

TUSD

STRATEGIC PLAN YEAR-1 GOALS
COMMUNICATION
December 9th, 2014

Strategic Plan: Communication

- Priority 1: Strategic Plan Presentation and Communication
- Priority 2: Internal Communication
- Priority 3: TUSD Brand
- Priority 4: Responsive Communication
- Priority 5: Community Engagement via Information

Strategic Priority #1

Strategic Plan Presentation and Communication



Tucson Unified School District (TUSD)

Posted by Stefanie Boe [?] · December 6

Congratulations to the entire TUSD team. We won 1st place last night at the Metropolitan Pima Alliance awards for our Strategic Plan. We also thank all the community members who worked hard on this plan and made it happen!



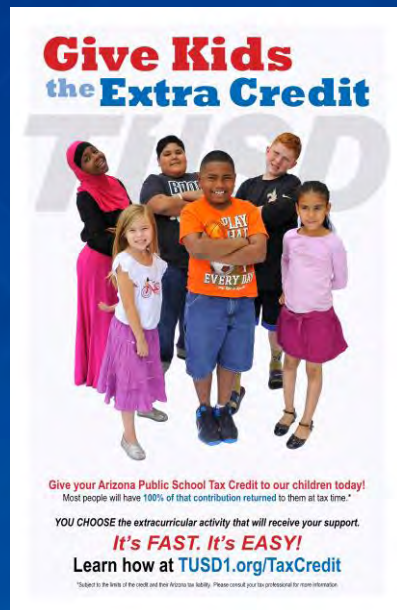
Year 1 Goal: Inform teachers and administrators about initiatives in the Strategic Plan

- Sprinkle the news out rather than an “info dump” using Facebook, Twitter, Team Update
- WE WON! Congrats to the entire team and all of the community members who invested their time and talents in the plan

Strategic Priority #2

Internal Communication

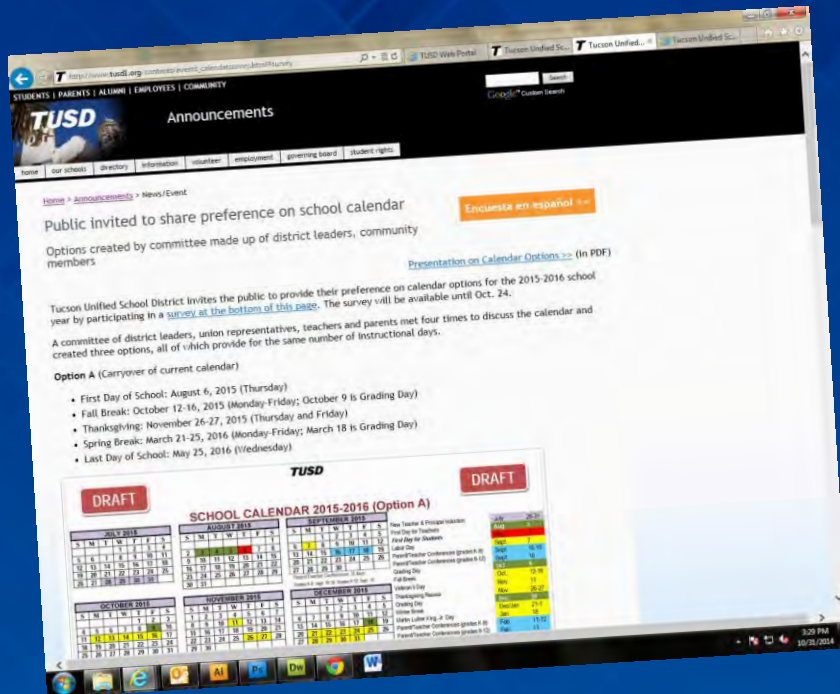
- Year 1 Goal: Improve internal communication with staff



- Offering graphics packages to all schools via the intranet
- Next Steps: Clickable, shareable newsletter

Strategic Priority #3

TUSD Brand



Year 1 Goal: Invite stakeholders to share opinions

Calendar survey: three options for next year's school calendar

More than 9,000 responses came in via an online survey

Next step: District-wide survey on communication

Strategic Priority #4:

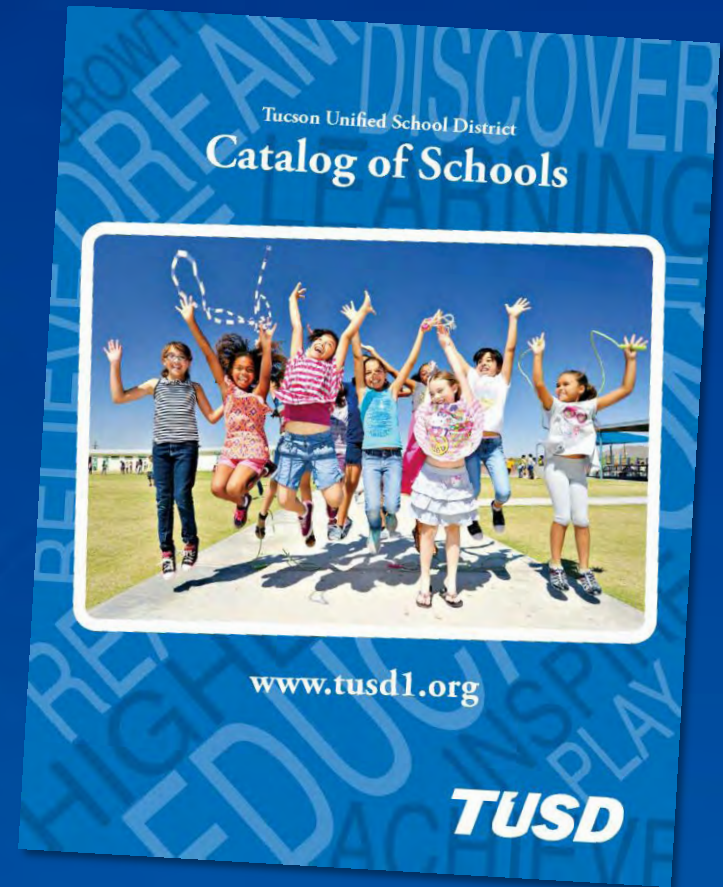
Responsive Communication

Year 1 Goal: Determine the best avenues for communicating and interacting with diverse groups

2015-16 open enrollment:
created a catalog of schools and delivered it in six languages and are working on others.

- English
- Spanish
- Arabic
- Somali
- Vietnamese
- Nepali

Why these languages?



Strategic Priority #4:

Responsive Communication



How Parentlink is used:

- District informational messages
- Principal messages
- Emergency information

We are able to target the families we're trying to reach with phone messages or email

Next steps: Text messaging, app development



Total possible reach: 100,000+

Strategic Priority #5:

Community Engagement Via Information

Year 1 Goal: Create a family–focused culture that engages teachers and administrators as advocates for TUSD

Social Media:

Facebook, Twitter, YouTube, Livestream, Google+, Instagram, Pinterest

Next step: Communications staff members assigned groups of schools to contact regularly



Strategic Priority #5:

Community Engagement Via Information

Wildcat Surprise

Covered by KOLD, KGUN
KVOA used our footage

Pueblo students also
Ustreamed the presentation

KVOA shared our Facebook
album adding up to
thousands of views

Next Step: Overall effort to
bring positive stories from
our schools to the
community and staff

