

## ACTION PLAN CONTINUED FOR TECHNOLOGY

YEAR: 2011-2012

- I. By January 2012, complete a comprehensive communication plan that will effectively communicate school events and other information to students, staff, parents, and local, state, national, and global communities .

### Related to Strategic Plan

Goal #3: Effectively integrate the use of technology into all instructional and support programs.

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. Convene a committee to discuss various forms of communications including but not limited to MBTV options, Mountain Brook Schools press, e-mail, parent notification system, online calendars, Twitter, Facebook, wikis, web pages, and eBoard.	Donna Williamson	November 2011
2. Review School Messenger features to add SMS(texting), Groups, and Parent Control Center and implement.	Donna Williamson, Dale Wisely, Dicky Barlow, Local School Technology Coordinators	November-December 2011
3. Meet with SportsNet, city management, chamber of commerce representatives, school administrators, selected staff, and central office staff to determine programming and scheduling that would enhance communications with the school community and other Mountain Brook community members.	Donna Williamson, Dale Wisely, Lynne Colley, Dicky Barlow, Lisa Beckham, Suzan Doidge ,and SportsNet Representative(s)	November-December 2011
4. Determine, schedule, and produce public announcements for MBTV. Topics may include health news, technology tips, teen driving, texting, responsible technology use, testing report, etc.	Donna Williamson, Lynne Colley, Dale Wisely, Dicky Barlow, and Lisa Beckham	November-December 2011
5. Review and revise emergency plans including but not limited to MBTV, rapid notifications, PTT, emergency lines, conference calling, as well as web pages and other procedures.	Donna Williamson, Lisa Beckham, Dale Wisely, Lynne Colley, Dicky Barlow,	November-December 2011
6. Write Communications Plan and present for review to committee, administrative team, and others. Plan will include recommendations/procedures from meetings above and a list of resources. The plan will also include events and suggestions for how and when to communicate.	Donna Williamson and Lisa Beckham	December 2011-January 2012

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- II. By January 2012, a plan to address the district's overall business and learning continuity, focusing on technology resources, procedures, and response times will be developed, communicated, and initiated.

### Related to Strategic Plan

Goal #3: Effectively integrate the use of technology into all instructional and support programs.

<u>Tasks</u>	<u>Person(s) Responsible</u>	<u>Target Date</u>
1. Identify and contact personnel in charge of recovery efforts, identify and/or establish an Emergency Operations Center (EOC), and a method for identification of personnel.	Donna Williamson, Dicky Barlow, Dale Wisely, and Ken Key.	November 2011
2. Determine key services and operations and develop a plan to get those services and operations back up and running.	Donna Williamson, Dicky Barlow, Central Office Department Directors, and Technology Team.	November-December 2011
3. In worst case scenarios, determine what would be lost, what data would be critical, how we would communicate, and how we would restore mission critical services along with a feasible timeline.	Donna Williamson, Dicky Barlow, Central Office Department Directors, and Technology Team.	November-December 2011
4. Develop a learning and business continuity plan.	Donna Williamson and Technology Team.	November-December 2011
5. Put structure in place to support learning and business continuity plan.	Donna Williamson and Technology Team.	November-December 2011
6. Present plan.	Donna Williamson	December 2011-January 2012