

GOAL 6: By October 1, 2008, begin implementing a customer service philosophy within WCSD organization, utilizing customer satisfaction surveys, training, and communication with staff in order to have a more positive community perception.

Strategic Action	Budget	Time Frame	Person (s) Responsible	Status of Strategic Action
<div>1. External Communication Network</div> <div>1.1 Design a system for creating & maintaining an attention grabbing and informative website.<div>1.1.1 Reallocate an existing secretarial position to maintain the improve and maintain the district website.</div><div>1.1.2 Continue with the existing contracted services</div></div> <div>1.2 Produce a quarterly district newsletter to be distributed to parents, local groups, and in the grocery stores as well as various locations throughout the county.<div>1.2.1 Create PR coordinator stipend positions in each school to compile at least two-three short articles with digital pictures each month, which will be emailed to the central office and local media.<div>1.2.1.1 Recruit, screen, and select PR coordinators for each school</div><div>1.2.1.2 Train PR coordinators how to prepare articles, take digital pictures, logistics, etc.</div></div><div>1.2.2 Create a part-time position for composing, laying out, and printing the district newsletter.</div><div>1.2.3 Copying Costs (7,500 x 3 pages x 12 issues x \$.03)</div></div> <div>1.3 Produce a variety of publications to be published and also placed on the district website<div>1.3.1 Facts on File (Annual Report)</div><div>1.3.2 Recruitment Folder</div></div> <div>1.4 Produce Video Vignettes Pay a technician a stipend to create a monthly video vignette of WCSD accomplishments</div> <div>1.5 Supervise and monitor the School Improvement Teams (SIT) work, compile, store and crunch district data.</div> <div>1.6 Monitor the Home Access website</div> <div>1.7 Install a district-wide automated telephone system</div> <div>1.8 Annually survey parents concerning their satisfaction with the WCSD using the website survey technology.</div>	<div>No Cost</div> <div>No additional Cost</div> <div>12 x \$500 = \$6,000</div> <div>\$8,100</div> <div>\$1,000</div> <div>\$500</div> <div>No Cost</div> <div>\$250/month x 12 = \$3,000</div> <div></div> <div>\$20,000</div> <div>1</div>	<div>10-1-08 and to continue</div> <div>1-1-09</div> <div>Jan. 2009 and to continue each month</div> <div>Nov. 2008</div> <div>Dec. 2008</div> <div>Sept. 2009</div> <div>Place in 2009-10 Budget</div>	<div>Superintendent</div> <div>Director of Technology/Communication</div> <div>Director of Technology/Communication</div> <div>Director of Technology/Communication and Grants Writer</div> <div>Terrill</div> <div>Director of Technology/Communication</div> <div>Director of Technology/Communication</div> <div>Director of Technology/Communication and Director of Human Resources</div> <div>Director of Technology/Communication and Technology Coordinator</div> <div>Director of Technology/Communication and Grants Writer</div>	<div>Technology secretary is beginning to build a map of website content, identifying problem areas, researching other school district websites. Attended two website sessions to learn how to manage the software. Has begun to add, delete, and modify items on the website. (District Goals, SIT Minutes,)</div> <div>Shifting of responsibilities was initiated and is in process.</div> <div>Principals were informed that a quarterly newsletter would be initiated, to apprise teachers of expectations. The first newsletter is scheduled for publication in January. HR Director broached need for stipend positions with negotiations. Received articles from each building.</div> <div>Investigating and considering people to mail the district newsletter. Amy Stewart will contact Warren Co. Guide to inquire about including our newsletter in their mail out.</div> <div>Technology/Communication Director joined NSPRA (National School Public Relations Association)</div> <div>Facts on File spreadsheets were preliminarily collected by administrative interns this past summer recess. One intern is compiling the data for publication.</div> <div>Presently, HR is using WCCBI material. HR Director will coordinate with realtors and Technology Director to create a Facts on File publication.</div> <div>Technology and secretary are coordinating SIT agenda submissions for website.</div> <div>Global Connect contract is ready for signatures.</div> <div>Revised: December 4, 2008</div>

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2. Internal Communication System				
2.1 Supervise and monitor a monthly Effective Teaching staff newsletter	\$1,000	Nov. 2008 and continue monthly	Director of Technology/ Communication and Directors of Special Educ., Secondary and Elementary Education	Cameras are being quoted and instructional directors and superintendent will periodically photograph creative and model lessons to be recognized in a staff newsletter. 4 Digital Cameras are in the central office.
2.1.1 Superintendent, coaches, directors, and principals will contribute pictures of effective teaching occurring in the Warren County Schools and place them on the district website				
2.1.2 Organize website email addresses for every certificated staff member				HR will update lists and provide to Technology Director.
2.1.3 Train all staff in using customer service techniques when dealing with the public, parents, and students		Jan. 2009	Director of Technology/ Communication	
3. Celebrations and Recognition System				
3.1 Design a Teacher of the Year recognition system		Jan. 2009		Director of Tech. and H.R. will meet with WCEA President
3.2 Design and initiate an end-of-year recognition system for volunteers who contributed to the Warren County School District during the school year		April 2009		
3.3 Organize the monthly recognition program highlighted at each Board of Directors meeting		July 2008	Director of Technology/ Communication	Director of HR will compile a list of teachers and support staff who have 20 or more years of service and arrange to produce a wooden laser plaque. Also for retirees.
3.4 Organize a weekly Radio show with the Superintendent and Board President to highlight distinguishing accomplishments, programs, and services in the district. Place on website.		Nov. 2009		
4. Grants, Foundation and Development				
4.1 Create a secretarial position to support the Grants writer who will design and initiate a Warren County Foundation and Development and Fundraising system	\$30,000 salary \$5,000 supplies, equipment, etc.	Aug. 2009	Grants writer	NOTE: Assess need for an additional secretary after experiencing with newly approved organization chart for six months.
4.2 Initiate a consortium of Warren County agencies to write grants.				Supt. will discuss a consortium concept with Director of WCCBI.
5. Facilities Task Force				
5.1 Coordinate and disseminate PR materials regarding the work of the Facilities Task Force	Existing Budget Item	July 2008 to continue until Completed i	Director of Technology/ Communication and Director of Buildings and Grounds	Begun May 2008 and continuing throughout the consensus building Process
	2			Revised: December 4, 2008