

ACTION PLAN FOR**YEAR: 2011-2012**

I. By May 2012, the Director of Administrative Services will develop a comprehensive communications plan in conjunction with the director of technology.

Related to Strategic Plan

Goal #11: Communicate effectively and efficiently with parents, students, community, and school personnel.

<u>Tasks</u>	<u>Person(s) Responsible</u>	<u>Target Date</u>
1. Use and further develop the use of Twitter to communicate timely events and information.	Lisa Beckham/Donna Williamson/Dale Wisely	May 2012
2. Develop and use an online news webpage called MBS Press on the district website.	Donna Williamson/Lisa Beckham	October, 2011 and ongoing
3. Expand the Mountain Brook cable access channel to include announcements and local programming in conjunction with the city, Chamber of Commerce and school district, and name the channel MBTV.	Donna Williamson/Lynne Colley/Lisa Beckham/Dale Wisely	March 2012
4. Utilize the MBS Facebook Page to communicate announcements and share information about the school system.	Donna Williamson/Lisa Beckham/Others	May 2012
5. Utilize e-mail and school messenger to communicate with parents and community regarding policies, practices, and decisions.	Lisa Beckham	Ongoing

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II. By May 2012, the Director of Administrative Services will review all Board policies and update as needed.

Related to Strategic Plan

Goal #11: Communicate effectively and efficiently with parents, students, community, and school personnel.

<u>Tasks</u>	<u>Person(s) Responsible</u>	<u>Target Date</u>
1. Review all current policies to consider need for updates.	Lisa Beckham	December 2011
2. Update the teacher tenure policies to be consistent with the Student First Act of 2011.	Lisa Beckham	January 2012
3. Update the gift policy to be consistent with the Alabama Ethics Law enacted in 2011.	Lisa Beckham	January 2012
4. Update other Board policies as needed.	Lisa Beckham	Ongoing

ACTION PLAN FOR**YEAR: 2011-2012**

- III. By March 2012, the Director of Administrative Services will revise district surveys for teachers, students, parents, and staff to reflect current trends and information to make them more meaningful for district and school use.

Related to Strategic Plan

Goal #11: Communicate effectively and efficiently with parents, students, community, and school personnel.

<u>Tasks</u>	<u>Person(s) Responsible</u>	<u>Target Date</u>
1. Communicate with high performing school districts with which we compare our district to get survey information	Lisa Beckham	September 2011
2. Review sample documents received.	Lisa Beckham	November 2011
3. Review AdvancEd surveys to determine how well they fit with what we need.	Lisa Beckham	December 2011
4. Recommend updates to current surveys to Mr. Barlow for approval.	Lisa Beckham	December 2011/January 2012
5. Revise current surveys based on data gathered.	Lisa Beckham/Dale Wisely	March 2012
6. Administer surveys to teachers, students, parents, and staff to gain meaningful information for district and school use.	Lisa Beckham/Dale Wisely	May 2012

ACTION PLAN FOR**YEAR: 2011-2012**

IV. By May 2012, the Director of Administrative Services will plan and develop leadership opportunities for teachers and administrators.

Related to Strategic Plan

Goal #8: Design, implement, and support an exemplary professional development program for all staff.

Goal #10: Empower all staff as leaders, enhancing site-based and shared decision-making.

Goal #11: Communicate effectively and efficiently with parents, students, community, and school personnel.

<u>Tasks</u>	<u>Person(s) Responsible</u>	<u>Target Date</u>
1. Research current trends in educational leadership to incorporate into leadership development opportunities for teachers and administrators.	Lisa Beckham	Ongoing
2. Lead the LEAD 2013 design team in developing the content for LEAD 2013 teacher leadership training.	Lisa Beckham	Ongoing through May 2013
3. Work with other central office administrators and principals to seek out and communicate leadership opportunities for teachers and administrators.	Lisa Beckham	Ongoing