



BSD#7 LRSP Strategic Objective ACTION PLAN: 2010-11

3.02 Board District Messages in Media

Action Plan Projected Completion Date: Annually	Leader: Board Chair and Vice-Chair Team Members: School District #7 Trustees
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Strategic Objective (SO): 3.02 Utilize media opportunities to articulate clear, consistent, school district messages.

Evaluation Plan: (Describe steps you'll take to determine if you've reached your strategic objective.) Review of print, radio, and TV media coverage and other presentation venues during the school year

Best Practice Investigation: (What information is uncovered looking at best practice in relation to your strategic objective?) Best practices received in training from Media Max in Sept. 2008 as shared by Superintendent Miller. MTSBA Training in Grass Roots Advocacy. AA Caucus and Regional Optimization communication.

Action Steps	Who?	Timeframe
What actions will be taken to achieve this SO? Include what staff may need to learn to accomplish this SO.	Who will be responsible for what actions?	What is a realistic timeframe for each action?
1. Develop a communications plan in order to provide the public with information about the Long Range Strategic Plan, District activities, District financial data, and Legislative and Congressional agenda.	1. Board Leadership and Superintendent	1. Fall 2010
2. Coordinate work with stakeholders (Regional Optimization, AA Caucus, Lincolns for Levies) for the 2011 Legislative session.	2. Board Leadership and Superintendent	2. 2010-11
3. Continue leadership and coordination of Regional Optimization, AA Caucus and grass roots advocacy groups.	3. Board Leadership and Superintendent	3. 2010-11
4. Implement information sharing sessions with community stakeholders on topics of importance under the LRSP.	4. Board Members and Superintendent	4. 2010-11
5. Continue to provided input into federal education issues impacting BSD7.	5. Board Members and Superintendent	5. Ongoing

In a year, we hope to see the following progress on this strategic objective:
Community has a clear understanding of Long Range Strategic Plan, District activities, District financial data, and Legislative and Congressional agenda.