

DISTRICT ACTION PLAN # 1 *Communication*

Strategy 2:

Community Trust and Support

Strategic Result:

Inform students, staff, and community of our mission and strategic plan so there will be a positive link between our schools and the community.

| ACTION STEPS | TIMELINE | EST. COST/ BENEFITS | PERSON(S) RESPONSIBLE |
|--|-----------------------------------|---|--|
| <p>1. <i>The Gulfport School District will use every available resource to gain “buy-in” from and within the community by such means as:</i></p> <ul style="list-style-type: none"> • email • websites • newsletters • speeches • Power Point presentations • mass media/niche media <p>2. <i>The Gulfport School District will utilize the audio/visual center (Technology Support Services) to provide various resources to the community addressing a variety of subjects.</i></p> <p>3. <i>The Gulfport School District will enhance the website as follows:</i></p> <ul style="list-style-type: none"> • photos • “Did You Know?” link • “Moving Here?” link • map • mission statement | <p>2003-04 to 2007-08</p> | <p>ESTIMATED COST - ALL STEPS: Make permanent outdoor and/or indoor weather proof signs with the Gulfport School District Mission Statement - Cost: \$7,000</p> <p>Create a Power Point presentation and regularly update - Cost: \$2,000 for marketing firm fee</p> <p>Purchase software that will allow a search of school zones on the website by student’s address - Cost: Unknown</p> <p>Gulfport High students will create an updated map of school zones. Cost: \$100</p> | <p>School Information/ Community Relations Staff</p> |

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| <p>4. <i>The Gulfport School District will include the Mission Statement on all outgoing information to include:</i></p> <ul style="list-style-type: none"> • identification badges • permanent site displays • business cards <p>5. <i>The Gulfport School District will report to the community via the media.</i></p> <p>6. <i>The Gulfport School District will add distribution sources to include churches, realtors, professional offices, daycare facilities, chambers of commerce, military, web-site, etc.</i></p> | <p>2003-04 to 2007-08</p> | <p>BENEFITS - ALL STEPS: Markets Gulfport School District Mission</p> <p>Increases awareness and buy-in of the Strategic Plan</p> <p>Targets all audiences, internal and external</p> <p>Enhances awareness that Gulfport School District is worth supporting</p> <p>Informs all prospective students and employees of the zones of each school in the Gulfport School District</p> | <p>School Information/ Community Relations Staff</p> |

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| ACTION STEPS | TIMELINE | EST. COST/ BENEFITS | PERSON(S) RESPONSIBLE |
|---|-----------------------------------|----------------------------|--|
| <p>7. <i>The Gulfport School District will organize a communication team which will include individuals from each school and will provide:</i></p> <ul style="list-style-type: none"> • training to include effective methods of communicating with the media • networking strategies • concise forms to assist teams in recording and reporting special events <p>8. <i>The Gulfport School District will provide an updated and current map of district lines, etc. and enlist the students in the Space Stars program at Gulfport High School to assist in this activity.</i></p> | <p>2003-04 to 2007-08</p> | <p>SEE ABOVE</p> | <p>School Information/ Community Relations Staff</p> |

Celebration

Strategy 2: **Community Trust and Support**
Strategic Result: *Celebrate the achievements and successes of the Gulfport School District.*

| ACTION STEPS | TIMELINE | EST. COST/ BENEFITS | PERSON(S) RESPONSIBLE |
|---|-----------------------------------|---|--|
| <p>1. <i>The Gulfport School District will highlight STRENGTHS of schools to include recognitions, awards, etc., (not just test scores) through multi-media outlets (local, state, and nation). These recognitions may include local awards, ceremonies, brochures (similar to TIPS) to be placed in stores and offices, announcements at school-sponsored public events, particularly athletic events.</i></p> <p>2. <i>The Gulfport School District will develop a “canned” presentation on the school district (e.g., power point) to be used to deliver information to civic groups, etc.</i></p> <p>3. <i>The Gulfport School District will utilize district alumni CELEBRITIES on the Power Point.</i></p> | <p>2003-04 to 2007-08</p> | <p>ESTIMATED COST - ALL STEPS: Cost: \$2,000 for marketing firm fee (included in Plan 1)</p> <p>BENEFITS - ALL STEPS: Informs all stakeholders including students, new residents, volunteers, and staff, of the Gulfport School District=s successes.</p> | <p>School Information/ Community Relations Staff</p> |

Accountability

Strategy 2:

Community Trust and Support

Strategic Result:

Communicate accountability by reporting on audits, ratings, scores and other quality indicators.

| ACTION STEPS | TIMELINE | EST. COST/ BENEFITS | PERSON(S) RESPONSIBLE |
|--|--------------------------|---|---|
| 1. <i>The Gulfport School District will report to the community via the media.</i> 2. <i>The Gulfport School District will add distribution sources to include churches, realtors, professional offices, daycare facilities, chambers of commerce, military, web-site, etc.</i> | 2003-04 to 2007-08 | ESTIMATED COST - ALL STEPS: Cost: \$700 printing costs BENEFITS - ALL STEPS: Increased communication between stakeholders and the Gulfport School District | School Information/ Community Relations Staff |