

20__ - 20__ Communications Plan

< <Name of School> >

School Division Vision, Mission and Goals

Vision	All learners believe in their power to embrace learning, to excel and to own their future.
Mission	The core purpose of Albemarle County Public Schools is to establish a community of learners and learning, through rigor, relevance and relationships, one student at a time.
Goal 1:	Prepare all students to succeed as members of a global community and in a global economy.
Goal 2:	Eliminate the Achievement Gap.
Goal 3:	Recruit, retain, and develop a diverse cadre of the highest quality teaching personnel, staff, and administrators.
Goal 4:	Achieve recognition as a world-class educational system.
Goal 5:	Establish efficient systems for development, allocation, and alignment of resources to support the Division's vision, mission and goals.

School Improvement Vision, Mission and Goals:

Vision	
SIP Goal 1:	
SIP Goal 2:	
SIP Goal 3:	

Communications Goals: (These become your KEY MESSAGES and should be reiterated in electronic, print, and interpersonal communications as well as actively supported and strived for.)

Comm. Goal 1:	<<NAME OF SCHOOL>> is a welcoming, caring, nurturing place that supports each child.
Comm. Goal 2:	<<NAME OF SCHOOL>> is focused on learning and has high standards of excellence for all children.
Comm. Goal 3:	<<NAME OF SCHOOL>> values its employees and their unique contributions and demonstrates this through openness, transparency, advocacy and genuine positive reinforcement.
Comm. Goal 4:	<<NAME OF SCHOOL>>
Comm. Goal 5:	<<NAME OF SCHOOL>>

20__ - 20__ Objectives

Set specific, measurable objectives you will meet this year.

Some examples:

- increase attendance at parent-teacher conferences by x%
- increase PTO membership by x %
- x% of parents will respond to fall school climate survey
- Establish Facebook page and have xx fans

1. Develop a key communicator distribution list.
2. <<2010-11 Objective>>
3. <<2010-11 Objective>>