

Project	Deerfield School District Communication Plan of Action					
Project Team	Communication Committee					
Date of Initiation	10/1/2009					
Project Definition	Plan in support of Deerfield School District Communicator	Estimated	Actual			
	Project Effectivity Dates					
Status	Activity / Task	Begin Date	End Date	Days	Responsibility	Comments
	Board/District Goals				Responsibility	
	Board Meeting	10/12/2009			Board	Approval at 10/19 meeting
	Determine appropriate communication avenues	# Ongoing			Superintendent	Newsletter, website
	Conveyance of message	1/14/2010			Superintendent	Newsletter to district residents
	Review and Report Progress on Goals				Superintendent	
	District Calendar-Online				Responsibility	
	Communicate that calendar exists on website				Supt, Principals	Press Release to paper, notes in bldg newsletters
	Obtain feedback on calendar	# Ongoing			Principals, Secretaries	
	Make necessary changes based on feedback	# Ongoing			Admin. Asst./IT	
	Review of Web Design	#			Responsibility	
	Construct survey/send to parent emails	Jan. 2010			Commun. Comm.	SurveyMonkey survey tool used
	Identification of website users	#			Commun. Comm.	via Communications Survey
	Create focus group specific to web design	#			Commun. Comm.	
	Make changes based on focus group recommendations	#			Superintendent, IT	
	Communication of Policy Changes				Responsibility	
	Homeroom announcements to students				MS/HS Staff	
	Recently revised policies on Policy webpage	Ongoing			Admin. Asst.	Completed
	Mailing of applicable policies with report cards	As needed			District Office	
	Email policy revisions to staff	Monthly			Superintendent	Added to monthly board minutes
	Request newspaper coverage of revisions				Jessica Carlson	Request to be made by Superintendent
	Transition Communication- 6/7, 8/9	#			Responsibility	
	Parent information meetings	Spring			Principal, Guidance	
	Student information meetings	Spring			Principal, Guidance	
	Expand Senior day to include 8th grade transition				Principal, Guidance	Jr.-ACT prep, 8th/Soph-buddies
	Senior Portfolio				Responsibility	
	Communicate changes to students	Oct. 2009			Advisors	grade level meetings held to announce changes
	Communicate changes to parents	Oct. 2009			Advisors	packets mailed to parents
	Use of website to communicate revised portfolio requirements	Nov. 2009			Advisors, IT	
	Student News-Timeliness				Responsibility	
	Use of communication plan template for district decisions	Ongoing			Admin. Team	
	Submission of events to district calendar	#			Secretaries	Staff email news to secretaries
	Activity clubs/schedules online-webpages	#			Staff	
	Positive News of the District				Responsibility	
	Superintendent Message to newspaper	Monthly			Superintendent	
	Submission of events to newspaper	Ongoing			Staff	
	Standing agenda item at staff meetings				Principals	

Volunteers in the District				Responsibility		
Determine needs of the district	#				Commun. Comm.	Consider format to gather feedback
Determine needs of MS/HS staff	#				Commun. Comm.	
Determine needs of students					Commun. Comm.	
Determine needs of community					Commun. Comm.	
Course Syllabus Online				Responsibility		
Investigating templates		Jan. 2010			Admin. Team	
Completion of curriculum map					Staff	
Collecting samples from teachers					Admin. Team	
Curriculum Mapping				Responsibility		
Coordinating timelines, meetings with staff	#				Admin. Team	
Electronic template					District Office	
Creation of curriculum brochures/booklet					District Office	
Student Schedules-MS/HS				Responsibility		
Creating the block matrix		Dec/Jan			Principal/Guidance	
Communication with staff		Dec-June			Principal/Guidance	Completed first steps
Communication with students		Jan. 2010			Principal/Guidance	Completed first steps
Communication with parents		Jan. 2010			Principal/Guidance	Completed first steps
Updated course booklet	#	Jan. 2010			Principal/Guidance	Completed first steps
Posting of elementary specials schedule online	#				Principal	Completed
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