

FOCUS AREA 2: COMMUNICATIONS AND COMMUNITY RELATIONS

Strategic Objective #1:

Increase positive feedback from constituents on district communications.

Task	% of Objective	% Completed
Form a committee composed of constituents to gather communications feedback from parents, community, faculty, staff, and students to determine consistency, frequency, timeliness, and relevance of content distributed by the district.	10%	75%
Evaluate baseline data and make recommendations for improvement by end of 3rd quarter 2019.	40%	20%
Re-evaluate feedback for additional recommended change.	40%	0%
Communicate progress annually to stakeholders.	10%	0%

Completion %	15.5%
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Success Indicator	A follow-up survey will be conducted biannually to measure progress toward a measurable increase in positive feedback in each subsequent survey.
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Strategic Objective Completion Percentage



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Strategic Objective #2:

Increase assistance to families in accessing the District’s communications tools and methods by end of 3rd quarter 2020.

Task	% of Objective	% Completed
Develop a consistent and coordinated use of materials including print, email, and instructional videos.	25%	50%
Maximize the assistance of student representatives to facilitate activities that support this objective.	5%	40%
Produce and deliver presentations, electronic media, print, and other materials as necessary, to showcase the educational programs and activities of the district.	50%	50%
Work closely with office of Pupil Services to ensure that communications are reaching families for whom English is not their first language.	5%	25%
Coordinate communications strategies, methods, and tools with the Home and School Coordinating Council.	10%	50%
Collect continuum of communications resources across the district, organize information into a district guide, and distribute the guide annually to district families.	5%	50%

Completion %	48.3%
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Success Indicator	The programs designed to assist family will be gathered into a guide to assist families and will be updated and distributed on an annual basis in order to increase accessibility and inclusivity by 3rd quarter 2020.
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Strategic Objective Completion Percentage



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Strategic Objective #3:

Increase consistency in use of building/district based communication tools by administrators and professional staff.

Task	% of Objective	% Completed
Develop an administrative procedure that outlines expectations for consistency in building-based communication, including frequency, method, and vehicle.	40%	25%
Develop an administrative procedure that outlines expectations for consistency in teacher-websites K-12, including platform and content guidelines.	20%	0%
Research and evaluate content management systems, including input from Communications Committee, to determine whether or not to remain with Blackboard or move website to another platform.	30%	0%
Launch new template OR communicate new teacher websites platform to families by 3rd quarter 2019.	10%	0%

Completion %	10.0%
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Success Indicator	Present consistent teacher web-page model (and/or new template) by end of 3rd quarter 2019.
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Strategic Objective Completion Percentage



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Strategic Objective #4:

Establish and implement a plan to increase community relations by end of 3rd quarter 2020.

Task	% of Objective	% Completed
Seek feedback from area realtors as to what information and/or materials and resources can help support the promotion of Methacton Schools	25%	25%
Create and disseminate resources and materials designed to support area realtors that includes materials such as SPP information, PSSA Reports, District maps, sending areas, program planning guides, newsletters, district videos, and other information as needed by end of 2nd quarter 2019.	75%	90%
Completion %	92.7%	

Success Indicator	Realtor resources will be produced and documented by end of 2nd quarter 2019.
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Strategic Objective Completion Percentage



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Strategic Objective #5:

Position the Methacton School District as the school of choice by end of 2nd quarter 2019.

Task	% of Objective	% Completed
Determine public, non-public, and private schools/districts that are demographically comparable and geographically relevant to Methacton and gather profile and marketing materials, messaging, and branding information to better understand the messaging in the market space. Conduct brand identification/awareness research to create baseline perspective.	30%	90%
Collaborate with local real estate firms to help inform potential residents of the Methacton brand.	10%	50%
Identify strategies and campaign to address the determined measures to increase or develop brand communications strategy.	20%	0%
Present recommendations to superintendent of schools in order to identify next steps by 3rd quarter 2019	10%	0%
Determine action plan forward to increase brand awareness and revise strategic goals to reflect path forward by 4th quarter 2019	20%	0%

Completion %	32.0%
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Success Indicator	Gather data and information to support recommendations to increase brand awareness for decision by the Superintendent by 4th quarter 2019.
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Strategic Objective Completion Percentage



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