

Weston County School District #7 Communications Plan for Strategic Planning Work

Deliverable	Target Audience(s)	Delivery Method	When? Frequency?	Who is Responsible?
Share final draft documents with the Board for approval	Board of Trustees	Face-to-face (Board Meeting)	Placemat—03/06/13 Action Plans—05/08/13	Superintendent
Send a “thank you” for participation in and contribution to the process, include a brief description of the process	Community	Website Pictures Mailing Newspaper	Newspaper article— February 2013 Board meeting— 02/13/2013	Superintendent
Share final placemat	Community	Face-to-face E-mail Website Newspaper With report card	Parents-03/15/13 Newspaper-03/22/13 Website—posted	Superintendent
Post final Strategic Plan Placemat and Roadmap on the website	Community	Website	Needs to be updated every time it is reviewed Placemat—posted FAQs—posted Action Plans—posted Communication Plan-- posted	Superintendent & webmaster
Develop Frequently Asked Questions (one-pager) about the Strategic Plan	Community	Mailings Website E-mail Newspaper	Updated Yearly	Superintendent Admin Team

Develop and communicate a review process for the Strategic Plan Roadmap	Board of Trustees Community	Mailings Website E-mail Newspaper Board Meeting	One goal will be reviewed per month (progress and action taken—current status) for three quarters/year and a fourth general overview will be given in May each year following the strategic planning team meetings in March	Superintendent Admin Team
Communicate progress against Strategic Plan Roadmap	Community	Mailings Website E-mail Newspaper Board Meeting	Progress Report developed	Superintendent Principals