

July 11, 2013 School Board Meeting

Strategic Plan Recommendations

Implementation Schedule

The Strategic Communications Plan, presented at the April 25, 2013 School Board meeting, contained 15 recommendations.

11 recommendations now are in the planning stage for the current school year. Five of these items can be accomplished with existing resources meaning no additional expenses are associated with their implementation. These are:

- Adding text messaging to our current notification system for students, parents and staff;
- Upgrading our design and publishing software to be able to produce printed material such as the school calendar and program brochures in-house;
- Reformatting COMPASS to expand user access and content;
- Adding a Communications policy component to new employee orientation;
- Adding grant-writing research and development capabilities to Central Staff;

One recommendation, subscription to Profnet media services, at an expense of \$750, will be paid out of the Communications budget from the current year budget.

Two recommendations require funding from sources outside the Communications budget:

- Communications campaign for employee, community awareness and support for *Horizon 2020*, at an estimated cost of \$5,000;
- Regional Conference on Educational Leadership, estimated to cost \$2,500.

Three recommendations are awaiting School Board approval:

- Redesigning School Board home page;
- Audio live-streaming of School Board meetings will cost \$1,200;
- Video and audio live-streaming of School Board member town halls is included in our current Blackboard Collaborate contract.

Four recommendations will be budget initiatives for the 2014-15 school year:

- Realignment of Communications stipend for each school to be paid out of central office budget as follows: \$750 for elementary schools, \$1,000 for middle schools and \$1,250 for high schools. Total cost of \$22,000;
- Expansion of multi-lingual capabilities to include the purchase of 30 additional translation head phones for \$3,000 and \$5,000 to support Spanish-language video programming and advertising;
- Development of a mobile application for enhanced access to school division at a development and operational cost of \$30,000;
- Addition of new video instruction, professional development, communication and production capabilities across the division at a cost of \$70,000.

Total new expenditures for implementation of the Strategic Communications plan are \$139,450:

- \$9,450 in 2013-14 and
- \$130,000 in 2014-15.

Further Explanation of Mobile App

- Quality and utility of user experience—displays are not presently configured for small screens, navigation is slower, links are more difficult to access (parent portal for example). A mobile app would enrich the user experience and meet the trend of how people increasingly want to receive information.
- Customization—with a mobile app, users would register according to their interests and receive information specifically relevant to those interests. Someone registering as a Woodbrook parent, for example, would receive alerts when new information has been posted for the Woodbrook community, including bus service data, messages from the principal, school events and upcoming key dates. They also would receive general information of interest to all parents such as public hearings, budget information, community meetings, new program opportunities.
- Community Forum—facilitates two-way dialogue with community members for surveys, feedback and suggestions. A mobile app would allow for real-time reporting and analysis.
- Signals division's commitment to the use of technology to disseminate knowledge and promote learning, not just in the classroom but within the community.

Further explanation of Video Capabilities

- Add the division's first full-time advocate and professional coach for video instructional team on all phases of video communications—design and writing of scripts and news reports, planning and design of location settings, application of most current video and film technologies and techniques, use of music and special effects, editing. Three objectives—establish student learning experiences in all 26 schools—enrich the placement of YouTube videos for in-house programs—eventually develop content for a public access channel devoted to Albemarle County Public Schools.
- Improve professional development of faculty and classified staff, both in the use and application of video technology in the classroom, the sharing of best practices across the division and the support, direction and opportunities provided to all students in each aspect of the 4 Cs, critical thinking, creativity, collaboration and communication.
- Prepare students for success in creative fields through greater use of professionals as classroom mentors and internships with local TV, radio and film companies, leading to student-produced programming for commercial use.
- Enhance the division's ability to meet the needs of a broad and diverse community of learners by adding a more comprehensive visual capability to the current preferred and almost exclusive use of written communications. This applies to both external and internal audiences.

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