

## **MIDWESTERN IU 4**

453 Maple St

IU Comprehensive Plan | 2021 - 2024

---

### **MISSION STATEMENT**

Midwestern Intermediate Unit IV is an education and community service agency comprised of highly qualified staff who customize solutions to evolving challenges.

### **VISION STATEMENT**

MIU IV services will be marketed using innovative strategies that target (traditional and nontraditional) audiences. MIU IV will improve effectiveness, efficiency, and competitiveness. MIU IV will engage and respect the knowledge, expertise, and skill of its stakeholders.

## EDUCATIONAL VALUE STATEMENTS

### STUDENTS

Curriculum: The Department of Curriculum, Instruction and Assessment offers programs that challenge students to learn and perform at their highest ability levels in a supportive environment. Strategic STEM Pathway Learning Library Extreme Leadership Academic Games ELECT: The ELECT program serves the physical and emotional needs of parenting and pregnant teens by supporting their efforts in continuing their education and obtaining employable skills. Information delivery Resources Emotional support Counseling Individual Small group Special Education: The Special Education Department delivers services and support in adherence to IDEA and Chapter 14 regulations in the least restrictive environment. Related services, accommodations, and modifications are determined by qualifying scores to access their curriculum in the best interest of each student. In addition, we offer transition services at the age of 14 to support the student in the community for life after graduation. Some of the related services are: Adaptive Physical Education Audiological Support Counseling Services Occupational Therapy Orientation and Mobility Physical Therapy Psychological Services Social Work Services Speech or Language Therapy In addition to related services, MIU IV offers itinerant support services for students in the following areas: Autistic Support Community Based Vocational Training Hearing Impaired Support Inclusion Support Instruction in the Home Speech and Language Support Social and Emotional Learning Support Vision Support Our school districts frequently need additional support and services to meet the needs of their students. The following services are offered as support: Complex Functional Behavior Assessments Extended School Year Services Psychological Evaluations Safety Care for School-Age and Small Children Very Special Arts Program Exhibit is an opportunity for area students with special needs, K-12, to participate in an annual art exhibit sponsored by MIU IV's Communication Department. TaC: Training and Consultation services are a specialized resource for school districts. These highly skilled Educational Consultants provide technical assistance, on-site consultation, guided practice, professional development and professional learning communities in the following Pennsylvania state mandated special education initiatives that provide a variety of direct and indirect consultative services for students. Autism Assistive Technology Least Restrictive Environment/Inclusive Practices Multi-tiered Systems of Support (MTSS) Positive Behavior Support Secondary Transition/Interagency Coordination Special Education Compliance Beyond the required initiatives, TaC staff provide consultation and professional development in other areas related to special education such as IEPs, co-teaching, disability awareness, procedural safeguards, parent engagement, para educator training and compliance monitoring. Non-public school: The Act 89 Program provides auxiliary services to students attending nonpublic nonprofit schools in the Commonwealth of Pennsylvania. Eligible nonpublic schools may choose from the

following Act 89 services: Acadience Math Acadience Reading Resource Teacher Services Speech and Language Services Elementary Counseling Services Standardized Testing Technology Services Technology: The STEAM lending library provides STEAM tools for use by students in the classroom. Pre-K: Pennsylvania Pre-K Counts (Pre-K Counts) provides quality full-day pre-kindergarten to eligible 3 and 4 year olds in Mercer and Lawrence Counties. Pre-K Counts is designed for children who: Are between age 3 and until the entry age for kindergarten; Are at risk of school failure and living in families earning up to 300 percent of the federal income poverty level (such as a family of four earning \$72,900) who may also be English language learners or have special needs. Pre-K Counts classrooms will: Have teachers with the education and expertise to teach young children; Use a curriculum that will help children grow, academically and socially; Regularly review the child's progress and choose teaching and learning activities that are best for the child; Help parents and children adjust to pre-kindergarten and smoothly move on to kindergarten; Offer a small class size (20 students per one teacher and one aide) so that the child can have plenty of one-on-one time with the teachers. Homelessness/Foster Care: Advocacy related to the McKinney-Vento (Homeless) and ESSA (Foster Care) laws and guidance, along with referrals and assistance with dispute resolution. Summer camps/enrichment provided to students in shelters (Homeless). Clothing, uniforms, school supplies, toiletries and other education-related needs are provided to both groups. Connections to higher education and preparation for transition is also a focus for both. Data is tracked including numbers of students identified, attendance, drop-out, school changes, and performance on the state assessment exams (Homeless).

## **STAFF (FORMALLY EDUCATORS)**

Curriculum: Educational Specialists provide local districts with professional development, guidance, support and technical assistance in areas involving PDE initiatives. They also offer workshops and resources for onsite and virtual staff development in implementing research-based best practices. These include professional learning series, customized workshops, guidance and updated information and resources, such as access to the Learning Library, school climate surveys, CDT resources, the Equity Toolkit, OER, and programs and services through partnerships with supportive organizations and vendors. Lending Library The Midwestern Intermediate Unit IV Lending Library is a collection of STEAM-related instructional tools and equipment. These resources come to us through a partnership with the Pittsburgh Penguins Foundation. Departments within the MIU IV have also contributed. These tools and resources are a great compliment to your art, coding, engineering, ELA, math, music, robotics, science, and technology curriculum. Special Education: MIU IV provides monthly LEA contact meetings where PDE updates and initiatives are shared. On-going training as changes occur in special education is also discussed and provided to our school districts in areas involving PDE initiatives. Training options are offered virtually or in-person. TaC: Training options are offered virtually or in-person. Some examples of educator trainings are: Professional Learning Communities HeartSaver AED/CPR Course Driver's Education Theory

Introduction of Basic Sign Language Safety Care Initial Training Safety Care Recertification Safety Care Advanced Skills Training Safety Care School Age Training Safe at Lunch Eating Program Universal Design for Learning LETRS Reading and Math Interventions School Wide Positive Behavior and Interventions Support Secondary Transition Topics Assistive Technology Topics ParaEducator Trainings Special Education Compliance MTSS Co-teaching Positive Behavior Interventions and FBAs Autism/ABA Non-public school: Nonpublic school teachers are able to attend any training that are offered by our Educational Consultants. Technology: Professional development training in various areas of educational technology. STEAM lending library tools available free to use in classrooms Noncredit Technology Workshops offer state of the art technology and multimedia workshops for teachers, administrators, and support staff. Workshops range from beginning to advanced in areas that are relevant to job skills or to using technology in an effective and exciting way. Discovery Education Consortium pricing is available with a greatly reduced rate. Discovery Education integrates into any curriculum with over 10,000 full-length videos segmented into 75,000 content-specific clips tied directly to state standards. SPAC: Midwestern Intermediate Unit IV in cooperation with the Pennsylvania Department of Education operates the State Parent Advisory Council (SPAC). SPAC provides districts statewide access to Title I Parent and Family Engagement resources via its website: [www.spac.k12.pa.us](http://www.spac.k12.pa.us) Resources include templates for federally mandated forms and meeting agendas as well as training materials that showcase how educators can effectively work with families. Continuing Ed: Act 48 Records Management reports on Act 48 staff development activities and course records to the PDE for those professional educators holding a valid PA teaching certificate. Continuing Education In-service Credit Courses offer a comprehensive program of PA-approved credit courses on a variety of topics. Courses are also designed to meet the needs of individual school districts and are offered throughout the year. English as a Second Language (ESL) Program Specialist Certification is offered to teachers holding a valid PA Instructional I or II certificate. MIU IV is a PDE approved provider for the ESL Program Specialist Certificate. Teacher Induction Courses are specifically designed for beginning teachers and teachers returning to the profession who are mandated by their district to participate in the induction program. Courses are designed to enlighten the beginning teacher's awareness of skills, strategies, activities and information based on current research. Homelessness/Foster Care: In depth training and ongoing technical assistance related to the McKinney-Vento (Homeless) and ESSA (Foster Care) laws and guidance, along with referrals to local service providers and assistance with dispute resolution. District staff are offered training annually and resources from the Regional Office and PDE are available and distributed. Training includes in-person, remote, videos, webinars, books, state and national conferences.

## **ADMINISTRATION**

Curriculum: Educational Specialists provide local districts with professional development, guidance, support and technical assistance in areas

involving PDE initiatives. They include auditing services (Curriculum, STEM Readiness & Implementation, Career Readiness & Implementation, and School Climate Readiness & Implementation). Information & guidance is provided at regular Curriculum Advisory Council meetings. In addition to new information, updates, or guidance coming from PDE, administrators are provided support in the areas of: Educator Effectiveness, Comprehensive Planning, and other PDE Initiatives, such as Career Readiness, the SAS portal, and implementing a robust Data-Driven Culture (ex. CDTs, PVAAS). Human Resources: Human Resources is responsible for: monitoring regulatory compliance; directing recruitment and selection processes; designing/managing total compensation and fringe benefits; managing labor relations; and developing HR policy and development. HR also maintains all personnel records; participates in collective bargaining sessions; provides new staff orientation; and serves on the safety committee. The Labor & Management Committee fosters unity, promotes a positive image and supports quality services through effective communication and collaboration in an atmosphere of mutual trust. Technology: Professional development training in various areas of educational technology. TaC: TaC provides PULSE Training (Principals Understanding and Leading Special Education). TaC also supports administrators in implementing School Wide and the MTSS process within their school buildings.

## **LEA LEADERS**

Executive Team: Administrator Seminars are held regularly during the school year on topics of special interest to district administrators. Administrative Services directs all MIU IV programs and services and provides information and assistance to districts on various aspects of school management. Liaison Services networks with PDE officials, State Board of Education, area legislators, higher education representatives and others that impact education programs. The Superintendents' Advisory Council (SAC) meets monthly or more to exchange information on current educational issues and MIU IV programs and services. The Superintendent Search service assists local school boards in the process of obtaining qualified candidates for the position of Superintendent. The Superintendent Summit offers annual trainings and discussions on current topics with leaders from PDE and other professionals in the field of education. Business Services of MIU IV collaborates with member school districts on a Life Insurance Consortium which provides an avenue for joint purchasing of life insurance to gain savings through volume purchasing. Joint Purchasing coordinates the purchases of supplies by local educational agencies. Currently copy paper, art, athletic, school, medical, and maintenance supplies are bid for school districts and other nonprofit organizations. The Salary and Benefits Survey (Professional & Support Staff) is compiled annually for district administrators to use in decision making and long-term planning. MIU IV's Courier Service runs weekly routes for the purpose of pick up and delivery of items for all school districts in Butler, Lawrence, and Mercer Counties. The Forum of Western PA School Superintendent provides a retreat that includes professional learning for superintendents and LEA leaders. State and Federal Program Liaison Services Department administers the largest federal programs consortium in Pennsylvania. It is comprised of 15 school

entities (12 public school districts 2 neglected institutions and 1 delinquent institution) and supports Title I, Title I Delinquent, Title II A Programs, and Title IV-A funding. Besides ensuring that all districts in the consortium expend funds according to state and federal regulations, the department also serves as a liaison for other federal and state projects, which includes SPAC, School Improvement, Homeless, and Foster Support. It is the goal of MIU IV's Federal Programs Consortium to assist its member districts in maintaining compliance in all areas of federal programming and is available to support them individually or in a group setting. State and Federal Programs staff also serve on various advisory committees at PDE. Technology: E-Rate MIU IV applies to the SLD for discounts on internet service and data lines on behalf of area schools, and provides information and assistance to districts. MIU IV has three different network surveys available. PIMS (Pennsylvania Information Management System) Services The Intermediate Unit can help districts make PIMS edits and submissions. This is a shared service at the Intermediate Unit.

## **PARENTS**

**ELECT:** The ELECT program provides support, resources, and guidance to parents of pregnant and/or parenting teens through consultations and home visits. ELECT counselors believe that a strong basis of support is needed for students to overcome the challenges of teenage pregnancy/ parenting. **Special Education:** MIU IV website offers a variety of resources accessible to parents. There are activities, interactive sites for fine and gross motor activities, and contact information for local adaptive sports. We also facilitate our monthly Local Task Force meeting that is run by parents where we discuss agency connections and provide any requested training that may be of benefit. **TaC:** Our Educational Consultants provide a "Family How To Series" that has monthly themes of interest and benefit to parents. We also support families through transition staffings as well as AT training when their child has been found eligible for assistive technology. **Non-public school:** Provide parent resources through materials and meetings. Staff available to hold meetings for students to discuss progress and challenges. **SPAC:** SPAC includes parents of children participating in Title I. The purpose of this council is to share ideas with the Division of Federal Programs about involving Title I parents to increase student achievement. SPAC parents advise PDE on many aspects of Parent and Family Engagement- from working with children at home to developing partnerships among parents, teachers, administrators, and community leaders to create effective and engaging parent involvement programs. Additionally, an annual statewide conference is held to bring children and families together to network and receive resources to assist in academic achievement. **Pre-K:** PA Pre-K Counts is a free high-quality early learning program for families that earn up to 300% of the federal poverty income level. The program provides full-day pre-kindergarten programming, meals, and family engagement resources. Pre-K Counts utilizes the PreKindergarten Early Learning Standards for Early Childhood which encompasses Partnerships for Learning. Through these partnerships parents and families are included in the decision-making related to their

child's education and educated on how to assist their child both emotionally and academically in preparation for kindergarten. Homelessness/Foster Care: Advocacy related to the McKinney-Vento (Homeless) and ESSA (Foster Care) laws and guidance, along with referrals and assistance with dispute resolution. The Regional Team provides outreach and information to parents in shelters and other providers that service homeless and foster care children, youth and families. Packets of information and periodic informational sessions are made available for parents who enter shelter, resources are listed on MIU IV webpage and social media site.

## **COMMUNITY**

ELECT: The ELECT program values the partnerships it currently has with family centers, churches, and other social and civic organizations throughout Butler, Lawrence, and Mercer counties in order to provide the support and resources needed by pregnant and parenting teens. Special Education: Community Based Vocational Training with special education students who are of transition age occurs within our three counties. TaC: The TaC Consultants provide various training to our community agencies and private schools. Non-public school: In collaboration with PAFPC the nonpublic program follows all guidelines to stay compliant with state regulations and guidelines. Pre-K: MIU IV partners with three STAR 4 child care centers and the county HeadStart providers in the operation of its five classrooms. Continuing Ed: Guest Teacher Training Program offers a training program for those with a bachelor's degree to train to become a day-to-day substitute teacher in area schools. The workshop assists participants in obtaining an Emergency Day-to-Day Substitute Certificate. The program encourages members of the community to assist their local school district by sharing their services in the classroom. Homelessness/Foster Care: Education and outreach related to the McKinney-Vento (Homeless) and ESSA (Foster Care) laws and guidance. Materials (posters, brochures, flyers) are distributed in the community and regional staff participate in informational tables and fairs throughout the year. Human Resources/ Executive Team: The MIU IV serves as an Act 114 Fingerprint site. All student teachers and prospective employees of public and private schools, intermediate units and area vocational-technical schools who have direct contact with children, must provide to their employer a copy of their PA State Criminal History Background Check and their Federal Criminal History Record. The Design and Print Center (Communication Services) coordinates MIU IV communications, produces publications for MIU IV staff, and manages the graphics and print department. The department also provides assistance to school districts and other nonprofit organizations in the development of publications including design and layout, desktop publishing and printing. The MIU IV executive director serves on the board of The Caring Place, which provides emotional support for students who have experienced the passing of a close relative.

## **OTHER (OPTIONAL)**







## ESTABLISHED PRIORITIES

Priority Statement	Outcome Category
MIU IV will design and implement schemes that effectively increase awareness of MIU IV programs and services within different external stakeholder groups.	Community Engagement Community Engagement
MIU IV will identify existing funds and consider alternative funding streams to expand its capacity to offer customized solutions to school districts' needs.	Essential Practices 1: Focus on Continuous Improvement of Instruction
MIU IV will incorporate "creating and maintaining partnerships" as an expectation for its organization's directors.	Community Engagement

## ACTION PLAN AND STEPS

Evidence-based Strategy	
<a href="https://aapcho.org/wp/wp-content/uploads/2012/02/Giachello-MakingCommunityPartnershipsWorkToolkit.pdf">https://aapcho.org/wp/wp-content/uploads/2012/02/Giachello-MakingCommunityPartnershipsWorkToolkit.pdf</a>	
Measurable Goals	
Goal Nickname	Measurable Goal Statement (Smart Goal)
MIU IV parternships	By June 30 2024, each MIU IV director will have established at least three new partnerships with local/ regional organizations, agencies, vendors, etc. from the baseline date of June 30 2022 (partnerships with public/ nonpublic schools/ districts will not be included in this goal).

Action Step	Anticipated Start/Completion	Lead Person/Position	Materials/Resources/Supports Needed
Each director will identify any and all existing partnerships with external agencies/ organizations/ institutions/ colleges & universities/ etc that are not public/ nonpublic school districts	2021-12-10 - 2021-12-17	Dr. David Zupsic	List of existing partnersips
Directors will develop individualized goals for their department (for SY 2022-23) that include the need to establish partnerships with external stakeholders	2022-01-17 - 2022-02-04	Dr. David Zupsic	MIU IV mission statement; Department's Area of Focus; Department goal template
Directors will meet to identify possible partnership opportunities with local organizations/ agencies/ institutions/ colleges/ universities based on the organization's mission and their department's goals and area of focus.	2022-03-07 - 2022-04-01	Dr. David Zupsic	MIU IV mission statement; Department's Area of Focus; Department's goals
Each director will develop a list benefits for MIU IV and the partnering agency as to how and why a partnership is beneficial for both parties.	2022-05-02 - 2022-05-27	Dr. David Zupsic	TBD
Each director will develop a strategic plan focused on how and why a proposed partnership is beneficial to both parties, and propose to the targeted organization	2022-08-01 - 2022-10-28	Dr. David Zupsic	Department's goals; Partnership proposal, Available time
Each director will continue this process until at least three new partnerships have been established	2022-11-01 - 2024-06-28	Dr. David Zupsic	TBD

**Anticipated Outcome**

MIU IV will have expanded and enhanced its service capabilities, increased revenue streams and sources, and improved brand recognition and marketing of services by entering into 18 new partnerships by June 30 2024.

### Monitoring/Evaluation

The action plan steps will be monitored based on anticipated completion dates. Directors will report out their progress at regularly scheduled (weekly) administrative meetings on a quarterly basis.

### Evidence-based Strategy

<https://www.fool.com/the-blueprint/social-media-in-the-workplace/>

### Measurable Goals

Goal Nickname	Measurable Goal Statement (Smart Goal)
MIU IV website and social media platforms	By June 30 2024, MIU IV will have communication platforms that include updated and current website information and be actively publishing information on organizational social media platforms.

Action Step	Anticipated Start/Completion	Lead Person/Position	Materials/Resources/Supports Needed
The executive team will decide on which social media platforms to utilize.	2021-12-01 - 2021-12-02	Brenda Marino	Research on the different types of social media platforms; uses, and MIU IV goals for using social media platforms

Action Step	Anticipated Start/Completion	Lead Person/Position	Materials/Resources/Supports Needed
The security of these platforms will be investigated.	2021-12-06 - 2021-09-07	Jason Williams	Research on the security features of the selected social media platforms
Policies and procedures will be developed regarding uploading messages to MIU IV social media accounts.	2021-12-13 - 2021-12-14	Brenda Marino	Research similar policies from other organizations and published sources; admin input gathered at admin meetings
MIU IV will create a communications framework, that includes expectations for posted content, graphics, and maintenance of website and social media platforms.	2021-12-20 - 2022-01-28	Brenda Marino	Examples of communications framework being used in education and other industries; input from administrative team members
Assign a person responsible for uploading material to the social media platforms. This person will need to receive the appropriate training, if needed.	2022-01-10 - 2022-02-28	Brenda Marino	List of qualified or appropriate MIU IV personnel to take on this responsibility; identify training opportunities
Meet with directors and other identified personnel to explain benefits and procedures for posting information, workshops, etc onto social media sites	2022-03-14 - 2022-03-31	Brenda Marino	List of personnel who can post material onto MIU IV social media platforms;

Action Step	Anticipated Start/Completion	Lead Person/Position	Materials/Resources/Supports Needed
Directors/ Coordinators will review current website (department) to ensure it meets expectations. If it does not, the director will research and explore other similar (ex. different IU) or work with MIU IV tech department for improvement strategies.	2022-02-21 - 2022-03-18	Brenda Marino	Communications procedures  MIU IV department websites; Other IU websites, tech department personnel
Directors/ coordinators will make updates to department websites to meet expectations outlined in the Communications framework.	2022-03-21 - 2022-06-17	Brenda Marino	Communications framework; MIU IV website (departments)

### Anticipated Outcome

Internal and external stakeholders will have multiple avenues to learn or gain more information about the high quality services and student programming offered from MIU IV.

### Monitoring/Evaluation

The MIU IV website and social media platforms will be evaluated by identified personal bi-annually to ensure these are meeting expectations explained in the communications framework.

### Evidence-based Strategy

<https://blog.neongoldfish.com/five-keys-to-successful-marketing-for-the-education-sector>

## Measurable Goals

### Goal Nickname

### Measurable Goal Statement (Smart Goal)

MIU IV Marketing Plan      By June 30 2024, MIU IV will have a new brand logo and marketing plan that reaches organizations outside of its dedicated school districts and charter schools.

### Action Step

### Anticipated Start/Completion

### Lead Person/Position

### Materials/Resources/Supports Needed

MIU IV executive team will discuss and decide the outcomes expected from this project.

2021-12-06 -  
2021-12-30

Brenda Marino

Comp plan goals, executive team (and others) input

Identified members of the administrative team will research local marketing firms and/or organizations that can perform the tasks as established by the executive team, including total costs associated with this work

2022-01-03 -  
2022-02-18

Dr. David  
Zupsic

MIU IV business manager will plan for any funding needed to complete this project in the 2022-23 GOB.

2022-02-21 -  
2022-03-11

Maureen  
Werwie

Estimated cost of marketing services; 2021-22 GOB

Marketing subcommittee will report results back to executive team to decide best course of action

2022-03-14 -  
2022-04-01

Dr. David  
Zupsic

Reports from conversations/ interviews/ meetings with potential marketing companies/ organizations

MIU IV executive team will provide guidance and direction for the

2022-04-04 -

Brenda Marino

Marketing subcommittee

Action Step	Anticipated Start/Completion	Lead Person/Position	Materials/Resources/Supports Needed
course of action for the marketing subcommittee to follow	2022-04-22		proposal; 2021-22 and 2022-23 budgets; Board input
Marketing subcommittee will meet with organization selected by the MIU IV executive team to discuss opportunities/ options.	2022-05-09 - 2022-06-03	Dr. David Zupsic	MIU IV marketing goals/ outcomes; meeting schedule, room, zoom connections
Marketing subcommittee will continue to schedule meetings with selected organizational members to achieve MIU IV marketing goals/ outcomes. Subcommittee will report progress to executive team on a regular basis	2022-06-13 - 2022-12-30	Dr. David Zupsic	MIU IV marketing goals/ outcomes; meeting schedule, room, zoom connections
MIU IV will communicate its new brand log and marketing strategies with internal and external stakeholders	2023-01-09 - 2023-02-03	Dr. Wayde Killmeyer	New brand, logo, marketing plan, communications plan

**Anticipated Outcome**

By June 30 2024, MIU IV will have a new brand logo and marketing plan that reaches organizations outside of its dedicated school districts and charter schools.

**Monitoring/Evaluation**

MIU IV executive team will monitor the progress through communication from the Marketing subcommittee reports. The executive team will provide direction and guidance through the process and provide the necessary resources (time, resources, funding, access to MIU IV information, etc) to accomplish the project.



---

## Evidence-based Strategy

<https://hrforecast.com/rightsizing-and-downsizing/>

## Measurable Goals

Goal Nickname	Measurable Goal Statement (Smart Goal)
MIU IV Expanding Capacity	By June 30 2024, MIU IV departments will be providing customized services to address districts' continuous improvement needs.

Action Step	Anticipated Start/Completion	Lead Person/Position	Materials/Resources/Supports Needed
HR Director will meet with department directors to gauge need for additional personnel (ex. educational consultants, secretaries) or resources.	2021-12-01 - 2021-12-22	Brenda Marino	Input/ data/ information from MIU IV department directors as to the need for additional personnel or resources
HR Director will work with the executive director and business manager to determine if funding is available to allow for expansion in various departments.	2022-01-10 - 2022-01-21	Brenda Marino	2021-22 and projected 2022-23 budgets; alternative funding streams (ESSER grants)
HR Director will establish job descriptions/ expectations, classification,	2022-02-02 -	Brenda Marino	Job descriptions, Salary

Action Step	Anticipated Start/Completion	Lead Person/Position	Materials/Resources/Supports Needed
and salary structures for positions that have been determined as necessary in order to meet department goals and outcomes.	2022-03-11		structures, MIU IV budgets (current, future), strategic plan, comprehensive plan
HR Director will advertise for needed positions.	2022-03-23 - 2022-04-15	Brenda Marino	Job descriptions, job posting advertisement template, job posting sources
HR will work with department head to interview candidates	2022-04-25 - 2022-05-27	Brenda Marino	Interview questions, meeting schedule, reserved rooms
HR director will make offers and recommend hiring to board members	2022-06-06 - 2022-06-30	Brenda Marino	HR hiring information packet, negotiations, board agenda

**Anticipated Outcome**

Departments will have capacity (personnel, resources) needed to offer high quality, customized services to MIU IV clients/ customers.

**Monitoring/Evaluation**

MIU IV executive team will monitor the quality of service and satisfaction of customers/ clients.

---



## PROFESSIONAL DEVELOPMENT STEPS AND TIMELINES:

Measurable Goals	Action Plan Name	Professional Development Step	Anticipated Timeline
By June 30 2024, MIU IV will have communication platforms that include updated and current website information and be actively publishing information on organizational social media platforms. (MIU IV website and social media platforms)	<a href="https://www.foo.com/the-blueprint/social-media-in-the-workplace/">https://www.foo.com/the-blueprint/social-media-in-the-workplace/</a>	Directors/ coordinators will make updates to department websites to meet expectations outlined in the Communications framework.	03/21/2022 - 06/17/2022

---

## COMMUNICATION PLAN - STEPS AND TIMELINES:

Measurable Goals	Action Plan Name	Communication Step	Anticipated Timeline
By June 30 2024, MIU IV will have a new brand logo and marketing plan that reaches organizations outside of its dedicated school districts and charter schools. (MIU IV Marketing Plan)	<a href="https://blog.neongoldfish.com/five-keys-to-successful-marketing-for-the-education-sector">https://blog.neongoldfish.com/five-keys-to-successful-marketing-for-the-education-sector</a>	MIU IV will communicate its new brand log and marketing strategies with internal and external stakeholders	01/09/2023 - 02/03/2023

---

## **APPROVALS & SIGNATURES**

### **Assurance of Quality and Accountability**

As Executive Director, I affirm that this IU Level Plan was developed in accordance, and will comply with the applicable provisions of 22 Pa. Code, Chapters 4, 12, 14, 16 and 49. I also affirm that the governing board reviewed the IU Level Plan, as indicated in the attached official Board minutes and the contents of the plan are true and correct. Finally, I affirm that the plan was placed for public inspection and comment in the IU offices and in the nearest public library before the next regularly scheduled meeting of the board and for a minimum of 28 days prior to approval by the board or governing body and submission to the Department.

---

School Board Minutes or Affirmation Statement

---

**Signature (Entered Electronically and must have access to web application).**

---

Executive Director

---

## ADDENDUM A: BACKGROUND INFORMATION TO INFORM PLAN

### Strengths

Directors and supervisors value employees' skill and knowledge levels. They trust employees to do their jobs and avoid micromanaging. There are open lines of communication between labor and management, which is helpful to overcome barriers to performance.

Management actively supports the advancement of employees who demonstrate high quality performance.

The quality of services has greatly improved over recent years. Reasons for this include: the recruitment and retainment of exceptional staff, consistent and targeted training/ professional learning, positive relations between labor and management, and the intentional communication and accountability measures of holding each employee to high performance expectations.

Shifting to virtual support has allowed the IU to realize high levels of cost-savings and increased parent participation.

The MIU IV inservice receives high marks from employee surveys. MIU IV leadership uses these surveys to constantly plan, prepare, and make improvements to the inservice activities, based on employee responses.

### Challenges

Creating connections with other IU job-alikes/ colleagues that are outside of MIU IV.

Creating partnerships/ collaborations with local businesses, employers, community organizations, colleges/universities, and other agencies.

Developing proprietary content/ training/ workshops that are highly demanded but cannot be duplicated, particularly in a virtual environment.

MIU IV is not financially competitive with direct competitors (educational vendors/ organizations).

The IU lacks a meaningful support services for districts' ESL needs.

Analyses demonstrate a lack of knowledge and understanding (external stakeholders) of the types and quality of services MIU IV offers to districts and parents.

MIU IV does a very good job of delivering the types of technical assistance, support, and resources described in the Statewide System of Support but lack the capacity to provide extended and

## Strengths

The services MIU IV provides are customized to meet each student's individualized needs.

MIU IV has partnered with local police officers to offer workshops on safety training (ex. Threat Assessment Team training).

MIU IV regularly and consistently meets the expectations of deliverables from PDE's Statewide System of Support and individual program's Statements of Work.

MIU IV has personnel that are involved as state (STEM) and regional (SEL) leads within the PDE system of support, which elevates the organization's reputation and "brand" throughout the PAIU system.

MIU IV's supplemental plans have been well designed and are reviewed and updated regularly.

Supplemental plans have been kept updated with the changing environmental conditions (ex. pandemic).

---

## Challenges

customized supports, particularly from the Department of Curriculum, Instruction & Assessment (Educational Services).

While the plans (supplemental and those not listed) are well-designed, a more intentional effort must be made to increase revenue through programs and services to maintain the fiscal solvency of the organization.



**Most Notable Observations/Patterns**

The Comprehensive Plan's goals should address notable challenges expressed in this plan; however, should also align with current strategies being implemented as part of the organizational strategic (5 year) plan that was adopted in 2018.

**Challenges**

**Discussion Point**

**Priority for Planning**

Creating partnerships/ collaborations with local businesses, employers, community organizations, colleges/universities, and other agencies.

MIU IV has not incorporated the concept of cultivating partnerships with external organizations/ agencies into the duties/ responsibilities of its directors.

Developing proprietary content/ training/ workshops that are highly demanded but cannot be duplicated, particularly in a virtual environment.

MIU IV is not financially competitive with direct competitors (educational vendors/ organizations).

Analyses demonstrate a lack of knowledge and understanding (external stakeholders) of the types and quality of services MIU IV offers to districts and parents.

MIU IV has not embraced the use of social media, advertising, or marketing its programs/services to organizations/ agencies outside of the "school district" market.

MIU IV does a very good job of delivering the types of technical assistance,

School districts have been reluctant to

**Challenges**

support, and resources described in the Statewide System of Support but lack the capacity to provide extended and customized supports, particularly from the Department of Curriculum, Instruction & Assessment (Educational Services).

**Discussion Point**

pay for services, other than those that serve to fulfill traditional professional development workshops and mandated services.

**Priority for Planning**

While the plans (supplemental and those not listed) are well-deigned, a more intentional effort must be made to increase revenue through programs and services to maintain the fiscal solvency of the organization.

## ADDENDUM B: ACTION PLAN

Action Plan: <https://aapcho.org/wp/wp-content/uploads/2012/02/Giachello-MakingCommunityPartnershipsWorkToolkit.pdf>

Action Steps	Anticipated Start/Completion Date
Each director will identify any and all existing partnerships with external agencies/ organizations/ institutions/ colleges & universities/ etc that are not public/ nonpublic school districts	12/10/2021 - 12/17/2021

Monitoring/Evaluation	Anticipated Output
The action plan steps will be monitored based on anticipated completion dates. Directors will report out their progress at regularly scheduled (weekly) administrative meetings on a quarterly basis.	MIU IV will have expanded and enhanced its service capabilities, increased revenue streams and sources, and improved brand recognition and marketing of services by entering into 18 new partnerships by June 30 2024.

Material/Resources/Supports Needed	PD Step	Comm Step
List of existing partnersips	no	no

-----

**Action Steps****Anticipated Start/Completion Date**

Directors will develop individualized goals for their department (for SY 2022-23) that include the need to establish partnerships with external stakeholders

01/17/2022 - 02/04/2022

**Monitoring/Evaluation****Anticipated Output**

The action plan steps will be monitored based on anticipated completion dates. Directors will report out their progress at regularly scheduled (weekly) administrative meetings on a quarterly basis.

MIU IV will have expanded and enhanced its service capabilities, increased revenue streams and sources, and improved brand recognition and marketing of services by entering into 18 new partnerships by June 30 2024.

**Material/Resources/Supports Needed****PD Step****Comm Step**

MIU IV mission statement; Department's Area of Focus; Department goal template

no

no



**Action Steps****Anticipated Start/Completion Date**

Directors will meet to identify possible partnership opportunities with local organizations/ agencies/ institutions/ colleges/ universities based on the organization's mission and their department's goals and area of focus.

03/07/2022 - 04/01/2022

**Monitoring/Evaluation****Anticipated Output**

The action plan steps will be monitored based on anticipated completion dates. Directors will report out their progress at regularly scheduled (weekly) administrative meetings on a quarterly basis.

MIU IV will have expanded and enhanced its service capabilities, increased revenue streams and sources, and improved brand recognition and marketing of services by entering into 18 new partnerships by June 30 2024.

**Material/Resources/Supports Needed****PD Step****Comm Step**

MIU IV mission statement; Department's Area of Focus; Department's goals

no

no



**Action Steps****Anticipated Start/Completion Date**

Each director will develop a list benefits for MIU IV and the partnering agency as to how and why a partnership is beneficial for both parties.

05/02/2022 - 05/27/2022

**Monitoring/Evaluation****Anticipated Output**

The action plan steps will be monitored based on anticipated completion dates. Directors will report out their progress at regularly scheduled (weekly) administrative meetings on a quarterly basis.

MIU IV will have expanded and enhanced its service capabilities, increased revenue streams and sources, and improved brand recognition and marketing of services by entering into 18 new partnerships by June 30 2024.

**Material/Resources/Supports Needed****PD Step****Comm Step**

TBD

no

no



**Action Steps****Anticipated Start/Completion Date**

Each director will develop a strategic plan focused on how and why a proposed partnership is beneficial to both parties, and propose to the targeted organization

08/01/2022 - 10/28/2022

**Monitoring/Evaluation****Anticipated Output**

The action plan steps will be monitored based on anticipated completion dates. Directors will report out their progress at regularly scheduled (weekly) administrative meetings on a quarterly basis.

MIU IV will have expanded and enhanced its service capabilities, increased revenue streams and sources, and improved brand recognition and marketing of services by entering into 18 new partnerships by June 30 2024.

**Material/Resources/Supports Needed****PD Step****Comm Step**

Department's goals; Partnership proposal, Available time

no

no



**Action Steps**

**Anticipated Start/Completion Date**

Each director will continue this process until at least three new partnerships have been established

11/01/2022 - 06/28/2024

**Monitoring/Evaluation**

**Anticipated Output**

The action plan steps will be monitored based on anticipated completion dates. Directors will report out their progress at regularly scheduled (weekly) administrative meetings on a quarterly basis.

MIU IV will have expanded and enhanced its service capabilities, increased revenue streams and sources, and improved brand recognition and marketing of services by entering into 18 new partnerships by June 30 2024.

**Material/Resources/Supports Needed**

**PD Step**

**Comm Step**

TBD

no

no

**Action Plan:** <https://www.fool.com/the-blueprint/social-media-in-the-workplace/>



**Action Steps****Anticipated Start/Completion Date**

The executive team will decide on which social media platforms to utilize.

12/01/2021 - 12/02/2021

**Monitoring/Evaluation****Anticipated Output**

The MIU IV website and social media platforms will be evaluated by identified personal bi-annually to ensure these are meeting expectations explained in the communications framework.

Internal and external stakeholders will have multiple avenues to learn or gain more information about the high quality services and student programming offered from MIU IV.

**Material/Resources/Supports Needed****PD Step****Comm Step**

Research on the different types of social media platforms; uses, and MIU IV goals for using social media platforms

no

no



**Action Steps****Anticipated Start/Completion Date**

The security of these platforms will be investigated.

12/06/2021 - 09/07/2021

**Monitoring/Evaluation****Anticipated Output**

The MIU IV website and social media platforms will be evaluated by identified personal bi-annually to ensure these are meeting expectations explained in the communications framework.

Internal and external stakeholders will have multiple avenues to learn or gain more information about the high quality services and student programming offered from MIU IV.

**Material/Resources/Supports Needed****PD Step****Comm Step**

Research on the security features of the selected social media platforms

no

no



**Action Steps****Anticipated Start/Completion Date**

Policies and procedures will be developed regarding uploading messages to MIU IV social media accounts.

12/13/2021 - 12/14/2021

**Monitoring/Evaluation****Anticipated Output**

The MIU IV website and social media platforms will be evaluated by identified personal bi-annually to ensure these are meeting expectations explained in the communications framework.

Internal and external stakeholders will have multiple avenues to learn or gain more information about the high quality services and student programming offered from MIU IV.

**Material/Resources/Supports Needed****PD Step****Comm Step**

Research similar policies from other organizations and published sources; admin input gathered at admin meetings

no

no

**Action Steps****Anticipated Start/Completion Date**

MIU IV will create a communications framework, that includes expectations for posted content, graphics, and maintenance of website and social media platforms.

12/20/2021 - 01/28/2022

**Monitoring/Evaluation****Anticipated Output**

The MIU IV website and social media platforms will be evaluated by identified personal bi-annually to ensure these are meeting expectations explained in the communications framework.

Internal and external stakeholders will have multiple avenues to learn or gain more information about the high quality services and student programming offered from MIU IV.

**Material/Resources/Supports Needed****PD Step****Comm Step**

Examples of communications framework being used in education and other industries; input from administrative team members

no

no



**Action Steps****Anticipated Start/Completion Date**

Assign a person responsible for uploading material to the social medial platforms. This person will need to receive the appropriate training, if needed.

01/10/2022 - 02/28/2022

**Monitoring/Evaluation****Anticipated Output**

The MIU IV website and social media platforms will be evaluated by identified personal bi-annually to ensure these are meeting expectations explained in the communications framework.

Internal and external stakeholders will have multiple avenues to learn or gain more information about the high quality services and student programming offered from MIU IV.

**Material/Resources/Supports Needed****PD Step****Comm Step**

List of qualified or appropriate MIU IV personnel to take on this responsibility; identify training opportunities

no

no



**Action Steps****Anticipated Start/Completion Date**

Meet with directors and other identified personnel to explain benefits and procedures for posting information, workshops, etc onto social media sites

03/14/2022 - 03/31/2022

**Monitoring/Evaluation****Anticipated Output**

The MIU IV website and social media platforms will be evaluated by identified personal bi-annually to ensure these are meeting expectations explained in the communications framework.

Internal and external stakeholders will have multiple avenues to learn or gain more information about the high quality services and student programming offered from MIU IV.

**Material/Resources/Supports Needed****PD Step****Comm Step**

List of personnel who can post material onto MIU IV social media platforms; Communications procedures

no

no



**Action Steps****Anticipated Start/Completion Date**

Directors/ Coordinators will review current website (department) to ensure it meets expectations. If it does not, the director will research and explore other similar (ex. different IU) or work with MIU IV tech department for improvement strategies.

02/21/2022 - 03/18/2022

**Monitoring/Evaluation****Anticipated Output**

The MIU IV website and social media platforms will be evaluated by identified personal bi-annually to ensure these are meeting expectations explained in the communications framework.

Internal and external stakeholders will have multiple avenues to learn or gain more information about the high quality services and student programming offered from MIU IV.

**Material/Resources/Supports Needed****PD Step****Comm Step**

MIU IV department websites; Other IU websites, tech department personnel

no

no



**Action Steps****Anticipated Start/Completion Date**

Directors/ coordinators will make updates to department websites to meet expectations outlined in the Communications framework.

03/21/2022 - 06/17/2022

**Monitoring/Evaluation****Anticipated Output**

The MIU IV website and social media platforms will be evaluated by identified personal bi-annually to ensure these are meeting expectations explained in the communications framework.

Internal and external stakeholders will have multiple avenues to learn or gain more information about the high quality services and student programming offered from MIU IV.

**Material/Resources/Supports Needed****PD Step****Comm Step**

Communications framework; MIU IV website (departments)

yes

no

**Action Plan:** <https://blog.neongoldfish.com/five-keys-to-successful-marketing-for-the-education-sector>



**Action Steps****Anticipated Start/Completion Date**

MIU IV executive team will discuss and decide the outcomes expected from this project.

12/06/2021 - 12/30/2021

**Monitoring/Evaluation****Anticipated Output**

MIU IV executive team will monitor the progress through communication from the Marketing subcommittee reports. The executive team will provide direction and guidance through the process and provide the necessary resources (time, resources, funding, access to MIU IV information, etc) to accomplish the project.

By June 30 2024, MIU IV will have a new brand logo and marketing plan that reaches organizations outside of its dedicated school districts and charter schools.

**Material/Resources/Supports Needed****PD Step****Comm Step**

Comp plan goals, executive team (and others) input

no

no



**Action Steps****Anticipated Start/Completion Date**

Identified members of the administrative team will research local marketing firms and/or organizations that can perform the tasks as established by the executive team, including total costs associated with this work

01/03/2022 - 02/18/2022

**Monitoring/Evaluation****Anticipated Output**

MIU IV executive team will monitor the progress through communication from the Marketing subcommittee reports. The executive team will provide direction and guidance through the process and provide the necessary resources (time, resources, funding, access to MIU IV information, etc) to accomplish the project.

By June 30 2024, MIU IV will have a new brand logo and marketing plan that reaches organizations outside of its dedicated school districts and charter schools.

**Material/Resources/Supports Needed****PD Step****Comm Step**

no

no



**Action Steps****Anticipated Start/Completion Date**

MIU IV business manager will plan for any funding needed to complete this project in the 2022-23 GOB.

02/21/2022 - 03/11/2022

**Monitoring/Evaluation****Anticipated Output**

MIU IV executive team will monitor the progress through communication from the Marketing subcommittee reports. The executive team will provide direction and guidance through the process and provide the necessary resources (time, resources, funding, access to MIU IV information, etc) to accomplish the project.

By June 30 2024, MIU IV will have a new brand logo and marketing plan that reaches organizations outside of its dedicated school districts and charter schools.

**Material/Resources/Supports Needed****PD Step****Comm Step**

Estimated cost of marketing services; 2021-22 GOB

no

no



**Action Steps****Anticipated Start/Completion Date**

Marketing subcommittee will report results back to executive team to decide best course of action

03/14/2022 - 04/01/2022

**Monitoring/Evaluation****Anticipated Output**

MIU IV executive team will monitor the progress through communication from the Marketing subcommittee reports. The executive team will provide direction and guidance through the process and provide the necessary resources (time, resources, funding, access to MIU IV information, etc) to accomplish the project.

By June 30 2024, MIU IV will have a new brand logo and marketing plan that reaches organizations outside of its dedicated school districts and charter schools.

**Material/Resources/Supports Needed****PD Step****Comm Step**

Reports from conversations/ interviews/ meetings with potential marketing companies/ organizations

no

no

**Action Steps****Anticipated Start/Completion Date**

MIU IV executive team will provide guidance and direction for the course of action for the marketing subcommittee to follow

04/04/2022 - 04/22/2022

**Monitoring/Evaluation****Anticipated Output**

MIU IV executive team will monitor the progress through communication from the Marketing subcommittee reports. The executive team will provide direction and guidance through the process and provide the necessary resources (time, resources, funding, access to MIU IV information, etc) to accomplish the project.

By June 30 2024, MIU IV will have a new brand logo and marketing plan that reaches organizations outside of its dedicated school districts and charter schools.

**Material/Resources/Supports Needed****PD Step****Comm Step**

Marketing subcommittee proposal; 2021-22 and 2022-23 budgets; Board input

no

no

**Action Steps****Anticipated Start/Completion Date**

Marketing subcommittee will meet with organization selected by the MIU IV executive team to discuss opportunities/ options.

05/09/2022 - 06/03/2022

**Monitoring/Evaluation****Anticipated Output**

MIU IV executive team will monitor the progress through communication from the Marketing subcommittee reports. The executive team will provide direction and guidance through the process and provide the necessary resources (time, resources, funding, access to MIU IV information, etc) to accomplish the project.

By June 30 2024, MIU IV will have a new brand logo and marketing plan that reaches organizations outside of its dedicated school districts and charter schools.

**Material/Resources/Supports Needed****PD Step****Comm Step**

MIU IV marketing goals/ outcomes; meeting schedule, room, zoom connections

no

no



**Action Steps****Anticipated Start/Completion Date**

Marketing subcommittee will continue to schedule meetings with selected organizational members to achieve MIU IV marketing goals/ outcomes. Subcommittee will report progress to executive team on a regular basis

06/13/2022 - 12/30/2022

**Monitoring/Evaluation****Anticipated Output**

MIU IV executive team will monitor the progress through communication from the Marketing subcommittee reports. The executive team will provide direction and guidance through the process and provide the necessary resources (time, resources, funding, access to MIU IV information, etc) to accomplish the project.

By June 30 2024, MIU IV will have a new brand logo and marketing plan that reaches organizations outside of its dedicated school districts and charter schools.

**Material/Resources/Supports Needed****PD Step****Comm Step**

MIU IV marketing goals/ outcomes; meeting schedule, room, zoom connections

no

no



**Action Steps****Anticipated Start/Completion Date**

MIU IV will communicate its new brand log and marketing strategies with internal and external stakeholders

01/09/2023 - 02/03/2023

**Monitoring/Evaluation****Anticipated Output**

MIU IV executive team will monitor the progress through communication from the Marketing subcommittee reports. The executive team will provide direction and guidance through the process and provide the necessary resources (time, resources, funding, access to MIU IV information, etc) to accomplish the project.

By June 30 2024, MIU IV will have a new brand logo and marketing plan that reaches organizations outside of its dedicated school districts and charter schools.

**Material/Resources/Supports Needed****PD Step****Comm Step**

New brand, logo, marketing plan, communications plan

no

yes

**Action Plan:** <https://hrforecast.com/rightsizing-and-downsizing/>



**Action Steps****Anticipated Start/Completion Date**

HR Director will meet with department directors to gauge need for additional personnel (ex. educational consultants, secretaries) or resources.

12/01/2021 - 12/22/2021

**Monitoring/Evaluation****Anticipated Output**

MIU IV executive team will monitor the quality of service and satisfaction of customers/ clients.

Departments will have capacity (personnel, resources) needed to offer high quality, customized services to MIU IV clients/ customers.

**Material/Resources/Supports Needed****PD Step****Comm Step**

Input/ data/ information from MIU IV department directors as to the need for additional personnel or resources

no

no



**Action Steps****Anticipated Start/Completion Date**

HR Director will work with the executive director and business manager to determine if funding is available to allow for expansion in various departments.

01/10/2022 - 01/21/2022

**Monitoring/Evaluation****Anticipated Output**

MIU IV executive team will monitor the quality of service and satisfaction of customers/ clients.

Departments will have capacity (personnel, resources) needed to offer high quality, customized services to MIU IV clients/ customers.

**Material/Resources/Supports Needed****PD Step****Comm Step**

2021-22 and projected 2022-23 budgets; alternative funding streams (ESSER grants)

no

no



**Action Steps****Anticipated Start/Completion Date**

HR Director will establish job descriptions/ expectations, classification, and salary structures for positions that have been determined as necessary in order to meet department goals and outcomes.

02/02/2022 - 03/11/2022

**Monitoring/Evaluation****Anticipated Output**

MIU IV executive team will monitor the quality of service and satisfaction of customers/ clients.

Departments will have capacity (personnel, resources) needed to offer high quality, customized services to MIU IV clients/ customers.

**Material/Resources/Supports Needed****PD Step****Comm Step**

Job descriptions, Salary structures, MIU IV budgets (current, future), strategic plan, comprehensive plan

no

no



**Action Steps****Anticipated Start/Completion Date**

---

HR Director will advertise for needed positions.

03/23/2022 - 04/15/2022

---

**Monitoring/Evaluation****Anticipated Output**

---

MIU IV executive team will monitor the quality of service and satisfaction of customers/ clients.

Departments will have capacity (personnel, resources) needed to offer high quality, customized services to MIU IV clients/ customers.

---

**Material/Resources/Supports Needed****PD Step****Comm Step**

---

Job descriptions, job posting advertisement template, job posting sources

no

no

---

---

**Action Steps****Anticipated Start/Completion Date**

---

HR will work with department head to interview candidates

---

04/25/2022 - 05/27/2022

---

**Monitoring/Evaluation****Anticipated Output**

---

MIU IV executive team will monitor the quality of service and satisfaction of customers/ clients.

---

Departments will have capacity (personnel, resources) needed to offer high quality, customized services to MIU IV clients/ customers.

---

**Material/Resources/Supports Needed****PD Step****Comm Step**

---

Interview questions, meeting schedule, reserved rooms

---

no

no

---

---

**Action Steps****Anticipated Start/Completion Date**

HR director will make offers and recommend hiring to board members

06/06/2022 - 06/30/2022

**Monitoring/Evaluation****Anticipated Output**

MIU IV executive team will monitor the quality of service and satisfaction of customers/ clients.

Departments will have capacity (personnel, resources) needed to offer high quality, customized services to MIU IV clients/ customers.

**Material/Resources/Supports Needed****PD Step****Comm Step**

HR hiring information packet, negotiations, board agenda

no

no



## ADDENDUM C: PROFESSIONAL DEVELOPMENT PLANS

Measurable Goals	Action Plan Name	Professional Development Step	Anticipated Timeline
By June 30 2024, MIU IV will have communication platforms that include updated and current website information and be actively publishing information on organizational social media platforms. (MIU IV website and social media platforms)	<a href="https://www.foo.com/the-blueprint/social-media-in-the-workplace/">https://www.foo.com/the-blueprint/social-media-in-the-workplace/</a>	Directors/ coordinators will make updates to department websites to meet expectations outlined in the Communications framework.	03/21/2022 - 06/17/2022

---

---

## PROFESSIONAL DEVELOPMENT PLANS

Professional Development Step	Audience	Topics of Prof. Dev
Website Updates	MIU IV Directors and secretaries	How to edit department webpages
Evidence of Learning	Anticipated Timeframe	Lead Person/Position
Directors will be asked to make changes/ improvements to their respective webpages and submit to executive team for review	03/14/2022 - 03/25/2022	Jason Williams
Danielson Framework Component Met in this Plan:	This Step meets the Requirements of State Required Trainings:	
	Trauma Informed Training (Act 18)	

-----



## ADDENDUM D: ACTION PLAN COMMUNICATION

Measurable Goals	Action Plan Name	Communication Step	Anticipated Timeline
By June 30 2024, MIU IV will have a new brand logo and marketing plan that reaches organizations outside of its dedicated school districts and charter schools. (MIU IV Marketing Plan)	<a href="https://blog.neongoldfish.com/five-keys-to-successful-marketing-for-the-education-sector">https://blog.neongoldfish.com/five-keys-to-successful-marketing-for-the-education-sector</a>	MIU IV will communicate its new brand log and marketing strategies with internal and external stakeholders	2023-01-09 - 2023-02-03



# COMMUNICATIONS PLAN

Communication Step	Audience	Topics/Message of Communication
Communicating new branding- logo and marketing strategies	Internal (employees) and external (school district, partner organizations) stakeholders	What the new brand/ logo is. Why it was needed. How it was chosen. How this new brand will strengthen the organization.
Anticipated Timeframe	Frequency	Delivery Method
01/09/2023 - 03/03/2023	An initial presentation will occur once, with a recording and continuing message to occur on the MIU IV website and through social media platforms.	Presentation
Lead Person/Position		
Dr. Killmeyer		



## ADDENDUM E: COMPREHENSIVE PLAN COMMUNICATIONS

Communication Step	Topics of Message	Mode	Audience	Anticipated Timeline
The comprehensive plan will be provided to Board members and posted on the IU's webpage.	The topic of the message will be that the IU has a new comprehensive plan that aligns to the strategic plan that was developed three years ago so that current initiatives continue to be supported, while new goals also exist.	Website, social media	Internal and external stakeholders	December 2021
Employees will be informed of the new comprehensive plan.	Employees will be made aware of the completion of the comprehensive plan so that they understand the values and goals of the organization and how these plans align to our current strategic plan.	Email, meeting agendas	MIU IV employees	December 2021
Districts and partners will be informed of the new comprehensive plan.	District personnel will be informed of the goals of MIU IV and understand the importance they plan in our planning.	Email, meeting agendas	School district personnel (administrators, teachers, staff) and MIU IV partners	December 2021

