

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> <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>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> <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> <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>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>1.3 Produce a variety of publications to be published and also placed on the district website</div> <div>1.3.1 Facts on File (Annual Report)</div> <div>1.3.2 Recruitment Folder</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>\$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</div> <div>Director of Human Resources</div> <div>Director of Technology/Communication and Technology Coordinator</div> <div>Director of Technology/Communication and Grants Writer</div> | <div></div> <div>Note: Begun during the second semester of 2008 as part of the superintendent's entry plan.</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 Edu., Secondary and Elementary Education | |
| 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 | | Jan. 2009 | Director of Technology/ Communication | |
| 2.1.3 Train all staff in using customer service techniques when dealing with the public, parents, and students | | | | |
| 3. Celebrations and Recognition System | | | | |
| 3.1 Design a Teacher of the Year recognition system | | Jan. 2009 | | |
| 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 | |
| 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. | | | | |
| 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 | | | |