

**MADISON LOCAL SCHOOL DISTRICT**  
**STRATEGIC PLANNING – ACTION PLAN**

**GOAL: Communication and Engagement – Madison Local Schools engages families and community members through clear, concise, timely communication.**

**STRATEGY: 1) Conduct an internal district-wide survey to identify currently used methods of communication.**

<b>ACTION STEPS</b> What will be done?	<b>RESPONSIBILITIES</b> Who will do it?	<b>RESOURCES NEEDED</b> People/Money/Time	<b>TIMELINE</b> When will it start/be completed?
1. Create Google Form Survey to identify current internal communication methods	Lisa M. will develop the survey questions for team to review. Communication and Engagement Team	People/Time/Computer	December, 2021
2. Administer survey to all staff	Superintendent Building Administrators	People/Staff Email/Time	January, 2022
3. Review and analyze data collected	Communication and Engagement Team	People/Time/Computers/Survey Results	February 2022
4. Make recommendations based on data collected	Communication and Engagement Team	People/Time/Survey Data	March 2022

**Evidence of Success (How will you know that you are making progress? What are your benchmarks?)**

**Evidence:** Survey Results, **Benchmarks:** Survey participation from ALL schools/departments

**Evaluation Process (How will you determine that your goal has been reached? What are your measures?)**

**Evaluation:** Full participation and complete survey responses, **Measures:** Data collected from surveys and participation levels

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**STRATEGY: 2) Conduct an external survey to determine preference for communication methods within community**

<b>ACTION STEPS</b> What will be done?	<b>RESPONSIBILITIES</b> Who will do it?	<b>RESOURCES NEEDED</b> People/Money/Time	<b>TIMELINE</b> When will it start/be completed?
1. Create google Form Survey to assess current external communication methods used	Lisa M. will develop the survey questions for team to review. Communication and Engagement Team	People/Time/Computer	December 2021
2. Administer survey to stakeholders (parents/guardians, students, staff, community members)	Superintendent Building Administrators	People/Time/Distribution methods - REMIND, Websites, Final Forms, Email, Facebook	January 2022
3. Review and analyze data collected	Communication and Engagement Team	People/Time/Computers/Survey Results	February 2022
4. Make recommendations based on data collected	Communication and Engagement Team	People/Time/Survey Data	March 2022

**Evidence of Success (How will you know that you are making progress? What are your benchmarks?)**

**Evidence:** Survey Results, **Benchmarks:** 500 Survey Responses Minimum (Goal 1,000 responses)

**Evaluation Process (How will you determine that your goal has been reached? What are your measures?)**

**Evaluation:** Adequate survey responses received, **Measures:** Survey response numbers

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**STRATEGY: 3) Develop comprehensive district-wide communication plan**

<b>ACTION STEPS</b> What will be done?	<b>RESPONSIBILITIES</b> Who will do it?	<b>RESOURCES NEEDED</b> People/Money/Time	<b>TIMELINE</b> When will it start/be completed?
1. Review and analyze data collected from internal survey results	Communication & Engagement Committee	People/Time/Survey Results	February 2022
2. Review and analyze data collected from external survey results	Communication & Engagement Committee	People/Time/Survey Results	February 2022
3. Draft comprehensive district-wide communication plan	Communication & Engagement Committee	People/Time	March 2022
4. Engage stakeholders to review draft plan and make recommendations/modifications	Communication & Engagement Committee Stakeholders	People/Time	April 2022
5. Present final comprehensive district-wide communication plan to Steering Committee	Communication & Engagement Committee	People/Time	May 2022

**Evidence of Success (How will you know that you are making progress? What are your benchmarks?)**

**Evidence:** Various levels of involvement from MLSD Stakeholders, **Benchmarks:** External Survey Results and Draft Communication Plan presented to stakeholders for feedback; MLSD staff members, administration and Board of Education involvement. Plan presented to Steering Committee; Steering Committee adoption.

**Evaluation Process (How will you determine that your goal has been reached? What are your measures?)**

**Evaluation:** Fully developed and approved plan, **Measures:** Active feedback solicited and received from each building/department of MLSD, and Board of Education.