



Strategic Plan Goal Area	Internal and External Communication
Strategic Plan Performance Objective	Bridge and improve communication with external stakeholders

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 successfully met or exceeded the measures in three of the four target areas, including recipients of the e-newsletter, PDS programming, and the number of social media users. The division's e-newsletter base has expanded significantly.	
DO	
Describe the work of your team in achieving your performance objectives. Specifically address your initiatives and action steps.	
By hiring an online content coordinator, the division has deployed additional attention and resources toward social media, while blending our mediums into several communications initiatives including Cyber Safety Day, I Love DeKalb, MBK/OSK, and Grad Central Station.	
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?	
The division has not launched its news website, so no data is available for that measure.	