



*Celebrate the US!*

## TUCSON UNIFIED SCHOOL DISTRICT

MEETING OF: October 9, 2012

TITLE: Presentation - TUSD Communications Plan

ITEM #: 6

Information: X

Study:

Action:

### PURPOSE:

Present to the Governing Board the Communications Plan for 2013-2014.

### DESCRIPTION AND JUSTIFICATION:

TUSD is a district with thousands of stories to tell and an inadequate communications infrastructure with which to tell them.

The Communications Plan for 2013-2014 lays out a plan to recognize our diverse stakeholders, strategies to reach them, recommendations on establishing a messaging system, and what's needed to make it viable.

A robust Communications Plan supports each of the Superintendent's goals by facilitating visibility and accessibility to information for all district stakeholders.

Cara Rene will be available to answer questions.

### BOARD POLICY CONSIDERATIONS:

### LEGAL CONSIDERATIONS:

For all Intergovernmental Agreements (IGAs), Initiator of Agenda Item provides the name of the agency responsible for recording the Agreement after approval:

For amendments to current IGAs, Initiator provides original IGA recording number:

\_\_\_\_\_  
Legal Advisor Signature (if applicable)

### BUDGET CONSIDERATIONS:

\_\_\_\_\_ District Budget  
 \_\_\_\_\_ State/Federal Funds  
 \_\_\_\_\_ Other  
Budget Cost      Budget Code

Budget Certification (for use by Office of  
Financial Services only):

Date

I certify that funds for this expenditure in the amount of \$ are  
available and may be:

Authorized from current year budget

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INITIATOR(S):

Cara Rene, Director, Communications and Media Relations 10-3-12

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Name	Title	Date
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DOCUMENTS ATTACHED/ ON FILE IN BOARD OFFICE:

ATTACHMENTS:

**Click to download**

 [TUSD Communications Plan](#)

 [Communications Plan 2013-2014](#)

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TUCSON UNIFIED SCHOOL DISTRICT

BOARD AGENDA ITEM  
CONTINUATION SHEET

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