

**New Orleans Public Schools
Five-Year Strategic Plan for Reform
1999-2000 through 2003-2004**

Department/Area: Center for Instructional Media, Technology and Communications

Name of Initiative/Plan: Communications

Goal #1: To establish and maintain effective two-way communication within internal organization (employees and students) and with the external public (parents and community) (Aligned with Goals 2000/USDE, LEARN/SDE and DIR/NOPS)

Current Team Leader: Dr. Linda Stelly

STRATEGIES	START DATE	COMPLETION DATE	PERSONNEL RESPONSIBLE	OUTCOMES
<p>1. Develop a needs assessment for the department, which would include such areas as:</p> <ul style="list-style-type: none"> - Divising an effective communications plan; - Publishing and mailing a monthly District newsletter; - Disseminating annual information about the organization and structure of the school District through technology and media; - Hiring media personnel for school site communications; - Ensuring monthly/regular forms of school site communication; - Improving communication by reinstating former (or similar) communication pieces with specific information (e.g. <i>Applause, Facts and Finance and Together for Tomorrow</i>), available in other appropriate languages; - Organizing a District Speakers Bureau (e.g. staff, parents, business, faith-based and community organizations, political action and senior citizen groups); 	<p>March, 1999</p> <p>September, 1999</p> <p>March, 2000</p> <p>June, 2000</p> <p>March, 2000</p> <p>April, 2000</p> <p>September, 2000</p> <p>September, 1999</p>	<p>September, 1999</p> <p>March, 2000</p> <p>Ongoing through 2004</p> <p>Ongoing through 2004</p> <p>Ongoing through 2004</p> <p>Ongoing through 2004</p> <p>Ongoing through 2004</p> <p>Ongoing through 2004</p> <p>Ongoing through 2004</p>	<p>Designated personnel</p> <p>Designated personnel</p> <p>Communications Coordinator</p> <p>Communications Coordinator</p> <p>Designated personnel</p> <p>School site personnel</p> <p>Communications Coordinator Designated personnel</p> <p>Partnerships in Education Director of Vocational Education Communications Coordinator</p>	<p>Personnel and resources in place to keep internal organization and external public informed to support student achievement</p> <p>Written communications plan</p> <p>Monthly District newsletter provided to internal organization and external public</p> <p>Annual report publicized in media and on Internet</p> <p>Media personnel who gather information at school site</p> <p>Monthly school site documents</p> <p>Portfolios of various print documents</p> <p>List of speakers and engagements</p>

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Current Team Leader: Dr. Linda Stelly

STRATEGIES	START DATE	COMPLETION DATE	PERSONNEL RESPONSIBLE	OUTCOMES
- Providing "media training" to spokespersons, team of parents, community and staff;	October, 1999	Ongoing through 2004	External Public Relations Consultant	Spokespersons trained in dealing with the media
- Establishing national media contacts to publicize District accomplishments;	September, 1999	Ongoing through 2004	Cable TV Producer	File of news articles and tapes generated about the District, publicized in other areas of the country
- Expanding the District's cable Newscenter 8/Channel 8 program to increase varied programming, reduce repetitive shows;	September, 2000	Ongoing through 2004	Cable TV Producer	File of District video productions
- Producing a monthly call-in show designed for parents;	September, 2000	Ongoing through 2004	Cable TV Producer	Library file of productions
- Producing a monthly informational television program for school board to discuss District events, committee action, etc.;	March, 2001	2004	Cable TV Producer	Increased school board/community informational access
- Selecting spokespersons assigned to each area superintendent to assist in parental awareness of issues, and;	September, 1999	October, 1999	Designated personnel	List of spokespersons and their roles
- Creating communications focus groups for ongoing feedback	September, 1999	2004	Communications Coordinator	List of focus groups and reports on findings
2. Restructure the department per the District-wide comprehensive reorganization plan to improve internal and external communication.	September, 1999	March, 2000	CEO's management team	An organized Department of Communications

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Goal #2: To increase telecommunication tools in the District (Aligned with Goals 2000/USDE, LEARN/SDE and DIR/NOPS)

Current Team Leader: Dr. Linda Stelly

STRATEGIES	START DATE	COMPLETION DATE	PERSONNEL RESPONSIBLE	OUTCOMES
1. Provide career-track training for student interns with media and technology industries.	September, 2000	Ongoing through 2004	Cable TV producer	Increased number of applicants and internships Number of students placed in business partnerships increased
2. Expand homework assistance programming and services.	September, 1999	Ongoing through 2004	Cable TV producer School-to-Work	File of videos of homework assistance programs
3. Expedite the design and construction of the "amphitheater" for telecommunications ability at the Timbers location, linked to 14 sites.	September, 1999	July, 2000	Facility Planning Department Designated personnel	Construction and operation of the "amphitheater"
4. Upgrade the District's telecommunications equipment and provide staff with required training.	September, 2000	Ongoing through 2004	Cable TV technician	Updated a/v equipment and trained staff

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Goal #3: To create a culture of communications throughout the District, and at each school, that is reflective of Policy 1210 and other related policies (Aligned with Goals 2000/USDE, LEARN/SDE and DIR/NOPS)

Current Team Leader: Dr. Linda Stelly

STRATEGIES	START DATE	COMPLETION DATE	PERSONNEL RESPONSIBLE	OUTCOMES
1. Conduct public relations training for staff, including clerical, to improve courteous exchanges with parents and public.	March, 1999	Ongoing through 2004	External public relations consultant	Improved public relations and image
2. Involve Board members in presentation of events/issues per their respective districts.	March, 1999	Ongoing through 2004	External public relations consultant	District meetings/forums per Board member
3. Establish a new telephone message center/hotline for students, parents and community.	September, 1999	Ongoing through 2004	Designated NOPS personnel	New hotline number and increased flow of information Log with number and nature of inquiries and issues resolved

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Goal #4: To involve sponsors and media outlets in educational reforms (*Aligned with Goals 2000/USDE, LEARN/SDE and DIR/NOPS*)

Current Team Leader: Dr. Linda Stelly

STRATEGIES	START DATE	COMPLETION DATE	PERSONNEL RESPONSIBLE	OUTCOMES
1. Establish a media/communications advisory panel, with assistance from local universities and industry experts, to develop a District-wide communications plan to assist in educational reform.	April, 2000	June, 2000	Designated personnel	Advisory panel for comprehensive communications plan
2. Solicit special educational programming from local network affiliates.	September, 1999	Ongoing through 2004	Cable TV producer	Videotape file of programming
3. Increase communication funding opportunities and equipment with WVUE, WLAE, WYES and the New Orleans Media Center.	May, 2000	Ongoing through 2004	CEO	Equipment and fixed asset report
4. Conduct quarterly media briefings to keep media informed of District progress, successes, etc.	September, 1998	Ongoing through 2004	External public relations consultant	Media briefings and agenda of topics addressed
5. Hold media accountable with a "report card" on accuracy and fairness of coverage.	September, 1999	Ongoing through 2004	Designated personnel	Media report cards