

## KASD Communications Action Plan

**Mission:** To implement a systematic communication plan that fosters collaboration among our students, staff, parents and the community.

**Committee Members:** Trish Sabel, Cheryl Vogel, Patti Steffes, Heidi Dorner, Christina Blindauer, Lori Steffen, Cari Schmidt, Sheila Lefebber, David Heimann, Connie Lichtenwald, Sharon Driessen, Corey Baumgartner

**Strategy #1 - We will utilize effective communication practices to promote understanding, support and involvement of our families, community and staff.**

Proposed Actions:	Person(s) Responsible	Dates/ Timeline	Description/Resources needed	Status
Create a branding image that reflects the district commitment to excellence in teaching and learning and conveys a desired and unique image; publications reflect professionalism and quality			Revise/Update academic logo	
Establish a district-wide plan of consistent communication (i.e. digital and print)	Dr. Blankenheim Marketing Dir.	2016-2017	Weekly Staff Communication Weekly Parent Communication Social Media Website Print Media Tri-County News Kieleidoscope	ongoing
Hire a designated marketing person	Dr. Blankenheim	Spring 2016	Staffing	In-process

<b>Proposed Actions:</b>	<b>Person(s) Responsible</b>	<b>Dates/ Timeline</b>	<b>Description/Resources needed</b>	<b>Status</b>
Implement two-way communication to create a more efficient, well informed staff	Administration	2015-2020	Regular updates and communication	ongoing
Investigate viable calendar options and establish a process and procedure to update calendar(s)	Noordyk/Lefeber	2015-2016	Athletic Calendar/Website Link	complete
We will increase the use of social media as a communication tool	Trisha Sabel	2015-2020	Facebook, Instagram, Twitter, etc	Ongoing
We will improve the use of technology and media to improve internal and external communication	District-wide	2015-2020	Website, social media, skyward, email	ongoing

**Strategy #2 - We will develop communication policies, procedures and processes for the Kiel Area School District.**

<b>Proposed Action Steps</b>	<b>Person(s) Responsible</b>	<b>Dates/ Timeline</b>	<b>Explanation/ Resources needed</b>	<b>Status</b>
Work with NEOLA to develop the necessary policies, procedures and processes	Marketing Dir./Committee	2016-2017		

**Strategy #3 - We will increase student educational experiences and expand citizenship opportunities with businesses and organizations in the community.**

<b>Proposed Action Steps</b>	<b>Person(s) Responsible</b>	<b>Dates/ Timeline</b>	<b>Explanation/ Resources needed</b>	<b>Status</b>
A committee comprised of students, staff and community members will generate and develop community involvement opportunities	TBD	2015-2020		
District will participate in the Kiel Chamber of Commerce	Dr. Blankenheim	2015-2020		ongoing
Create community partnerships to provide authentic learning opportunities	Committee	2015-2020	Junior Achievement Tech. Ed. Business Advisory Board Amerequip	
Devise a plan to share the opportunities for community-based learning and citizenship activities	Committee	2015-2020		

**Strategy #4 - We will provide staff professional development on public relations and customer service for all Kiel Area School District employees and Board of Education members in order to positively promote the school district and enhance relationships with our internal and external partners.**

<b>Proposed Action Steps</b>	<b>Person(s) Responsible</b>	<b>Dates/ Timeline</b>	<b>Explanation/ Resources needed</b>	<b>Status</b>
Training in the use of social media as a professional tool	Trisha Sabel	2015-2020		ongoing
Customer service training	Marketing Dir	2016-2017		
Training on effective communication protocol	Marketing Dir			
Public relations training as advocates for KASD	Dr. Blankenheim		WASD Conference Administrators Advocacy Plan	In Process
Increase staff participation at school board meetings	Admin	2015-2020	Social/Emotional Programs (2/3/16) HS Student Council (1/13/16) Personalized Learning (12/16/15) Educator Effectiveness (12/2/15) Weapons & Crisis Plans (11/18/15) District Calendars (8/19/15) HS PLC Grant (6/17/15) CTE Partnerships & Youth Apprenticeship (4/15/15) Strategic Planning Communications Update (4/15/15)	ongoing

<b>Proposed Action Steps</b>	<b>Person(s) Responsible</b>	<b>Dates/ Timeline</b>	<b>Explanation/ Resources needed</b>	<b>Status</b>
Develop a parent-school advisory committee represented by all stakeholders	Dr. Blankenheim	2015-2016		ongoing
Create building level partnerships across the district	Admin/Teachers	2015-2020		