

Community Involvement and Public Relations

We believe that quality education is the shared Responsibility of students, staff, parents, community and businesses.

Our Key Goals

- [Provide Opportunities for communication between administrators, staff students, parents, and the community using various strategies.
- [Implement a marketing strategy for Delton Kellogg Schools in order to promote our tradition of excellence.

Our Key Goals

— [Develop relationships with the business community including public, private, and nonprofit sectors.

— [Create learning opportunities for parents and community members.

Delton Kellogg Schools

ACTION PLANNING SHEET

Committee: Community Involvement and Public Relations

GOAL

To purchase, with the townships, an electronic message sign board with time and temperature:
to inform of school and community events.

Delton Kellogg Schools
ACTION PLANNING SHEET

Committee: Community Involvement and Public Relations

Objective: To inform and promote the community/school district.

Rationale/Data: To provide timely information.

| ACTION | TIMELINE/CHECKPOINTS | PERSON(S) RESPONSIBLE | EVIDENCE/ DATA | BUDGET |
|---|-----------------------------|---|-----------------------|---------------|
| Purchase and install electronic message sign board. | 3 Years | Sandy Barker, PR Person or Denise Osborne | | \$15,000 |
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Delton Kellogg Schools

ACTION PLANNING SHEET

Committee: Community Involvement and Public Relations

GOAL

To determine the site based activities the district residents want. i.e. survey.

Delton Kellogg Schools
ACTION PLANNING SHEET

Committee: Community Involvement and Public Relations

Objective: To determine site based activities, educational programs, and needs of the community.

Rationale/Data: Community involvement.

| ACTION | TIMELINE/CHECKPOINTS | PERSON(S) RESPONSIBLE | EVIDENCE/ DATA | BUDGET |
|--------------------|-----------------------------|------------------------------|-----------------------|---------------|
| Survey (Zoomerang) | ASAP | School Board | Survey results. | \$1,000 |
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Delton Kellogg Schools

ACTION PLANNING SHEET

Committee: Community Involvement and Public Relations

GOAL

To increase community involvement in regards to the Delton Kellogg school district.

Delton Kellogg Schools
ACTION PLANNING SHEET

Committee: Community Involvement and Public Relations

Objective: To involve school district residents.

Rationale/Data: Community involvement.

| ACTION | TIMELINE/CHECKPOINTS | PERSON(S) RESPONSIBLE | EVIDENCE/ DATA | BUDGET |
|---|-----------------------------|--|--------------------------|------------------|
| Open houses targeting residents not typically associated with school. | Fall 2008 | School Board | Increased participation. | \$500 |
| Senior citizen meal meetings with a program. | Fall 2008 | School Board | Increased participation. | \$1,000 per year |
| Host events. i.e. competitions, chess, euchure, bridge, cribbage. | Years | Administration and Building Principals | Increased participation. | \$100 per day |

Delton Kellogg Schools

ACTION PLANNING SHEET

Committee: Community Involvement and Public Relations

GOAL

To produce and distribute a quarterly school district newsletter to every mailing address of school district residents.

Delton Kellogg Schools
ACTION PLANNING SHEET

Committee: Community Involvement and Public Relations

Objective: Communication to all residents.

Rationale/Data: Communicate with general population.

| ACTION | TIMELINE/CHECKPOINTS | PERSON(S) RESPONSIBLE | EVIDENCE/ DATA | BUDGET |
|---------------|-----------------------------|----------------------------------|---|----------------------|
| Newsletter | 4 times per year. | School board or its designee | Increased participation by the general population | \$10,000 per year |
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Delton Kellogg Schools

ACTION PLANNING SHEET

Committee: Community Involvement and Public Relations

GOAL

To obtain a public relation person to distribute items to the media and other forms of communication.

Delton Kellogg Schools
ACTION PLANNING SHEET

Committee: Community Involvement and Public Relations

Objective: Increase public relation activities, to inform residents.

Rationale/Data:

| ACTION | TIMELINE/CHECKPOINTS | PERSON(S) RESPONSIBLE | EVIDENCE/ DATA | BUDGET |
|---|-----------------------------|------------------------------|--|------------------|
| Hire a person to handle all public relations-approve a volunteer. | 2008 | School Board | Increase awareness of school district. | \$5,000 per year |
| Create a master email list. | 2008 | School Board | list of email. | \$500 |
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