



Strategic Plan Goal Area	Internal and External Communication
Strategic Plan Performance Objective	Improve and ensure district internal communication

PLAN
Review the goal area, performance objective, initiative(s), performance measures, and action steps that you are working on for this particular area. What have you completed? What can you celebrate?
The division has continued to make progress toward completing its co-branding initiative, and it has completed a total redesign of its template tools. The division also successfully hosted its annual Veteran’s Day celebration.
DO
Describe the work of your team in achieving your performance objectives. Specifically address your initiatives and action steps.
By hiring a graphic designer, the division has been able to accelerate its redesign of its template tools and co-branding. The division has also taken a leadership role in ensuring the main page of the e-portal is updated with news about current DCSD initiatives.
CHECK
Are you getting the results needed to reach the performance targets? How are you monitoring and measuring to ensure results?
The results are apparent in the areas where data can be accurately recorded.
ACT
What are the challenges or obstacles you are facing or anticipating? What needs to change and/or improve to reach your performance targets? How will these changes lead to progress?
A review of some of our measures reveals we are unable to measure some important metrics such as visits to the e-portal. Also, consideration of customer service honors is underway but is dependent on the ability of Professional Development to initiate the program. We will likely delete these measures because of these deficiencies.