

**Van Buren Local Schools Strategic Action Plan
2016-2021**

GOAL: Increase effective communication with school and community stakeholders and provide that communication consistently through appropriate channels.

PLAN OF ACTION: Improve our web presence through reorganization of school website.

Steps to Accomplish this Action	Person Most Responsible (one person)	Needed Resources (non-human)	Human Resources (hours & days)	Length of Time to Complete	Evidence
Overall revamp of current website to ensure interactivity across devices.	Webmaster	Computer, Internet, web-management and/or web development software	2-4 hours/day	Ongoing	Working site; people able to interact with website across many devices.
Increased Interactive Media and Human Interest	Webmaster/Video Teacher and or video class	Digital camera; Video software	2-4 hours/day	Ongoing	Supt. And Principals produce video newsletter; Web site shows increased visits.
Add Media Class at High School	Principal/Guidance Counselor	None	A teacher for 1 period per day	Ongoing	A Media Class meets regularly

**Van Buren Local Schools Strategic Action Plan
2016-2021**

GOAL: Increase effective communication with school and community stakeholders and provide that communication consistently through appropriate channels.

PLAN OF ACTION: Reach out to non-digital stakeholders.

Steps to Accomplish this Action	Person Most Responsible (one person)	Needed Resources (non-human)	Human Resources (hours & days)	Length of Time to Complete	Evidence
Visit retirement villages in order to update mailing list. Send mailers regularly.	PR Person		Monthly, on occasion	Ongoing	Increased dialogue with stakeholder groups
Improve the look of the school newsletter	Newsletter Production Staff	Additional funding for printing	As Needed	Monthly	
Plan evening events for a variety of stakeholders	Student groups and Music Department			Ongoing	Advertised and attended events by stakeholder groups
Invite stakeholder groups to a sporting event for free or reduced admission	Athletic Dept	reduced ticket sales and/or funds to cover complimentary tickets		per season as budgets allow	Senior Citizen Night, Luncheon, Realtor Luncheon, Tours
Community Service for students	Class Advisors		one time per semester	Each year, beginning 2016-2017	Increased dialogue with stakeholder groups; completed projects

**Van Buren Local Schools Strategic Action Plan
2016-2021**

GOAL: Increase effective communication with school and community stakeholders and provide that communication consistently through appropriate channels.

PLAN OF ACTION: Streamline school processes; allow for day-to-day interaction with the school to be simple and convenient.

Steps to Accomplish this Action	Person Most Responsible (one person)	Needed Resources (non-human)	Human Resources (hours & days)	Length of Time to Complete	Evidence
School phone/email directory made available easily. Photos of staff in place for easy ID. School address on front webpage	PR Person/Contracted Service			Within the 2016-2017 School Year	Items in place on webpage
School forms placed online for parent access.	Technology Team	Potential Workflow Software		Within the 2016-2017 School Year	School forms available online for parent access.
Begin accepting credit cards for all school transactions, including fees, ticket sales, fundraising, and lunches.	Treasurer and/or Fiscal Office			Within the 2016-2017 School Year	
After school dispatcher by phones until bus fleet is returned	Elementary Secretary			Within the 2016-2017 School Year	

**Van Buren Local Schools Strategic Action Plan
2016-2021**

GOAL: Increase effective communication with school and community stakeholders and provide that communication consistently through appropriate channels.

PLAN OF ACTION: Maintain a positive school image and openness by using various media, including social media.

Steps to Accomplish this Action	Person Most Responsible (one person)	Needed Resources (non-human)	Human Resources (hours & days)	Length of Time to Complete	Evidence
Promote positive aspects of our school district to the public on a daily basis. Sell our school to the public	Public Relations person or contracted service	Internet access; Social Media access and accounts	4 hours daily		Daily interaction/updates through social media
TV/Radio/Newspaper	Public Relations person or contracted service	Telephone and contact information/web information for media outlets	1 hour daily	Ongoing	School District is visible on a monthly basis in at least one outlet