



TUCSON UNIFIED SCHOOL DISTRICT

MEETING OF: November 13, 2012

TITLE: Presentation - TUSD Communications Plan

ITEM #: 5

Information: X

Study:

Action:

PURPOSE:

To 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 respond to 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

Authorized with School Board approval
Code: Fund:

INITIATOR(S):

Cara Rene, Director, Communications and Media Relations 11-6-12

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 - 11-13-12](#)

TUCSON UNIFIED SCHOOL DISTRICT

BOARD AGENDA ITEM
CONTINUATION SHEET
