nat'l., state winners	Vickie, Nat, Connie	Monthly/On track
	Centennial Celebration Activities	Kenyetta Haywood, Vickie Middlebrooks, Centennial Committee	January 2009 - November 2009 / January 2010
	Accomplishments, Awards and Recognitions Web Pages	Alethea	Ongoing/On track
	Volunteer Awards Events	Debi E., Judee, Vol. Coordinators, Vickie	Schedule, Annually/On track
	Business Partnership Awards /Events	Jimmy, Debi E., Judee, Vol. Coordinators, Vickie	Schedule, Annually/On track
	Districtwide/Departmental Recognition Events	Board, Dr. Johnson, Joe M., Jeffrey Hernandez, Ann K, Joe Sanches, Kenyetta H., Public Affairs	Ongoing/On track
	Media interviews- English, Creole and Spanish Radio, TV, Print	Nat, Vickie, Bito, Natalia, Directors, Principals	Daily/On track
Implement the Good To Great Communication Plan	All departments, Public Affairs	On hold	
United Way Campaign	Joe Asen and U. W. Committee	On track	
<p><b>4) Raise awareness of the district's accomplishments and needs</b></p> <p><b>*Aligned with District Goals 1-8 and 3 Mountains and 3 Mountains</b></p>	Press Releases to local, state, national and trade media; Web and District News	Nat, Vickie, Bito, Natalia, Debi, Alethea, Connie	Daily/On track
	Superintendent Communications	Dr. Johnson, Nat, Joyce Beninati	Ongoing/On track
	Public Affairs Interviews	Nat, Vickie	Ongoing/On track
	Superintendent Guest Columns	Nat	Monthly, as needed/On track
	Board Presentations: Nat'l., state winners	Vickie, Nat, Connie	Monthly/On track
	Legislative Liaisons Communications	Nat, Vern Crawford	Daily/On track
	Calls To Action Campaigns	Dr. Johnson, Board, Vern, Nat	As needed/planning
	Media Training	Nat	Schedule/On track

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<p>5) Improve the schools', district's and Board's image, customer service profile and brand acceptance</p> <p>*Aligned with District Goals 1-8 and 3 Mountains</p>	TEN programming	TEN staff	Ongoing
	Implement the Good To Great Communication Plan	All departments, Public Affairs	On hold
	Stakeholder research project	Dr. Kneip, Public Affairs	On hold
	Customer Service	Connie Ayers	Ongoing/On track
	Web-based customer surveys	Alethea	Bi-monthly/On track
	School/Department Marketing Plans and Support	Nat, Vickie, Bito, Natalia	Annual/On track
	Board Presentations: Nat'l., state winners	Vickie, Nat, Connie	Monthly/ On track
	District Brand/Slogan/Logo Development	Nat, Communication Committees, Staff, Students	Project/On hold
	Special Projects; 2009 Centennial Celebration	Vickie, Nat, Natalia, Bito, Kenyetta	On Track
	District Community Relations and Partnership Projects, i. e. Centennial Celebrations	Dr. Johnson, Chiefs, Connie, Natalia, Nat, Vickie, Kenyetta Directors, Principals	On Track
	Employee Charitable Programs and Events, including United Way, Food For Families and Toy Drives	Connie, Nat, Vickie, <b>Natalia, Jimmy</b>	Schedule, Annual/On track
	Public Affairs Customer Service Desk	Connie	Ongoing/On track
	Department/School Customer Service Training	Connie, HR	Ongoing/On track
Advertising and Publications	Alethea, Connie	Ongoing/On track	
Interagency Communication	Vickie, Nat, Natalia, Bito	Daily/On track	
<p>6) Provide information and opportunities for internal and external stakeholders (employees, students, community members, business leaders, faith community, volunteers and retirees) to volunteer and partner in school and district education activities</p> <p>*Aligned with District Goals 1-8 and 3 Mountains</p>	Customer Service Desk	Connie, Kathy, Kisha	Ongoing/On track
	Volunteers in Public School Program (30,000 volunteers)	Debi E., Judee, Vickie	Ongoing/On track
	Visitor and Volunteer Tracking System	Debi E., Judee, Vickie	Ongoing/On track
	Business Partners in Education Program (550 partners)	Jimmy, Vickie	Ongoing/On track
	Community Relations (Corporate, municipal, business, education, faith-based, private, public and CBOs),	Vickie, Natalia, Bito, Debi S., Debi E., Jimmy	Daily/On track
	District/Board/Committee Meeting Advertising and Communications	Board Minutes-Alicia G., Alethea, Vickie, Nat	Weekly/On track

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<p>7) Provide programs and forums for racial, ethnic and language minority stakeholders to learn about PBCSD and get connected to district initiatives and activities</p> <p>*Aligned with District Goals 1-8 and 3 Mountains</p>	Parent Leadership Conference activities and communications	Bito, Natalia, Debi	Schedule/on track
	African/African American Community Programs	Sybil Mainor-Williams	Ongoing/On track
	Creole Parent Forums	Bito	Schedule/On track
	Kaleidoscope Event Planning and Coordination	Bito, Natalia	Annual/On track
	Translation Services	Bito, Natalia, Debi S., Multicultural staff	Upon request//On track
	Hispanic and Creole media appearances	Bito, Natalia	Ongoing/On track