

Action Plan Template: GOAL TWO-Objective One

Purpose: To create a “script” for your action planning effort and for support of the implementation phase.

- Directions:**
1. Use this form as a template to develop a work plan for each identified strategic objective.
 2. Keep copies handy to bring to meetings to review and update regularly.

Goal: By 2019, District OR-1 Public Schools will foster a unified community.

Strategic Objective 2.1: Promote the benefits and successes of the OR-1 school to the district community with an emphasis on the return on investment of the resources needed to support the district.

Action Steps <i>What Will Be Done?</i>	Responsibilities <i>Who Will Do It?</i>	Timeline <i>By When?</i> <i>(Day/Month)</i>	Resources <i>A. Resources Available</i> <i>B. Resources Needed (financial, human, political & other)</i>	Estimated Cost <i>A. What is the cost to use available resources?</i> <i>B. What is the cost for needed resources?</i>	Communications Plan <i>Who needs to know?</i> <i>How will you inform them?</i> <i>How often?</i>
Step 1: Creation of a journalism club that may lead to the creation of a journalism program or addition of journalism curriculum into the English curriculum at the high school e.g. Journalism curriculum added to a regular English class at several grade levels would help teach students about how to recognize legitimate news	School administration setting guidelines for 2019/2020 to create the journalism club.	August 2019	A. Facilities B. Financial support for required equipment and potentially additional staffing requirements	A. TBD B. TBD	School administration and school board setting curriculum and guidelines for 2019/2020 academic year

and news sources.					
Step 2: Assist District OR-1 with creation of a monthly newsletter for the community available through email.	Journalism club at the high school with assistance from 6th graders at the grade school	August 2019	<p>A. Weekly newsletters currently being put out by school officials</p> <p>B. Program at the high school responsible for assembling information.</p>	<p>A. No cost as they are currently being produced</p> <p>B. Postal cost for initial mailing the first two months and encouragement of electronic enrollment</p>	<p>The school officials putting together the information or heading the club.</p> <p>This is an effort to educate the public on successes at the school and notification of upcoming events and activities monthly</p>
Step 3: Utilize current social media platforms to push content weekly about school successes	Journalism club or media manager	August 2019	<p>A. Utilize current social media platforms but promote viewership through monthly newsletters and weekly produced parent newsletters</p> <p>B. Someone to gather and oversee content being shared and accuracy of the events calendar being pushed</p>	<p>A. No cost</p> <p>B. Funds for addition of journalism club</p>	School officials setting up 2019/2020 curriculum
Step 4: Utilize current social media platforms to push weekly events to those following the schools social media outlets.	Journalism Club or media manager	August 2019	<p>A. Utilize current social media platforms but promote viewership through monthly newsletters and weekly produced parent newsletters</p> <p>B. Someone to gather and oversee content being shared and accuracy of the events calendar being pushed</p>	<p>A. Current facilities add no cost</p> <p>B. Funds for addition of journalism club</p>	School officials setting up 2019/2020 curriculum
Step 5: Timely information updates to the districts website and potential change to that platform to	website design class with assistance from journalism club for content	August 2019	<p>A. Utilize school's website as platform to share additional content and events calendar</p> <p>B. Website and Journalism classes to gather and post information</p>	<p>A. Current facilities add no cost</p> <p>B. Funds for addition of journalism club and potential update of website platform</p>	School officials setting up 2019/2020 curriculum

facilitate ease of updating.					
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Evidence Of Success (*How will you know that you are making progress? What are your benchmarks?*) Allocation of resources for establishment of a journalism program for the 2019/2020 school year. Deadlines put in place for content to be gathered and assembled for the newsletter. Weekly push of sports calendars and social media content can be assembled from newsletter content with supporting pictures.

Evaluation Process (*How will you determine that your goal has been reached? What are your measures?*) That starting in the fall of 2019 there is increased utilization of the school’s social media platforms and that the first 2-3 months of the monthly newsletter will be mailed to each district household. Recipients will be encouraged to sign up for digital version of the newsletter via email or can opt into continuing to receive them via postal mail. Those that take no action will not receive newsletters beyond that 2-3 month period. An annual mailing will be sent out at the beginning of each year to give new residents the option of signing up for digital or postal copies.

Action Plan Template: GOAL TWO-Objective Two

Purpose: To create a “script” for your action planning effort and for support of the implementation phase.

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Goal: By 2019, District OR-1 Public Schools will foster a unified community.

Strategic Objective 2.2: Promote and advance collaboration and effective communication between the school district and the various stakeholder groups within the district (for example, community members and groups, alumni, and village and county government) to support students/staff, coordinate activities and build relationships.

Action Steps <i>What Will Be Done?</i>	Responsibilities <i>Who Will Do It?</i>	Timeline <i>By When? (Day/Month)</i>	Resources <i>C. Resources Available</i> <i>D. Resources Needed (financial, human, political & other)</i>	Estimated Cost <i>C. What is the cost to use available resources?</i> <i>D. What is the cost for needed resources?</i>	Communications Plan <i>Who needs to know?</i> <i>How will you inform them?</i> <i>How often?</i>
Step 1: Continue the quarterly newsletter to patrons in the	School officials will provide content for this newsletter with assistance from	July 2018	A. Schools officials B. Journalism club	A. Allocation of time from school officials for content and updates B. TBD	This will give the taxpaying base of the district more timely updates on financial and facility updates to make them better informed about

community about financial position of district and any significant facility upgrades or changes in the last quarter. Also include invitation to the next community meeting	journalism club on layout and distribution				changes within the district. This communication will more focused on those concerned with how funds are being spent
Step 2: Have school administration host scheduled community interaction meetings giving community members the opportunity to have questions answered	School administration	Spring 2019	A. The superintendent and potentially the school principals B. Any information, whether financial, physical plant, or activities from the entire school district.	A. No cost, other than possible mileage B.	Administration to host and site preparation. Rotate meetings between the two communities.
Step 3: Schedule school administration to local government bodies and community organizations	School Administration	Fall 2018	A. School Administration B. none	A. limited B. limited	School administration meeting with the Palmyra and Bennet boards annually to discuss projects in the coming 12 months in their communities. Administration should be available to other community organizations on an annual basis for similar meetings as needed. This could also open up student volunteer opportunities at community events hosted by the assorted community organizations.
Step 4:			A.	A.	

			B.	B.	
Step 5:			A. B.	A. B.	

Evidence Of Success (*How will you know that you are making progress? What are your benchmarks?*) Any feedback from anyone within the District. If the school is contacted by those attending the village or committee meetings with comments or questions. Have a open dialogue between the schools and the communities in which is serves and vice versa.

Evaluation Process (*How will you determine that your goal has been reached? What are your measures?*) Investigating/asking those that serve on the village board and are part of any organization/committee in the communities. The public school are here to serve the entire District and the communities and those that live in the District, the entire District should also work to help and serve the public schools

Action Plan Template: GOAL TWO: Objective Three

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Goal: By 2019, District OR-1 Public Schools will foster a unified community.

Strategic Objective 2.3: Promote increased attendance of events across the district and a more inclusive environment for families with students of all ages at those events. Coordinate efforts of both booster clubs and alumni association for joint events and promotion of all school activities.

Action Steps <i>What Will Be Done?</i>	Responsibilities <i>Who Will Do It?</i>	Timeline <i>By When?</i> <i>(Day/Month)</i>	Resources <i>E. Resources Available</i> <i>F. Resources Needed (financial, human, political & other)</i>	Estimated Cost <i>E. What is the cost to use available resources?</i> <i>F. What is the cost for needed resources?</i>	Communications Plan <i>Who needs to know?</i> <i>How will you inform them?</i> <i>How often?</i>
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<p>Step 1: Creation of a District-wide online live-video streaming of all home activities (all schools) (athletics, fine arts, etc)</p>	<p>School administration and technology officer</p>	<p>Fall 2019</p>	<p>A.TBD</p> <p>B. Financial support for a online server, if one isn't already available, i.e. Striv.tv and additional streaming equipment</p>	<p>A. A lot of the equipment needed is already available to the school district.</p> <p>B. TBD</p>	<p>Everyone within the school district will be able to access this resource if they have access to electronic media/internet. Following the schedule that the school creates at the beginning of the year. Whenever there is a home event/activity.</p>
<p>Step 2: Review current policy for consistent inclusive naming convention. Consider the possibility of including both community names in all communications. e.g. we are not Palmyra or Bennet, but Bennet-Palmyra or Palmyra-Bennet It should never be called only one. All</p>	<p>The School Board and administration.</p>	<p>Fall 2019</p>	<p>A. Both schools need to make a more conscious effort to identify themselves as part of the whole district and not just one community or the other.</p> <p>B. Some rebranding will need to take place and uniforms will need to be updated with current logos and names as they are replaced as needed</p>	<p>A. limited cost</p> <p>B.TBD</p>	<p>This should be a district and community wide effort to identify as a unified district. These two communities will have limited success unifying if each school continues to self identify as one or the other. The school needs to lead by example if they want the citizens to follow.</p>

<p>single community logos and listings should be phased out</p> <p>Step 2a. Research potential marketing/branding opportunities and review effective solutions.</p>					
<p>Step 3: Work with Alumni associations or coordinators to encourage alumni enrollment in the electronic monthly newsletter about what is going on at the school.</p>	<p>Whoever helps to organize annual alumni events and communications to these groups. The district's website can include enrollment into the electronic newsletter.</p>	<p>Spring 2020 in preparation of that years alumni events</p>	<p>A. Current alumni coordination efforts as we are only pushing enrollment in the electronic newsletter</p> <p>B. none</p>	<p>A. none</p> <p>B. none</p>	<p>Alumni associations and coordinators to include enrollment information in all correspondence that is sent out the alumni groups</p>
<p>Step 4: Promote attendance and inclusion of the grade school families in the annual Booster Bash that is held in the fall at the high school.</p>	<p>Booster Clubs for the high school and grade school</p>	<p>Fall 2018</p>	<p>A. Current Booster Clubs</p> <p>B. none</p>	<p>A. limited</p> <p>B. limited</p>	<p>Promote inclusion of a wider range of the student body and families in the annual Booster Bash that is hosted at the High School. Currently is almost exclusively the families with Jr High or HS age kids.</p>
<p>Step 5: Discount annual activity family event</p>	<p>Booster Clubs for both high school and grade school</p>	<p>Fall 2018</p>	<p>A. Booster Clubs and the current annual pass program</p>	<p>A. limited</p> <p>B. limited</p>	<p>This should be an annual campaign every fall to drive up attendance at sporting and</p>

<p>passes and promote the sale of these passes to the grade school families as well. This should help drive up attendance at sporting and fine art events of those families that don't have HS age students in school.</p>	<p>as well as high schools students. They sell team spirit wear, why can't they help sell annual event passes.</p>		<p>B. Student involvement</p>		<p>fine art events for families across both communities. The campaign could include an email blast from the district, information in the newsletters, and notification through social media accounts of the school and booster clubs. With increased capacity at the new gym, we should have room for additional fans.</p>
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Evidence Of Success (*How will you know that you are making progress? What are your benchmarks?*) We become known as a unified school district. We see an increase in viewership of monthly newsletters distributed to alumni of the district. Additional collaboration and communication with the various community government and association groups such as PALS and Bennet Builders.

Evaluation Process (*How will you determine that your goal has been reached? What are your measures?*) Within 5 years the unified naming convention has been fully implemented including all uniforms, publications, and name plates.