Department Name: Communications

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Department Purpose
What does the department do?

District communications

Department Services
What is a general list of services that your department provides?

media relations, all district updates/ newsletters, content development, planning, marketing, social media, PRAs, events planning, events calendar, Covid safety plan, all KLRN TV department responsibilities, strategic planning and enrollment committees,

Total Department Budget
What is your department's total budget?

Prior Year Reflection

This section of the department plan reviews the intent of prior department plans and the successes/challenges encountered while implementing the planned actions. This portion of the plan summarizes key learnings that inform the planning for the current year.

Prior Year Intended Outcomes

What did your department plan set out to achieve during the prior year?

No plan

Prior Year Achievement

Did the department achieve what it had outlined? How do you know?

N/A

Prior Year Successes, Challenges, and Learnings

What successes, challenges, and learnings should be highlighted from the prior year?

N/A

Current Year Priorities

This section of the department plan provides a summary of the identified needs that are prioritized for informing the department plan's actions for the current year.

Data and Information Used for Plan Development

What data did you consider when developing this plan?

Surveys, usage, impressions, views

Stakeholder Engagement/Input

What stakeholder engagement or information was used to inform this plan?

Parents/guardians, staff, community, communications advisory group

Key Data Findings/Information for This Plan

Based on data analysis and stakeholder information, what key data findings are considered in the development of this plan?

Budget needs for marketing, comms staff; content development, website needs revamping; targeted outreach to hard-to-reach families

Current Plan Priorities

Based on the key data findings, what needs emerged from your Department's root cause analysis, and which of these needs are given priority for this planning cycle?

Lack of resources/staffing results in gaps in communicating about PUSD/marketing PUSD schools

Marketing budget, creating style guides for communications, website, branding, etc. Developing data/evaluation structures for engagement dashboard; KLRN equipment refresh; professional development; hiring needs

Current Year Planned Actions and Metrics

> *This section of the department plan provides a summary of the planned actions that address the identified priorities based on data analysis and stakeholder input. Metrics associated with monitoring and/or evaluating the effectiveness of the planned actions are summarized in this section.*

What action could you take to address the identified needs of your department?

What would you be able to monitor throughout the year (quarterly or more than twice per year) to know that your actions are creating a change?

Theory Of Action

If we... Monitor social media, website traffic, viewers

then... we can adjust content, schedules, graphics

which will... Data/evaluation

If we... Replace outdated equipment/software

then... we will improve quality of content and delivery of product

which will... equipment update

If we... Create, train staff, monitor

then... we will improve the quality of interface between public and the district

which will... Implement style guides

If we... Create budget based on needs

then... we will engage potential and current students/families to enroll in PUSD

which will... marketing budget

If we... Provide PD for KLRN staff

and

Provide Public Records Act PD for clerical

and

provide Public Relations PD for Comms team

then... we will create engaging, relevant on-air, streaming, and video content

and

we will meet legal requirements for timely responses

and

we will continously improve and update practices based on market trends

which will... professional development

If we... Hire staff based on needs

then... we will communicate effectively with our publics

which will... staffing needs

Priority 1: Data/evaluation

[Action 1]

Monitor social media, website traffic, viewers

Metrics

    a. Quarterly

Priority 2: equipment update

[Action 1]

Replace outdated equipment/software

Metrics

    a. Semi-annual

Priority 3: Implement style guides

[Action 1]

Create, train staff, monitor

Metrics

    a. Quarterly

Priority 4: marketing budget

[Action 1]

Create budget based on needs

Metrics

    a. Semi-annual

Priority 5: professional development

[Action 1]

Provide PD for KLRN staff

Metrics

    a. Semi-annual

[Action 2]

Provide Public Records Act PD for clerical

Metrics

    a. Quarterly

[Action 3]

provide Public Relations PD for Comms team

Metrics

    a. Annual

Priority 6: staffing needs

[Action 1]

Hire staff based on needs

Metrics

    a. Annual