

TUCSON UNIFIED SCHOOL DISTRICT

STRATEGIC PLAN END OF YEAR REPORT 2015-2016

COMMUNICATIONS

Strategic Priority 1: Strategic Plan Presentation and Communication – TUSD will communicate the major initiatives of the Strategic Plan.

Year 2 Goal: Communicate aspects of the plan to increase staff understanding.

Progress/Completion: 100% fulfilled and on-going

By June 2016, the Communications team will meet with 100% of campus and district leaders to develop internal communication plans relative to their respective areas of responsibility.

In year two, the communications team worked with 100% of school principals and department leaders to create a communications plan that is specific to their needs. The communications team met with principals twice (Dec. 3, 2015 and March 3, 2016) and departments on (Dec. 16, 2015 and April 3, 2016) to conduct workshops at pre-planned professional development meetings. At each session, a large portion of the communications team attended to offer assistance with their area of expertise (web management, video, photography, graphic design, social media, media relations, writing, newsletters etc). The team first showed examples of a communication plan and explained why it's important, followed by an exercise in identifying audience, tools for communication, goals and guiding principles. The exercise included a worksheet with the Unitary Status Plan and the Strategic Plan to ensure those communications goals would be met by every school and department throughout the year. At the second meeting, the team returned to help finalize plans and began collecting them.

Evidence:

Appendix 1-1 Communications Plan worksheet

Collected plans → Go to www.TUSD1.org/plans

Strategic Priority 2: Internal Communication – TUSD's internal communications enhance the coordination of departments and services in support of students and staff.

Year 2 Goal: Create a "grapevine" telephone or email inquiry system for staff.

Progress/Completion: 100% and ongoing

By June 2016, one central email box will be created and publicized.

In Spring of 2016, the answers@TUSD1.org email address was created and publicized internally to staff. The email address was advertised on the intranet, Internet, newsletter and via posters provided to every school site and department. The communications team aims for a 24 hour turnaround as much as possible to avoid keeping employees waiting.

Questions often involve benefits, stipends for teachers, purchasing and finance. FAQ's are being developed to address common questions.

At the suggestion of the Governing Board, the Answers email was advertised to the community and parents beginning in the April 25th newsletter to parents. The communications team will continue to advertise the available resource.

Evidence:

Appendix 2-1 Answers email poster/shareable

Strategic Priority 3: TUSD Brand – TUSD and stakeholders will develop and launch a unified TUSD Brand.

Year 2 Goal: Stakeholders made aware of district's goals.

Progress/Completion: 77% on participation goal; 99 % on awareness goal (Total of 88% for both goals)

By June 2016, one survey will be created and conducted. The goal is to obtain over 70% staff participation with 70% showing awareness of District accomplishments.

On May 10, 2016 the communications department sent out a short survey (approximately 5 minutes long) to employees to gauge awareness of district goals achieved from the Strategic Plan. Reminders were sent May 12, May 18, and May 24 to employees who had not yet taken the survey.

While the goal of 70% was not attained in all areas, timing was certainly an issue. The month of May is a challenging one for all district employees. In the future the team will look at another month that might work better for more of our staff. Statistically, the sample size was sufficient to gain knowledge about the staff understanding of these major initiatives to inform our work going forward. For example, the results regarding the Family Resource Centers shows we have a lot of work to do in that area. We'll work with the director and staff to take our marketing (internal and external) to the next level in 16-17.

Evidence:

Appendix 3-1 Survey Results

Strategic Priority 4: Responsive Communication – TUSD will respond to the community's diverse information needs with culturally responsive communications.

Year 2 Goal: Begin implementation of communication plan to diverse groups.

Progress/Completion: 100% and ongoing

Assess needs of 100% of district departments and identify communication channels for 100% of departments.

At the beginning of the 15-16 school year, the communications Director and Coordinator visited with principals and department leaders at the back to school kick off meeting at Santa Rita HS to deliver posters for their sites and offices. The goal of the poster was to remind them how we could help them communicate important messages, spread good news and invite the Superintendent and Board to their important events.

To build on the year one goal of communicating with diverse groups, the communications team assigned each team member a department to begin building relationships, work on communications plans and assess their needs. The communications department will build on this assessment in the 16-17 school year as it has with the School Community Services department for 14-15 and 15-16. The quick email exchange happens once per week as needed to ensure directors in student equity are informed about district level information that should be shared with their staff and the community at large. In turn, the equity directors send back information about news within their departments and school communities to ensure the team is helping to spread the good news.

The team also launched the #Classof2020 project in 15-16 which will highlight and follow the just promoted 8th graders as they head off to high school. They will be the first class to experience the results of the 5 year Strategic Plan.

Evidence:

Appendix 4-1 Department Zone list, Appendix 4-2 Communications Poster

More→ Go to <http://TUSD1.org/classof2020>

Strategic Priority 5: Community Engagement via Information – TUSD will develop a community engagement strategy to strengthen advocacy for TUSD.

Year 2 Goal: Create a family-focused culture that engages parents and students by creating champion teams designated to spread messages.

Progress/Completion: 100+% and ongoing

By June 2016, a minimum of ten #TeamTUSD groups will be identified and featured.

By June 2016, 15 #TeamTUSD teams have been featured on TUSD1.org, the district newsletter and on social media. Another five groups have been identified and photographed for distribution over the summer months. The department has produced portable “love” campaign signs that can fit into suitcases as well so some sets are headed across the country and around the world this summer. The campaign will kick off again in the fall to begin featuring new teams.

Evidence:

Appendix 5-1 TeamTUSD example

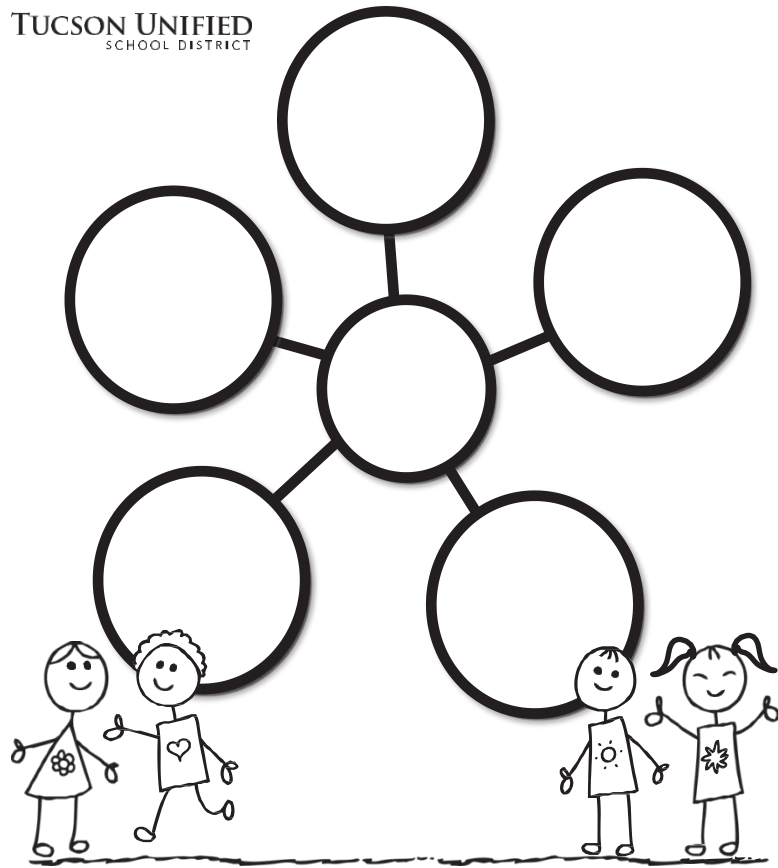
More→ Go to www.TUSD1.org/TeamTUSD to see the articles on all 15 teams

Priority #1: Strategic Plan Presentation & Communication	100%
Priority #2: Internal Communication	100%
Priority #3: TUSD Brand	88%
Priority #4: Responsive Communication	100%
Priority #5: Community Engagement Via Information	100%
Total	97.6%

Appendix

Appendix 1-1 Communications Plan worksheet

TUCSON UNIFIED
SCHOOL DISTRICT



Developing the Plan

USP

Strategic Plan

Appendix 2-1 Answers Poster/campaign

PERPLEXED

or just plain STUMPED?

Have you simply run out of places to look and people to ask?

This is Pete.

Pete has questions.

Pete needs ANSWERS.
He has searched the intranet
but is having trouble finding them.

Pete is perplexed.

Pete is smart.
He emailed answers@TUSD1.org.

Now Pete is informed.

Be like Pete.





WE CAN HELP

Simply email us.

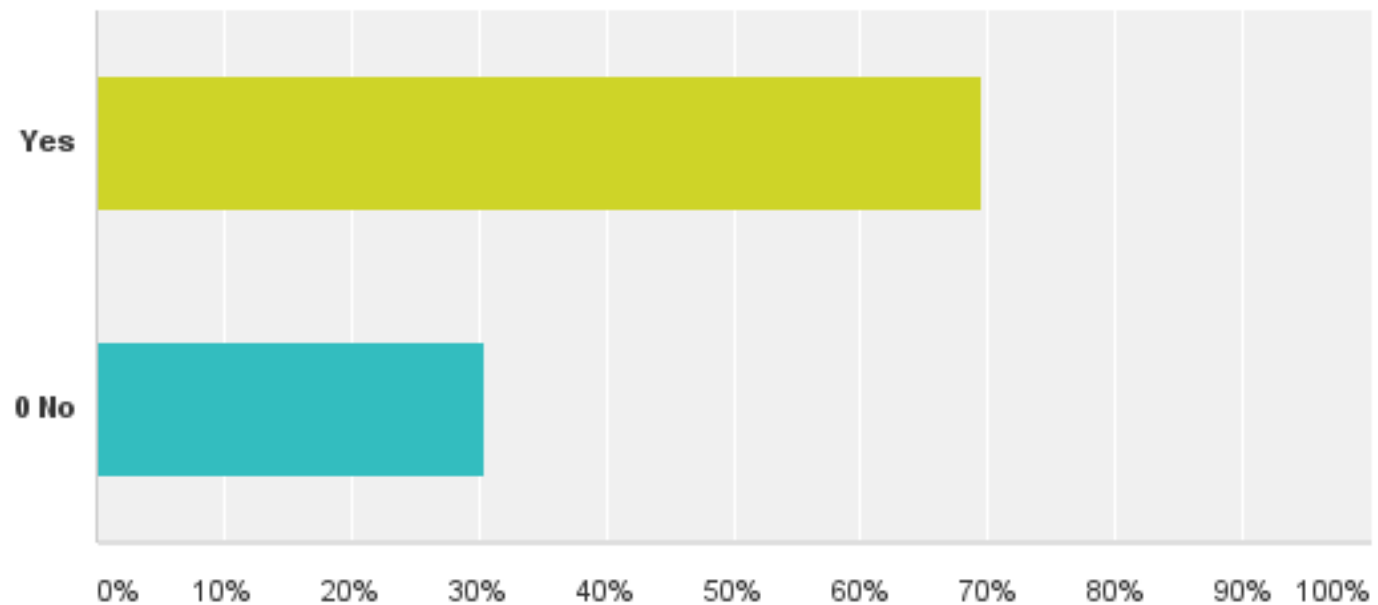
ANSWERS@TUSD1.org

While most questions are answered within 24 hours, please be patient.
It may take up to 72 hours for us to get the information to properly direct you.

Appendix 3-1 Survey Results

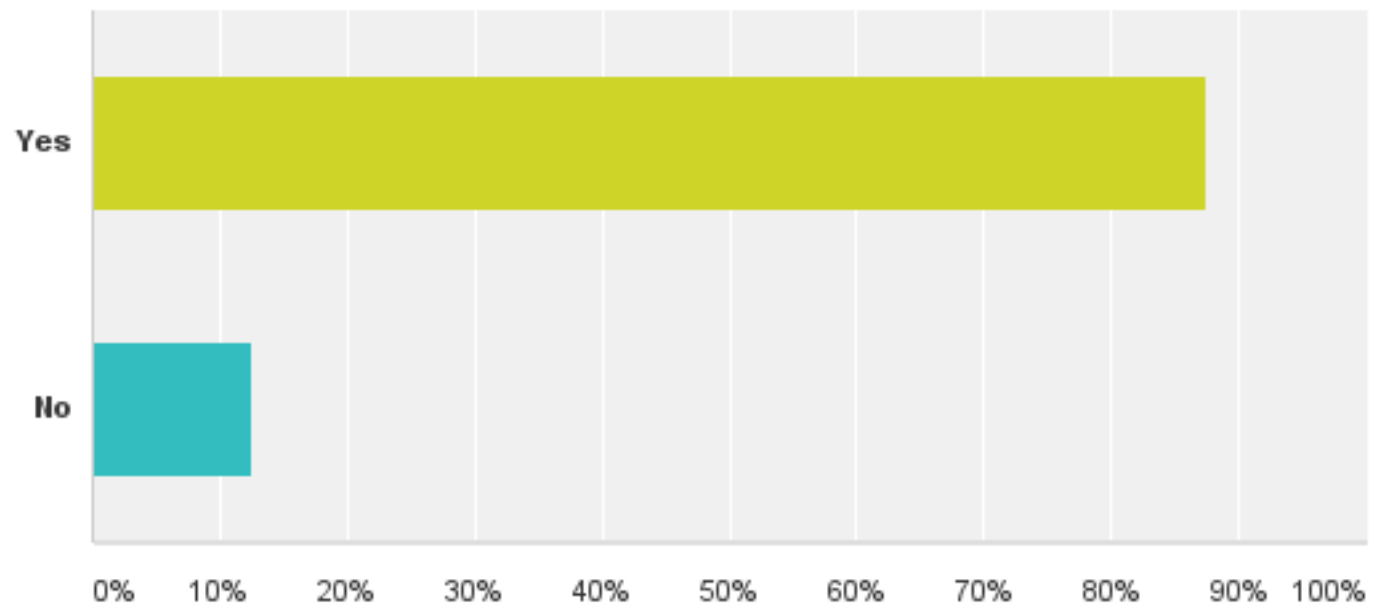
Q1 Are you aware that the District has implemented a Five-Year Strategic Plan?

Answered: 4,029 Skipped: 0



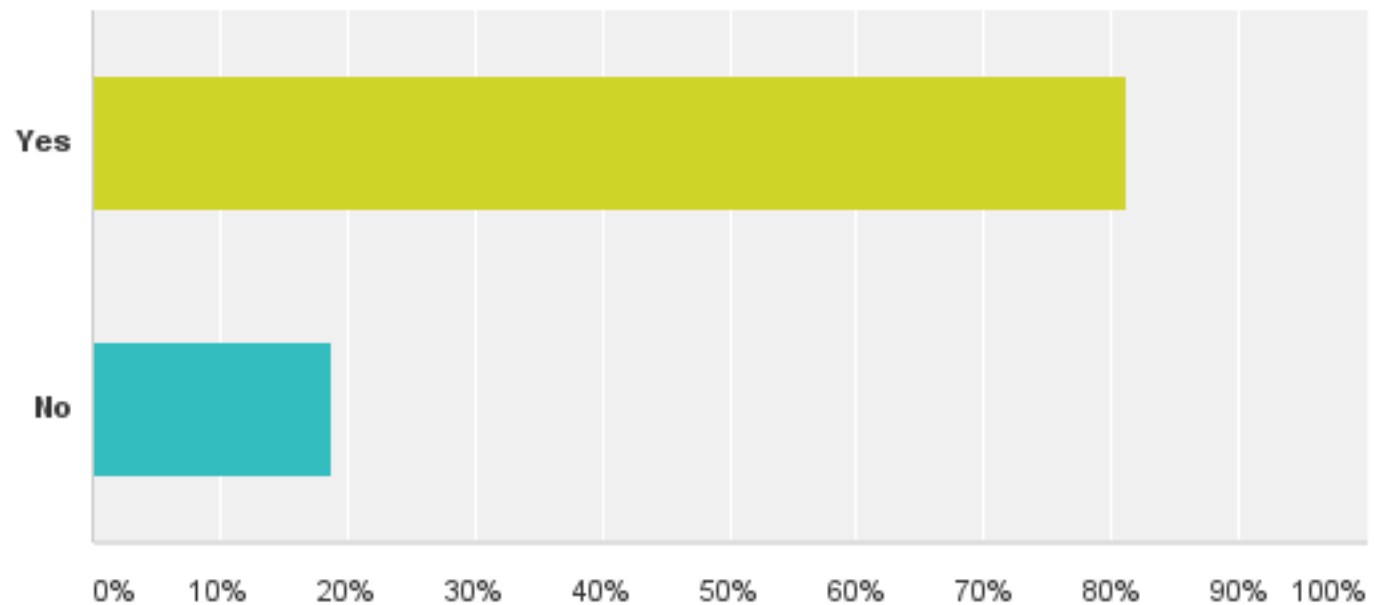
Q2 Are you aware that the District distributes a weekly email Superintendent newsletter? (If not, then go here to sign up!)

Answered: 4,029 Skipped: 0



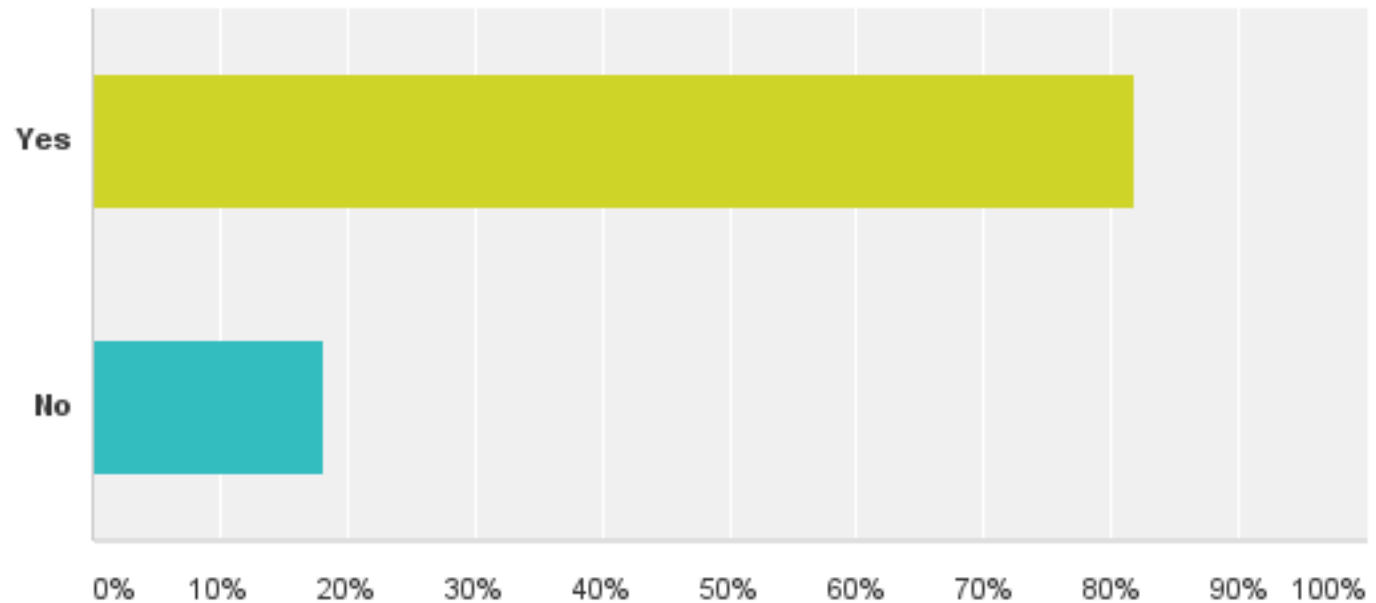
Q3 Are you aware that the District has a Facebook page? (If not, go here to like the page!)

Answered: 4,029 Skipped: 0



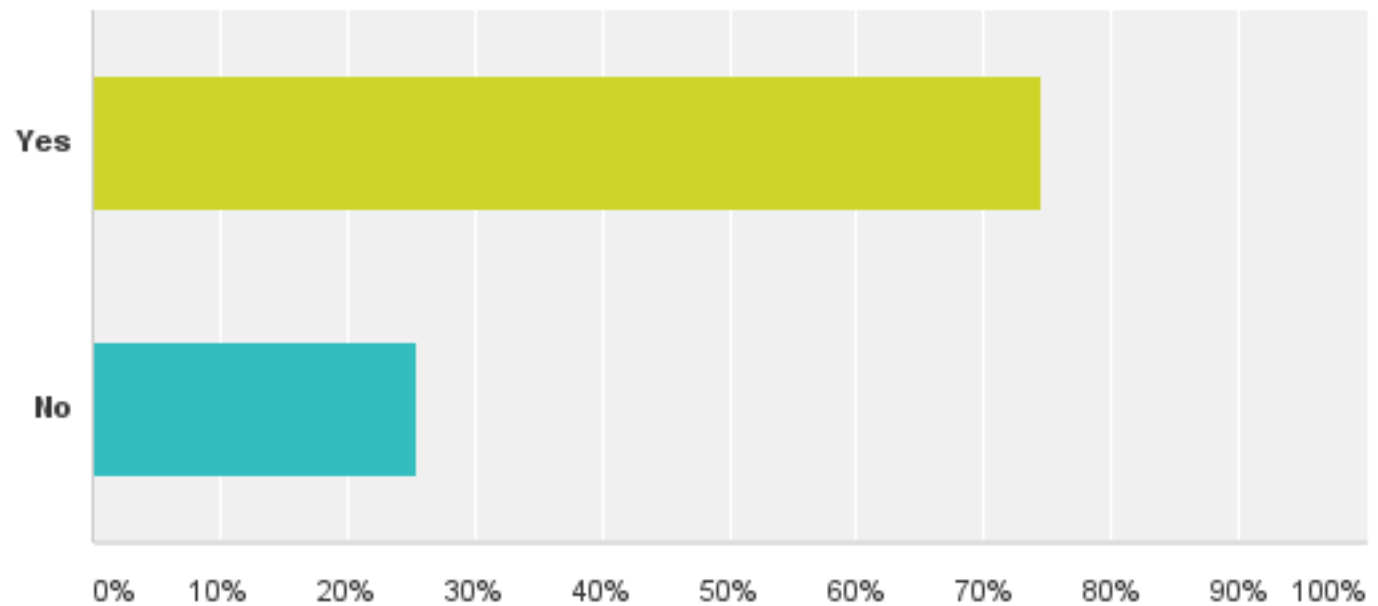
Q4 Are you aware that Tucson Unified has instituted a District-wide curriculum?

Answered: 4,029 Skipped: 0



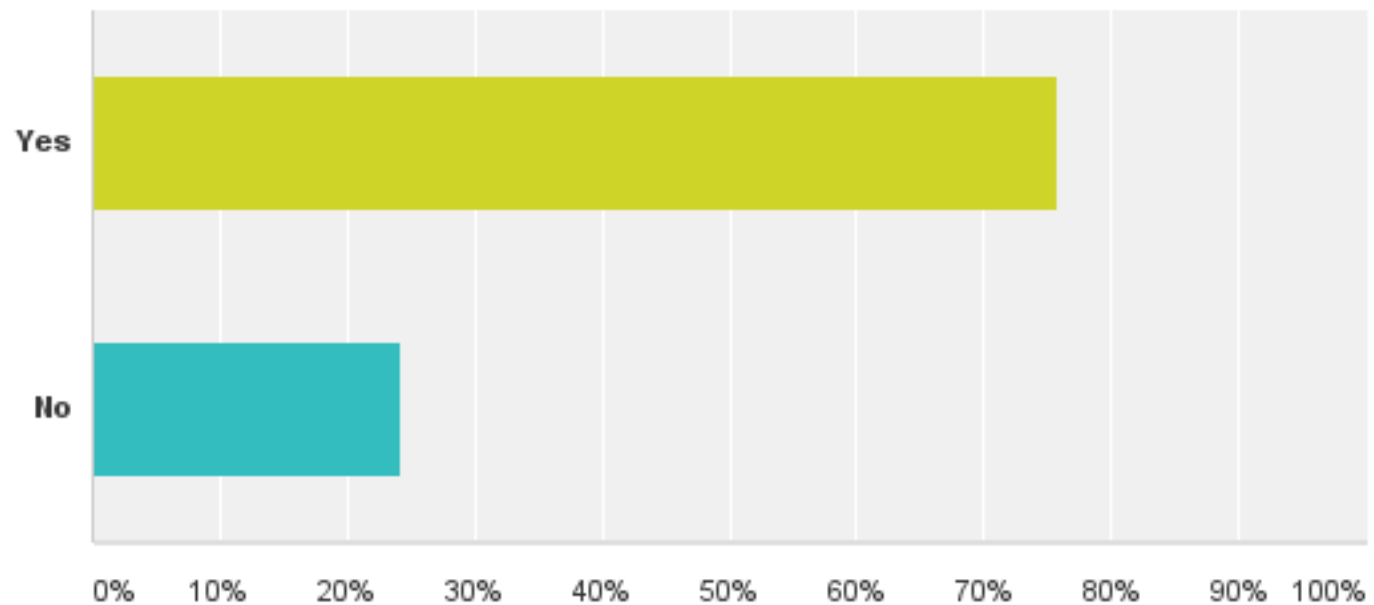
Q5 Are you aware that the District has installed solar panels at more than 40 schools?

Answered: 4,029 Skipped: 0



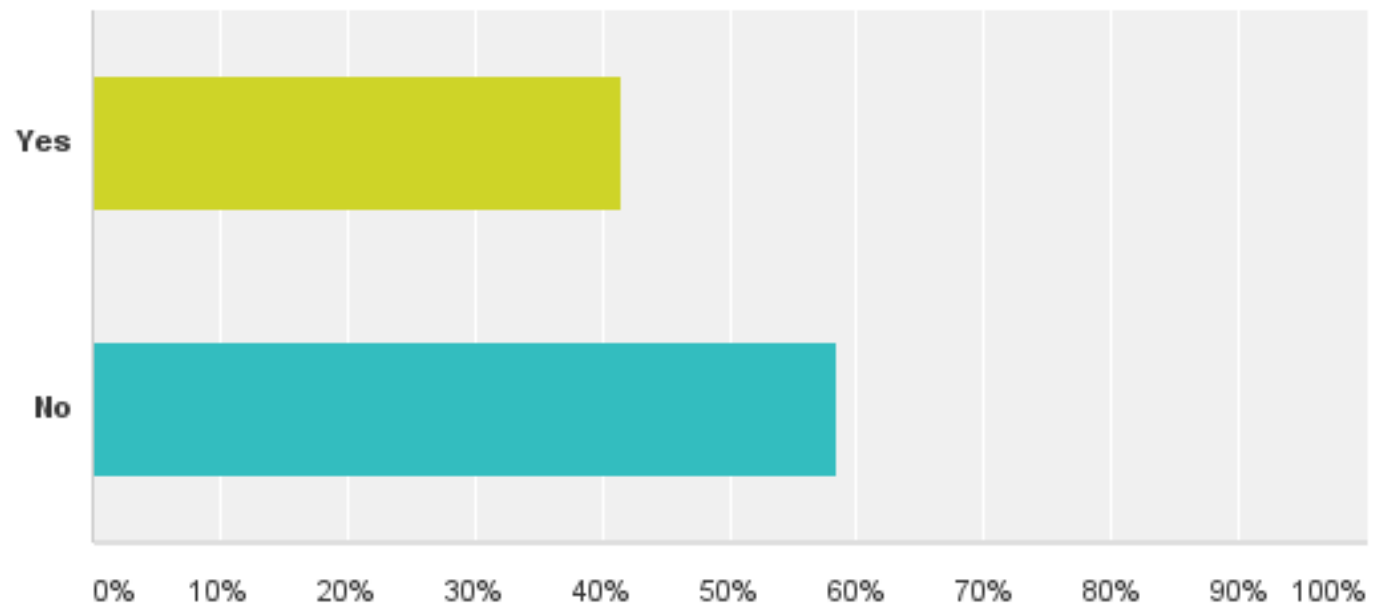
Q6 Are you aware that the District installed a new finance and budgeting system (ERP/iVisions)?

Answered: 4,029 Skipped: 0



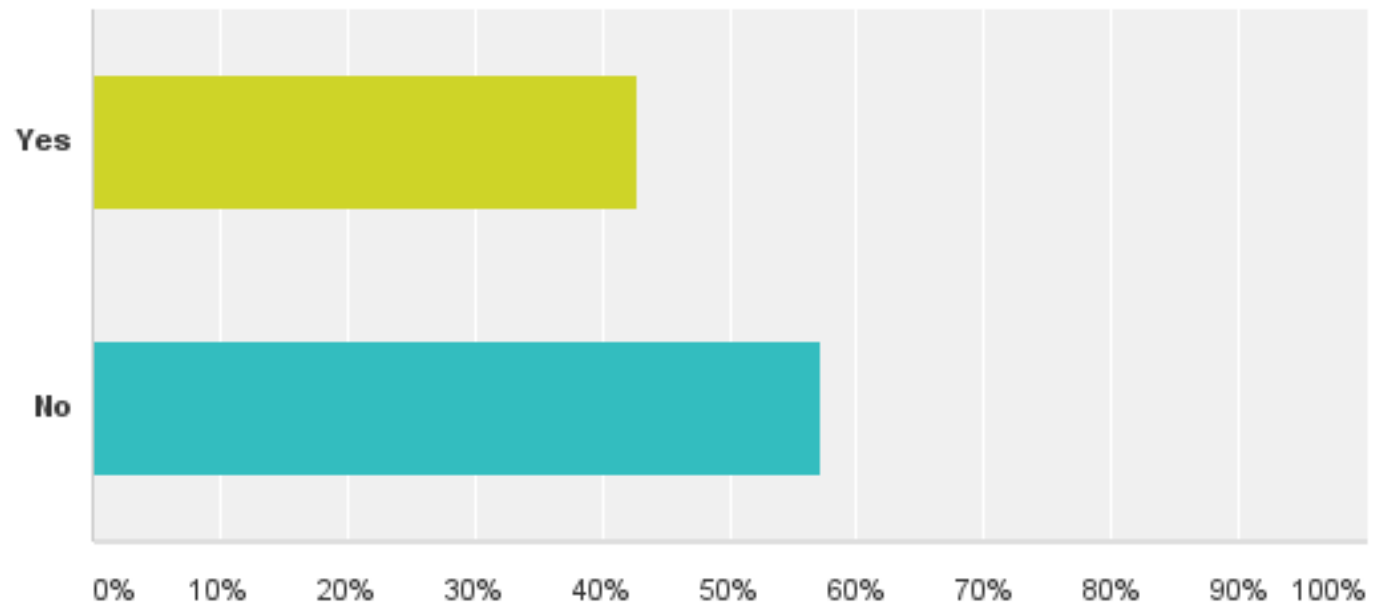
Q7 Are you aware that the District has opened a Family Resources Center on the Palo Verde High Magnet School campus?

Answered: 4,029 Skipped: 0



Q8 Are you aware that the District has opened a Family Resource Center at the Wakefield site?

Answered: 4,029 Skipped: 0



Q#	Description	Area	Yes	No	Total	Yes	No	Total
Q1	Strategic Plan	Communication	69.6%	30.4%	100%	2,805	1,227	4,032
Q2	Supt Newsletter	Communication	87.4%	12.6%	100%	3,523	509	4,032
Q3	Facebook	Communication	81.2%	18.8%	100%	3,272	760	4,032
Q4	DW Curriculum	Curriculum	81.8%	18.2%	100%	3,300	732	4,032
Q5	Solar Panels	Facilities	74.5%	25.5%	100%	3,003	1,029	4,032
Q6	ERP/iVisions	Finance	75.7%	24.3%	100%	3,053	979	4,032
Q7	FRC Palo Verde	Diversity	41.4%	58.6%	100%	1,670	2,362	4,032
Q8	FRC Wakefield	Diversity	42.8%	57.2%	100%	1,724	2,308	4,032

Average	All	69.3%	30.7%	100%
	Communication	79.4%	20.6%	100%
	Curriculum	81.8%	18.2%	100%
	Facilities	74.5%	25.5%	100%
	Finance	75.7%	24.3%	100%
	Diversity	42.1%	57.9%	100%

Surveys sent	7511
Surveys rejected	0
Total Surveys	7511
Total Responses	4032
% Responses	54%

		Goal	%Met
Participation	54%	70%	77%
Awareness	69.3%	70%	99%
Average	61.5%	70%	88%

Appendix 4-1 Department Zones**COMMUNICATIONS DEPARTMENT ZONES**

Stefanie Boe	Mary Canty	Donna Goble
School Safety	Language Acquisition	Guidance and Counseling
Employee Relations	CTE (with another staff member)	Dropout Prevention
Workers' Comp	Transportation	Grants/Title I
School Improvement	Refugees	Health Services
Induction/Mentoring	Rentals	Interscholastics
	Asian Pacific American Student Services	Regional Science Center

Vanessa Hernandez	Sally Jacunski	Brent Pantaleo
Technology Services	Magnet	Elementary/K8 Leadership
Operations	Advanced Learning Experiences	Family & Community Outreach
Finance	GATE	Family Resource Centers
Legal	Food Services	African American Student Services
Risk Management	Fine Arts	Native American Student Services
Community Schools & Preschools		

Susan Pequet	Jes Ruvalcaba	Cathy Thwing
School Community Services	Student Finance	Benefits
Human Resources	Mexican American Student Services	Curriculum Development
Secondary Leadership	CTE (working with Mary on this one)	Desegregation
Purchasing	Teaching and Learning	Governing Board
Print Shop	Educational Materials Center	Planning Services
		Exceptional Education

Michelle Valenzuela
Assessment and Program Evaluation
Multicultural Curriculum/Culturally Relevant Pedagogy
PD (Curriculum Deployment)
Payroll
Curriculum & Instruction

Appendix 4-2 Communications Poster



Do you have
NEWS
or an **EVENT**
you'd like to
promote?

SPREAD THE WORD

about your school!

*The TUSD Communications
Department can help!*

Send us:

- **Information about events or stories** we can pitch to local media
- Ideas for **articles for the TUSD website**
- **Suggestions** for superintendent recognition of students, staff, schools at board meetings
- **Ideas** for the superintendent's weekly newsletter
- Suggestions for **items for Facebook, Twitter or Instagram**
- **Photos** from your events—assemblies, spirit week, neat projects—*anything you are excited about!*

It's EASY!

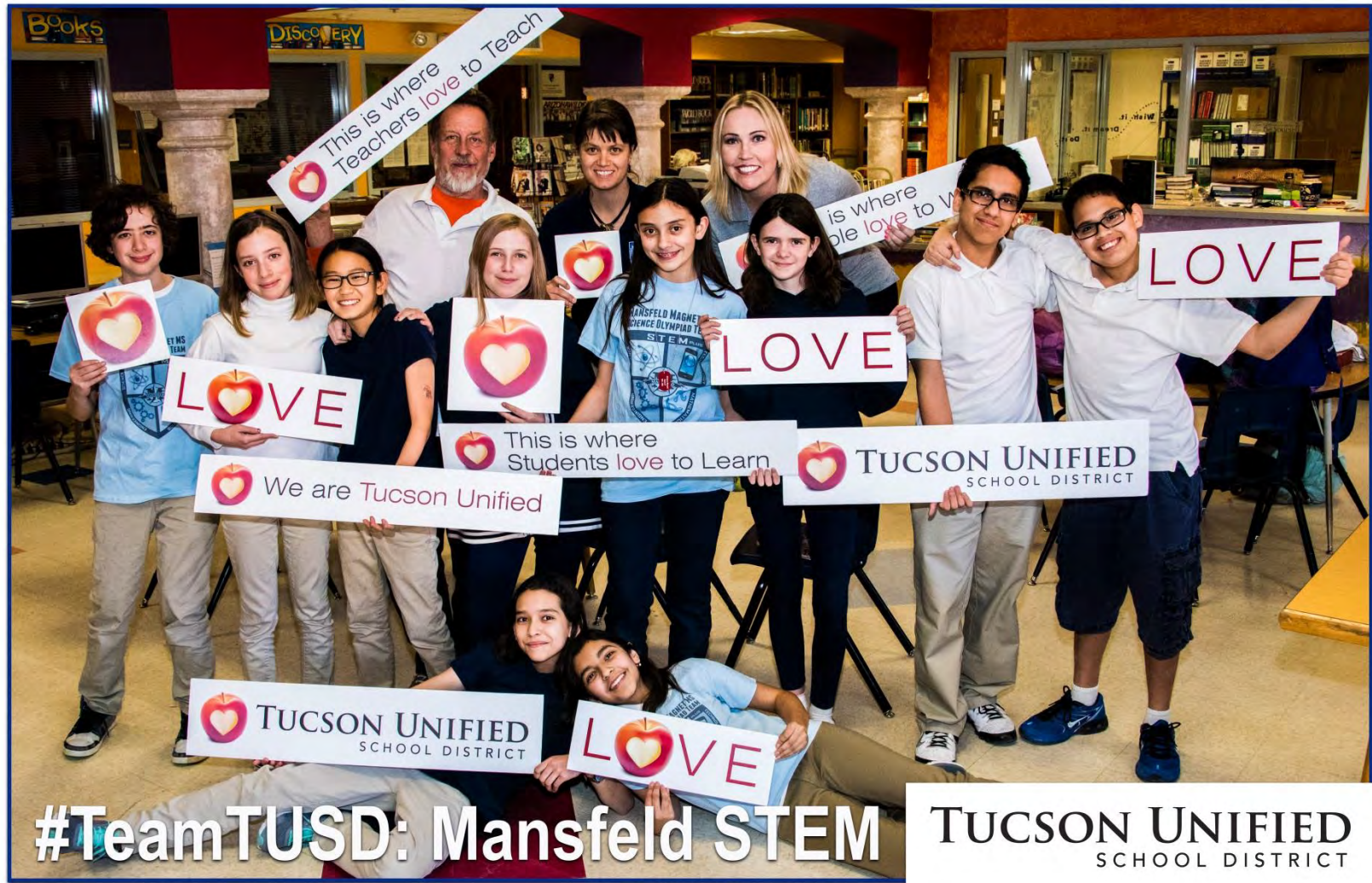
Simply email us at

media@tusd1.org

or by calling **225-6101**

Also, don't forget to invite
the **superintendent and board members** to your events!

Appendix 5-1 #TeamTUSD Example



#TeamTUSD: Mansfeld STEM

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