

Priority Three: Communication and Community Partnerships

Objective: *Deploy an internal and external communications plan that engages and strengthens community relations*

Leads:

- Ms. Corallo, Chief of Staff/Director of Community Relations
- Ms. Davis, Assistant Superintendent of Educational Services

Step	Action	Person Responsible	Resources Required	Timeline	Evaluation Metric
1	Staff Assessment of Internal & External Communications – Strengths/areas for improvement	Executive Team Principals	Staff Input/Time	October 25, 2019	Creation of Online Survey & Completion of Survey Assessment
2	Parent Assessment of Internal & External Communications – Strengths/areas for improvement	Director of Community Relations PTO's and other parents	Website/Email Parent Input/Time	November 11, 2019	Creation of Online Survey & Completion of Survey Assessment
3	Create Framework/Goals for Internal Plan to include recommended strategies/tactics	Director of Community Relations	Staff Time	November 18, 2019	Completion of Framework for Internal Plans
4	Create Framework/Goals for External Plan to include recommended strategies/tactics	Director of Community Relations	Staff Time	November 18, 2019	Completion of Framework for External Plans
5	Solicit Input from Executive Team	Director of Community Relations	Staff Input/Time	December 2, 2019	Input Received
6	Solicit Input from Leadership Team	Director of Community Relations	Staff Input/Time	December 2019	Input Received
7	Solicit Input from BOE Community Relations	Director of Community Relations	Time with Committee	December 2019	Input Received

	Committee	Board Community Relations Chair	members		
8	Finalize First Draft of Plans that include specific strategies/tactics for Phase I & II	Director of Community Relations	Staff Time	January 2020	Completion of First Draft
9	Parent Input/Feedback to Internal/External Plan	Director of Community Relations Principals Designated Parents/PTO Leadership	Parent/Staff Time	January 15 – 30, 2020	Input Received
10	Student Input/Feedback to Internal/External Plan	Director of Community Relations Principals Superintendent Student Advisory Committee	Student/Staff Time	January 15-30, 2020	Input Received
11	Community Relations Committee Input/ Feedback	Director of Community Relations Board Community Relations Chair	Time with Committee members	January & February 2020	Input Received
12	Secure Graphic Designer for new brand identity	Director of Community Relation	Budget - TBD	January 2020	Graphics designer secured
13	Request and secure funding to implement plan for Phase I	Director of Community Relations Business Administrator	Budget submitted Board approval	February 2020	Secure needed budget for implementation of plans
14	Present Recommended Plan to Board of Education	Director of Community Relations Superintendent	Time on Board Agenda	March 2020	Board Presentation Completed
15	Announce New Internal/External Communications Plan (includes Phase I & II)	Director of Community Relations	Time to present to Leadership Team	April 2020	Launch of Internal/External Communication Plan
16	Implement Internal Communications Plan Phase I	Director of Community Relations	Necessary funding secured	Spring – Fall 2020	Implementation of Strategies/Tactics of

	(includes strategies/tactics and metrics)	Executive Team	Staff Time		Phase I Complete
17	Implement External Communications Plan Phase I (includes strategies/tactics and metrics)	Director of Community Relations Principals Executive Team	Necessary funding secured Staff Time	Spring- Fall 2020	Implementation of Strategies/Tactics of Phase I Complete
18	Evaluate Phase I Metrics	Executive Team	Staff Input/Time	Spring 2021	Evaluation Complete Plan Metrics (TBD) are met
19	Present Results of Phase I to Board	Director of Community Relations Superintendent	Time on Board Agenda	August/September 2021	Board Presentation Complete
20	Request and secure funding to implement plan for Phase II	Director of Community Relations Business Administrator	Budget submitted Board approval	January 2021	Secure needed budget for implementation of plans
21	Implement Internal Communications Plan Phase II (includes strategies/tactics and metrics)	Director of Community Relations Executive Team	Budget - TBD Staff Time	Fall 2021 – Winter 2022	Implementation of Strategies/Tactics of Phase I Complete
22	Implement External Communications Plan Phase II (includes strategies/tactics and metrics)	Director of Community Relations Executive Team	Budget - TBD Staff Time	Winter - Spring 2022	Implementation of Strategies/Tactics of Phase I Complete
23	Evaluate Phase II Metrics	Executive Team	Staff Input/Time	Spring 2022	Evaluation Complete Plan Metrics (TBD) are met
24	Present Results of Phase II to Board	Director of Community Relations Superintendent	Time on Board Agenda	Summer/Early Fall 2022	Board Presentation Complete

Priority Three: Communication and Community Partnerships

Objective: Improve operational efficiencies for Central Registration and Community Education programs that result in expanded services aligned to student growth and achievement objectives

Leads:

- Ms. Corallo, Chief of Staff/Director of Community Relations
- Mr. Saleh, Director of Technology

Central Registration

Step	Action	Person Responsible	Resources Required	Timeline	Evaluation Metric
1	Promote Pre-k application process via creation of flyer, posting on district website, Facebook and Suburbanite, parent email and other available means	Director of Community Relations Early Childhood Supervisor Central Reg. Registrar	Staff time to create and place promotions Possible costs to create flyers or ads	January 15 Annually	Flyer Created Promoted on website, Facebook, local organizations, media, parent emails
2	Finalize Pre-k locations and how many students will we serve in coming school year	Superintendent Business Administrator Early Childhood Supervisor Bryant Principal Asst. Superintendents Special Ed Director	Staff time for meetings and review of possible locations	February 1 Annually	Decisions made regarding available locations and number of pre-k students to be served
3	Decide (in consultation with principals) which elementary schools will be used for kindergarten/number of classes per location	Superintendent Business Administrator Early Childhood Supervisor Bryant Principal Asst. Superintendents Special Ed Director	Staff time for meetings and review of possible locations	February 1 Annually	Decisions made regarding available locations and number of pre-k students to be served
4	Hire/assign school nurse to be onsite during pre-k process in March - April	Supervisor Early Childhood HR Manager	Budget for school nurse	Posting up by Feb 15 Board approval by March Board meeting Annually	School Nurse hired
	Schedule pre-k appointments	Central Reg. Registrar	Staff time	March 25 – April 5	All registration

5	for applications/pre-registration			Annually	applications complete
6	Promote Kindergarten Registration via creation of flyer, posting on district website, Facebook and Suburbanite, parent email and other available means	Director of Community Relations Early Childhood Supervisor Central Reg. Registrar	Staff time to create and place promotions Possible costs to create flyers or ads	March 1 Annually	Flyer Created Promoted on website, Facebook, local organizations, media, parent emails
7	Schedule kinder registration appointments	Central Reg. Registrar	Staff time	Early April – mid-May Annually	All registrations complete
8	Pre-k Free & Reduced Applications Reviewed	Business Administrator	Staff Time	Last week of April annually	F&R Applications Reviewed and Guidance Provided
9	Pre-k Lottery Conducted	Early Childhood Supervisor Director of Technology	Staff Time/SIS system	Last week of April annually	Lottery Conducted using “Random Selection”
10	Selected and waitlist pre-k families notified by mail	Early Childhood Supervisor Lisa Zucker Central Reg. Registrar SIS/Technology Elementary Schools Transportation Coordinator	Staff Time/Postage	By second week of May annually	Notifications mailed to families
11	Nurse Hired for Pre-K	Early Childhood Supervisor HR Manager	Pre-k Budget	By first week of May annually	Nurse hired & Board approved
12	Parent/Nurse Appointments Scheduled	Early Childhood Supervisor Central Reg. Registrar	Staff Time	By second week of June Annually	Appointments Scheduled for all children
13	Pre-k Placement decisions by location are made	Early Childhood Supervisor Transportation Coordinator Bryant Principal	Staff Time	By July 15 annually	Placement decisions finalized

14	Pre-k Placement notification letters are sent home	Early Childhood Supervisor Central Reg. Registrar	Staff Time/Postage	By August 15 annually	Placement Notifications Issued
15	Implement online registration system (per new Student Information System – see below)	Directory of Technology Central Reg. Registrar	Staff Time	Fall 2022	New Online System up and running
16	Promote online address verification process for 4 th and 8 th grade students	Central Reg. Registrar School Principals	Staff Time	Mid-February Annually	Announcement Emailed/Posted on website
17	Conduct online address verification for 4 th & 8 th grade	Parents School Secretaries follow-up	Parent & Staff Time	March 1 – 30 Annually	Address Verification Completed
18	Secure backup registrars for ongoing registrations for 1 st – 12 grade – walk-ins	School Principals Christine Johnson	Staff Time	March 2020 and annually	2-3 Backup registrars secured

Community Education

1	Review SACC salaries and create go-forward Salary Guide	Community Education Manager Director of Community Relations	Salary data and staff time	August 30, 2019	SACC Salary Guide Completion - COMPLETE
2	Hiring of SACC staff	Community Ed Manager HR Manager	Staff time and Board Approval	August 1 for postings August & September Board Meetings for approval Annually	Staff hired in-time for start of school
3	Promote SACC registration via creation of flyer, posting on district website, Facebook and Suburbanite, parent email and other available means	Community Ed Manager Director of Community Relations	Staff time to create and place promotions Possible costs to create flyers or ads	First week of March Annually	Completion of Promotional Tasks

4	Create Compendium of all Afterschool, Evening & Summer Programs	Director of Community Relations Principals Directors/Supervisors	Staff Time/Budget for Online?	March 2020	Compendium Created
5	Release/Promote Compendium	Director of Community Relations	Staff Time/Website	April 2020	Compendium Promoted to Teaneck families & Community
6	Pilot online registration system with payment capabilities	Community Ed Manager Director of Technology Director of Community Relations	Staff Time/Budget?	January 2020	SACC Pilot Complete at one school
7	Rollout online registration & payment system for all Community Ed programs	Community Ed Manager Director of Technology	Staff Time/Budget	April 2020 – Camp K June 2020 - SACC	Rollout on system complete
8	Review additional after-school programs to offer families	Community Ed Manager Director of Community Relations	Staff Time/Budget to hire additional staff for programs?	Ongoing	Review complete
9	Select additional after-school programs to offer families – including adults	Community Ed Manager Director of Community Relations	Staff Time/Board approval	Ongoing	1-2 programs added annually
10	Hire Camp K Director and Associate Director	Community Ed Manager HR Manager	Budget for staff	Posting up by Feb 15 Board approval by March Board meeting	Directors hired & Board approved
11	Hire All Other Camp K Staff	Community Ed Manager HR Manager	Staff Time/Board approval	By May Board meeting annually	Camp K Staff Hired & Board approve
12	Promote Camp K registration via creation of flyer, posting on district website, Facebook and Suburbanite, parent email and other available means	Community Ed Manager Director of Community Relations	Staff Time	Feb 1 – June 1 annually	Promotion on website, emails, Facebook, etc. complete
13	Submit PO's for items needed for Camp K	Community Ed Manager	Staff Time	Spring annually	Purchase Orders Submitted

Student Information System Evaluation/Selection

1	Create a committee that is responsible for re-evaluating our current student information system.	Director of Technology	Staff Time	Spring 2020	The student information system review committee is formed.
2	Student information system committee will create a rubric/checklist of features and functionality that Teaneck Public Schools would need and utilize in a student information system	Student Information System committee	Staff Time	Fall 2020	Rubric/Checklist is created
3	Research student information systems that would work for Teaneck Public Schools and create a list of vendors to demo or review.	Student Information System Committee	Staff Time	Fall 2020	A list of possible student information systems is create for additional review.
4	Review and test all possible options for student information systems. Grade each Student information system on features and functionality Teaneck Public Schools is looking to have in a student information system.	Student information system committee	Staff Time/Budget	February 2021	All student information systems are graded.
5	Student information System Committee will make a recommendation to either stay with current SIS or to move to a new system. If a new student information system is the recommendation then an action plan for implementation	Student information system committee		March 2021	Evaluation of systems is presented to the Superintendent of Schools and Business Administrator.

	will be provided.				
--	-------------------	--	--	--	--

Priority Three: Communication and Community Partnerships

Objective: Identify and create additional volunteer opportunities for members of the community to engage with Teaneck Public School students

Leads:

- Ms. Corallo, Director of Community Relations/Chief of Staff

Step	Action	Person Responsible	Resources Required	Timeline	Evaluation Metric
1	Meet with various senior groups to explore volunteer interest (Senior Recreation, Age-Friendly, Senior Advisory Board)	Director of Community Relations	Staff time	Summer 2019	Visits completed - COMPLETE
2	Board revise Volunteer Policy to specify criteria for volunteer background checks	Board Policy Committee	Board Approval	Summer 2019	Policy Approved - COMPLETE
3	Create two-tier framework for future school/district volunteers	Director of Community Relations	Staff Time	September 2019	Present plan to Board Community Relations Committee – COMPLETE New Promotional Flyer - COMPLETE
4	Create chart for school principals to fill-in event-based versus long-term volunteer needs	Director of Community Relations Principals Directors/Supervisors	Staff Time/Input	September 2019	Needs Chart Filled-in by each school – COMPLETE Secure new volunteers that match school needs
5	Promote Volunteer Needs Chart to various channels	Director of Community Relations	Staff Time Communication Channels	Fall and January Annually	Promotion Complete on Facebook, District Website, Community Organizations
6	Secure partnership agreement with Teaneck senior living facility to read to children	Director of Community Relations	Staff Time	Fall 2019 and ongoing	Partnership Agreement Secured
7	Select students to participate in Senior Living Facility Roundtable discussions	Director of Community Relations Middle/High School Principals	Transportation? Staff Time	Fall 2019 & Ongoing	Roundtable discussions (3-4 x per year) between senior living residents and TPS students on specific topics (e.g.

					Travel, WWII, Women's movement, civil rights movement, etc.)
8	Solicit Volunteers at Back-to-School Nights and other school/district events	Board Trustees Director of Community Relations Principals	Staff/Board Time	Fall & January Annually	Presence at 3 district events
9	Develop new video or online training system for volunteers	Director of Community Relations Adrienne Williams Mohammed Saleh	Staff Time Online Resource Budget?	Fall 2020 & Issue Annually	Training module produced

Priority Three: Communication and Community Partnerships

Objective: *Ensure all communications reflect positively on our schools and district, are user-friendly, and include appropriate use of district images and messages in support of the district's mission, vision, values and goals.*

Leads:

- Ms. Corallo, Director of Community Relations/Chief of Staff
- Ms. Davis, Assistant Superintendent of Educational Services

Step	Action	Person Responsible	Resources Required	Timeline	Evaluation Metric
1	Create Internal & External Communications Plan to encompass new brand identity for TPS	Director of Community Relations	See Action Plan for Internal & External Communications Plan	See Action Plan for Internal & External Communications Plan	See Action Plan for Internal & External Communications Plan
2	Ensure use of new vision, mission and goal statements throughout internal and external communication materials	Executive Team	Continued Reinforcement in all communications to staff	Ongoing	Communication materials reflect new vision, mission and goals
3	Media Relations Outreach to promote positive news	Director of Community Relations	Staff Time	As needed/Annually	5 positive news stories per year in local, regional and national media
4	Daily Social Media Posts that promote student, staff and district accomplishments; and school and district programs	Director of Community Relations	Staff Time	Minimum 3x/week during school year/Annually	Total number of followers to rise by 10% in year one and two of plan; then requires go-forward evaluation
5	Monthly Superintendent Video Messages that provide updates on district progress	Director of Community Relations Superintendent	Annual budget for videographer Staff Time	Sept – June Annually	7-8 messages released in year one and two of plan; then requires go-forward evaluation
6	Superintendent Emails to Teaneck Community on Strategic Plan Progress	Director of Community Relations Superintendent	Staff Time	At least every other month/Annually	Emails Released
7	Board Presentations on Strategic Plan Progress	Executive Team	Staff Time	Twice per year/Annually	Presentations Completed
	Recognize Student & Staff	Director of Community	Staff Time/Budget for	At least 5	Board Recognition

8	Accomplishments at schools and Board meetings	Relations Executive Team Principals	Certificates	times/school year	Events
9	District/School Website Updates to include student, staff, and district accomplishments	Director of Community Relations Principals	Staff time	November 2019 & Ongoing Monthly	Principals will submit one student & staff accomplishment for each Superintendent's Monthly Report Promote in more prominent way on website
10	School and District Flyers/Brochures are professional and support TPS brand	Director of Community Relations Leadership Team or Designated Staff	Staff time/budget	Ongoing	Internal & External Communications Audit Results Use of new Brand Identity in Summer 2020 and beyond
11	District Website Updates to include new brand identity	Director of Community Relation Director of Technology Website Content Manager	Selection of go-forward vendor/budget Staff time for selection and production	Summer 2020	Use of new Brand Identity in Summer 2020 and beyond