



Melrose Public Schools

SUPERINTENDENT GOALS & OBJECTIVES – 2009-2010

Superintendent Goal #2

DESCRIPTION: Finalize a systematized communication plan to achieve information sharing in our community related to the achievement of academic excellence.

OUTCOMES:

- * The community understands the vision, mission, goals/objectives, initiatives, implementations, successes/challenges and plans to improve the Melrose Public Schools.
- * The community understands how to communicate with school administration.
- * Technology and media relations feature prominently in the plan.

Superintendent Goal #2

1. **Goal/Objective.** Briefly describe each goal/objective and when the goal/objective should be met or accomplished.
2. **Course of Action.** Steps taken to accomplish goal/objective.
3. **Status.** Rank the goal as Completed, In Progress, or Under Development

Objective #1 –Ongoing Development of Current Communication Channels

Description: The district uses multiple channels for the dissemination of accurate and timely information regarding school policies, programs, procedures, achievements, decisions and critical issues as well as questions and/or feedback from parents, staff and community members.

Course of Action:

The district continues to expand our use of communication mediums that are “green” friendly and that are in line with 21st century trends relying more on electronic mediums and less on print. The initiatives under review in the district make use of the following communication vehicles to name a few:

- Electronic - web, mail, teleconferencing, Connect-Ed, On-line surveys
- Print – notices, letters, flyers, handbooks, reports, surveys
- Face to Face – PTO meetings, educational forums, office hours, public meetings, open house hours for K/1 parents to visit elementary schools as part of registration process
- Media – Public Relations, MMTV/METV, local news media
- Outreach partnership efforts targeting colleges, business, Legislature and other school districts

Status: Completed In Progress Under Development

This objective remains In Progress as the need remains from year to year.

Objective #2 – Continue to Develop and Integrate Communication Plan into Strategic Planning Process

Description: A Strategic Plan provides a roadmap for the district to identify goals and action steps that need to be implemented to achieve the stated goals of the district.

A communication plan allows the district to use the identified multiple channels to disseminate information about the district, keep stakeholders apprised of the progress, support a continued focus on resources needed to achieve stated goals and receive feedback from those we serve.

Course of Action:

The administration, School Committee and Steering Committee are working to develop an integrated Communication Plan as part of the Strategic Plan. It is important to note that one of the key strengths of the Future Management Systems is that this is a process that they are familiar with and have done with other districts, most recently a district on the North Shore.

Targeted initiative include the following:

- Goals
- Target audiences
- Communication tools
- Strategies
- Feedback mechanism to inform and revise plan as needed

Status: Completed In Progress Under Development

This objective remains In Progress as it linked to the Strategic Plan timeline which extends into the 2009-2010 school year.

Summary: We remain committed to providing clear and timely information using a multi-modal approach. The Melrose Schools Committee has also adopted Communication as a goal for this year. We will work to provide the district with a clear vision to move the district forward with the help and support of all stakeholders.