



90 Day Plan

— Director for Communications & Community Relations —

30 Days

UNDERSTAND

Get to know Waterford School District inside and out.

- Meet with Superintendent and district leadership
- Meet with all department staff
- Conduct audit on all internal and external communication practices
- Meet with union leadership
- Set schedule for community & building meetings
- Learn about relationships with parent groups and community organizations
- Start building relationships with local media

60 Days

EVALUATE

What are we doing right?

What do we need to improve?

What do we need to start?

- Analyze all the data received in first 30 days:
 - Find similarities
 - Prioritize
- Present a comprehensive report of the research to district leadership
- Continue meeting with stakeholders
- Continue building visits

90 Days

OPTIMIZE

Planning and implementation

- Set SMART goal based off of research, analysis & feedback
- Develop strategic communications plan
 - Objectives
 - Timeline
- Establish a service workflow
- Continue meeting stakeholders
- Complete building visits

— Long Term Goals —

- Create a strong communications plan that will promote trust and transparency.
- Ensure we are reaching all stakeholders by enhancing communication platforms.
- Reimagine, design and implement a new marketing campaign that focuses on all the wonderful programs and people we have in the district.
- Build a strong internal pride with staff members, creating key communicators within our buildings.
- Enhance social media presence to strengthen the district's positive reputation.
- Increase earned media coverage to increase awareness of district points of pride and strengthen the district's reputation.
- Tell the amazing stories of Waterford students, staff, alumni, retirees and community members.
- Redesign the district website with a comprehensive, user friendly calendar.
- Combat other district's marketing and advertising within our district.
- Build strong community partnership that are mutually beneficial.