

Communications Committee Work Plan

April 1 – September 30, 2016

Goal 1	Improve communications on district/school activities, successes, and funding.		
Objective 1.	Create and distribute quarterly newsletters from the Superintendent and the Board of Education President.		
1A.	Action item	Timeline	Person responsible
	Create 2016 content calendar for Superintendent and BOE president communications that address elements rated at 80% interest or higher in the D100 communications survey (achievements, awards, recognition, funding, new initiatives, test scores, events).	Content calendar established by April 30, 2016; first email by May 30, 2016	Communications Committee; M.Havis and R.Pauly; District staff
1B.	Establish additional modes of distribution with community partner organizations: -City of Berwyn -Berwyn Library -Berwyn Development Corporation - Berwyn Township - Berwyn Park District -Berwyn Police Department - Berwyn Recreation Center - Berwyn YMCA - McNeal Hospital - Youth Crossroads - Morton West High School 201 - Berwyn North School District 98	Explore and decide on feasibility and methods by May 30, 2016.	Communications Committee
Goal 2	Maintain high-quality district and school websites.		
Objective 1.	Evaluate school and district website to ensure that they provide content indicated as desired by communications survey.		
1A.	Action Item	Timeline	Person responsible
	Guided by items indicated as desired information on the communications survey, analyze district and school sites to identify	Evaluate sites by June 30,, 2016. Make recommendation to D100 for changes at	Communications committee

	opportunities to add content.	July board meeting.	
1B.	Make recommended changes.	August 15,, 2016	Communication committee and D100 staff
1C.	Survey usage with small group to see if they can find desired information to assess user experience.	September 30, 2016	Communications committee and D100 staff