

Table 3-6

COMMUNICATIONS PLAN SPREADSHEET (Timely News Category)

DELIVERABLE	CURRENT	TARGET	LEADER	LAUNCH	NEW COSTS
School/PTO-A Newsletters	Monthly	Monthly	Principals/PTO/A Pres.	OK	
District Newsletters	Quarterly	Quarterly	McGee/Banks	OK	
District Calendar	Annually	Annually	McGee/Banks	OK	
Policy Book: in bldgs/ on Web	In buildings, not on Web	Ongoing	Fuller/Principals	1/03	
Classroom Newsletters	Voluntary w/m/q	100% mthly	Staff	n/a	
Special Parent Mailings	As needed	As needed	Principals	OK	
Teacher Web Pages	Voluntary w/m/q	100% mthly	Staff	n/a	
School Web pages	Varies	Monthly	Tech teachers/staff/principals		
District Web pages: “News You Can Use” Button	None	Monthly	Fuller/Principals	10/02	
School Press Releases	Varies	Four/month	Principals/PTO/A	10/02	\$500
District Press Releases	As needed	Two/month (plus BOE)	Banks/MEC	OK	\$200
PTO/A Meetings	Monthly	Monthly	Principals/MEC	OK	
School/District Informational Brochure	None	Three/Year	Banks/MEC	1/03	\$1,500
Cable Show	None	Monthly	Fuller/McGee	10/02	