

**Priority Strategies and Action Plans**

**PRIORITY STRATEGIES**

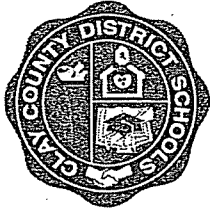
**AND**

**ACTION PLANS**

**Public Relations**

## PUBLIC RELATIONS

19. We will educate the public on educational issues affecting our students and their families through enhanced communication.
20. We will increase school-based volunteer and business partnership programs.



## Priority Strategies and Action Plans

### Strategy # 19

We will educate the public on educational issues affecting our students and their families through enhanced communication.

---

*To achieve this strategy, the School District of Clay County will implement the following action plan(s):*

1. The District will improve communications with students, parents and the general public through the use of an on-line newsletter, which will be used to educate, inform and draw more people to the district's website.
2. (Skip)
3. Strengthen Cable Channel 29 through additional programming to keep the public informed and to help educate the public on important issues.

**SCHOOL DISTRICT OF CLAY COUNTY  
STRATEGIC PLANNING  
ACTION PLANS**

**Strategy #:19  
Plan #:1**

**SPECIFIC RESULTS:** The District will improve communications with students, parents and the general public through the use of an on-line newsletter, which will be used to educate, inform and draw more people to the district's website.

#	Activity/Action Step(s) (Number each one)	Resources Required
1	The School District's Public Relations Officer will work with the District's Web Developer to implement an online newsletter that will provide parents, students and the general public with up-to-date information about the School District and further insight in the academic lives of students.	
2	To implement this online newsletter, the School District's Public Relations Officer and Web Developer will identify a publishing system, such as WordPress, which is an open-source blogging platform. This would allow parents, students, and the general public to go online and subscribe to School Board announcements and/or messages.	Additional Software  \$20,000 <i>2007-08 only</i>
3	Information would be posted for public viewing on a routine basis to inform the public about events and to educate the public on important educational issues.	
4		

**Measurement (Criteria for Success):** An on-line newsletter will create a positive, pro-active communications effort, ensuring a united effort in achieving the district's strategic objectives and mission.

*Approved*

**SCHOOL DISTRICT OF CLAY COUNTY  
STRATEGIC PLANNING  
ACTION PLANS**

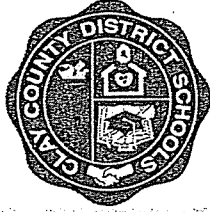
**Strategy #:19  
Plan #:3**

**SPECIFIC RESULTS:** Strengthen Cable Channel 29 through additional programming to keep the public informed and to help educate the public on important issues.

#	Activity/Action Step(s) (Number each one)	Resources Required
1	The District's Public Relations Office will work with the Instructional Support Services Supervisor to implement changes to Educational Cable Channel 29.	<i>Approved</i>
2	The District's Public Relations Office will improve Cable Channel 29 by creating original programming. This shall include "news reports" on district programs, school programs, school events, Superintendent's Messages, etc.	<i>Rejected</i>
3	New equipment may need to be purchased in order to air taped programs from the Teacher Training Center. This equipment would need to match that at the District Media Center.	<div style="display: flex; justify-content: space-between;"> <div style="width: 60%;"><i>Rejected</i></div> <div style="width: 35%;">                     New Media Equipment?                       Approximate Cost \$20,450 for Leightronix Nexus Broadcast Upgrade                 </div> </div>

**Measurement (Criteria for Success):** Through additional programming and possible new software, educational cable channel 29 will be strengthened in communicating important information to the public.

*Approved #1 Only 115*



## Priority Strategies and Action Plans

### **Strategy # 20**

We will increase school-based volunteer and business partnership programs.

---

**To achieve this strategy, the School District of Clay County will implement the following action plan(s):**

1. School-based volunteer and business partnership programs will be strengthened.

**SCHOOL DISTRICT OF CLAY COUNTY  
STRATEGIC PLANNING  
ACTION PLANS**

**Strategy #:20  
Plan #:1**

**SPECIFIC RESULTS:** School-based volunteer and business partnership programs will be strengthened.

#	Activity/Action Step(s) (Number each one)	Resources Required
1	The School District's Public Relations Office will help to strengthen business partnerships and school volunteer programs through training and by identifying guidelines, set by District Administrators and Principals.	-----0-----
2	The School District will involve business and community partners in program planning and evaluation, and value their professional expertise and knowledge.	-----0-----

**Measurement (Criteria for Success):** The recruitment of new volunteers and business partners will encourage teamwork and trust in carrying out the district's mission.

*Approved*  
\_\_\_\_\_  
117