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Action Plan

Project: In collaboration with the Communications Committee, create a comprehensive communications plan and present to the BoE. Plan to include numerous systems for conveying information; and, forums for engagement, i.e. two-way communication.

Team Members: Chris Manno, (Chair), David Gee, Mrs. Harney

Date: June 2017

All objectives of this action plan have been accomplished. Many will be continued and ongoing efforts to constant improvement in communications and community engagement.

Project Action Plan Objectives <i>(What needs to be accomplished?)</i>	Action(s) <i>(What are the actions steps required to accomplish the objective?)</i>	Responsible <i>(What person(s) are responsible?)</i>	Timeli ne <i>(By what date is this due?)</i>	Measureable Outcome <i>(What is the product?)</i>	Status <i>(What's happening with this?)</i>
District					
Obj. 1: Convene and organize Board Communications Committee.	Set a schedule of meetings	Dr. Manno and Committee Chair, Mrs. Pam Harney	By Nov 1	Finalized Charge, Action Plan, and schedule of meetings.	November 18, 2016: Accomplished.
Obj. 2: Develop a shared understanding	Identify ways we communicate as a	Dr. Manno and Communications	By Nove	Communications Committee Minutes	November 18, 2016: Accomplished.



of all the ways in which we “communicate”, what we do well, and any issues/concerns that might exist regarding effective communication.	district and review each for effectiveness.	Committee	mber 15th		
Obj. 3: Implement best practices to promote effective two-way communication.	Refine and revise website to ensure information is up-to-date, useful and relevant.	All admins and Ms. LaColla	Ongoing	Refined Website	November 18, 2016: Accomplished and ongoing. The website has been “weeded and pruned” and revised. It is a constant task to monitor it for outdated information. The is ongoing. It looks much cleaner and sharper than it did prior to the summertime. We are exploring changing websites to go with a more modern look and feel. Mr. Gee is exploring alternatives.





					<p>Also initiated the Supt’s Scoop for District-level communications from the BoE and Supt.</p> <p>January - June 2017: Ongoing</p>
	<p>Create “talking point” for the BoE on important topics, e.g. school funding, ESSA, APPR, District Curriculum Review process, budget development process, etc. Develop a BCSD Advocacy Whitepaper to utilize to education the community on important issues and challenges facing BCSD, and to use to advocate with legislators, policy-makers, and other decision-makers.</p>	<p>Board Committees, and Dr. Manno</p>	<p>By December 1, 2016</p>	<p>Talking Points document. BCSD Advocacy Whitepaper.</p>	<p>November 18, 2016: Have started a draft list of talking points. We have created a draft of a BCSD Advocacy White Paper and are working with the Budget Advisory Committee, as well as various State and regional advocacy groups, to refine the document. In process.</p> <p>January 2017: Accomplished. BCSD Advocacy Website Created.</p> <p>April 2017: Promoting Budget for 2017-18 and</p>





					ongoing communications initiatives. June 2017: Accomplished. Can continue to create documents to express BoE views on various issues.
	Create Press-Realtor E-Packet	Dr. Manno, administrators and coordinators.	By November 30th.	Press-Realtor E-Packet in Smore sent to media contacts and local realtors.	November 18, 2016: In process; nearly complete. Prototype . January 2017: Accomplished. Created What you need to know .
	Explore and evaluate the ability to revise our email address protocol.	David Gee	By January 30th	Report on benefits and drawbacks of changing our email address protocol. Decision regarding such.	November 18, 2016: Report complete . David Gee conducted an analysis and Scope of Work for this. This is a onerous task because many other systems are dependent on email addresses. It can be





					<p>done, but the “PersonPower” needed is significant and we are not well staffed in technology.</p> <p>June 2017: No action take. Analysis shows drawbacks and challenges of changing our email scheme outweigh the benefits.</p>
	Reinvigorate District Facebook Page and Twitter Feed.	Dr. Manno and Facebook Editors from each school.	By September 30th	Continually updated Facebook page and Twitter Feed with one post per building per week.	<p>November 18, 2016: Accomplished. Each school has a Facebook editor. Facebook and Twitter are more rich with current information.</p> <p>January 2017: Work Continued</p> <p>June 2017: The pages are vibrant and well used. Some schools need to post more frequently</p>





	Make a decision regarding the future of BCSDTV. Funding for the program ends Dec. 31, 2016. Need to determine what happens after that.	Dr. Manno and David Gee	By November 30th	Plan for BCSDTV presented to the BoE for action.	<p>November 18, 2016: Accomplished. Board took action to utilize 15K of the 25k in Bullet Aid from Senator Murphy to fund the program using a part-time, hourly model for the remainder of the year; and, to budget using such a model moving forward. This will be less costly than even this year's half-year budget.</p> <p>January 2017: Accomplished. Created a viable model to continue BCSDTV for broadcasting BoE Meeting and Town meetings. Model represents a fiscal savings.</p>
Obj. 4: Strengthen and convey the District's identity and brand,	Create polished and consistent templates for letters, memos, email	Dr. Manno, David Gee, and Admin. team	By June 30th	Samples of District Correspondence.	November 18, 2016: In process. Have created a consistent District





<p>consistently communicated in every communication and presentation, including via visual and graphic means.</p>	<p>signatures, PowerPoint Presentations templates, etc. to be used by all staff and administrators. Every correspondence from a representative of the district should scream BCSD in its look and feel.</p>				<p>letterhead and PowerPoint template. Being used by admins for district and building presentations.</p> <p>January - April 2018: Use of District templates increasing by buildings and departments. Market and Brand new Mission and Vision Statements.</p> <p>June 2017: Accomplished and ongoing.</p>
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