

**GOAL 4: ENSURE EFFECTIVE COMMUNICATION AND PUBLIC RELATIONS**

| <b>Action Strategies</b>   | <b>Resources Needed</b>                                  | <b>Person(s) Responsible</b> | <b>Timeline</b>                 | <b>Evidence of Success</b>   |
|--|--|------------------------------|---------------------------------|--|
| <b>Action 1: Develop and update comprehensive communications plan.</b>   | Staff time; Board communications or community committee? | Superintendent and Board     | Start date?<br>Completion date? | Identify areas for proactive communication improvement which promote community involvement and provide for community feedback Verify effectiveness of communication avenues such as Let's Talk, community forums, Link 22, website |
| <b>Action 2: Identify, leverage and celebrate key partnerships which support communication initiatives, professional development and excellence in education</b> | Staff time; Board communications or community committee? | Superintendent and Board     | ?                               | Verify effectiveness of partnerships. Consider school within a school, social media reporting; PREP, NESCOM, Umaine, Husson  |
| <b>Action 3: Effectively communicate financial data to the community</b>   | Business office and Board time                           | Superintendent and Board     | Annually after budget is passed | Community understands budget needs and priorities, and supports the annual school budget, after action reflection (debrief) of process and opportunities for improvement   |