

**PASADENA UNIFIED SCHOOL DISTRICT**

**DEPARTMENT ANNUAL PLAN FORM**

*Fill in boxes below:*

<b>DEPARTMENT NAME:</b>	<b><i>Communications</i></b>
<b>DEPARTMENT STATEMENT OF PURPOSE (A):</b>	See attachment
<b>LIST OF SERVICES</b>	<ul style="list-style-type: none"> <li>• Special Events (district level)</li> <li>• Marketing and Media Relations</li> <li>• Public Records Requests</li> <li>• Translation Services</li> <li>• Oversee Communications, Branding, Marketing and Customer Experience Plan</li> <li>• Manage Content for Website Home Page</li> <li>• Project Management &amp; Meeting Support for Superintendent's Office</li> </ul>
<b>(OPTIONAL) DEPARTMENT THEORY OF ACTION:</b>	See Attached

The following is a template for Department staff to think about linking together who they serve, desired outcomes, services/strategies/actions they take, and how they know if desired outcomes are being achieved.

<b>Department Goals (Outcomes) 2016-17 (B)</b> <i>What outcomes do you want to see? For who? Are they aligned to Strategic, LCAP, other plans?</i>	<b>Metrics (C)</b> <i>How will you measure impact?</i>	<b>Targets (D)</b> <i>Include baseline level, if available</i>
<b><i>Goal 1.</i></b> <b><i>Develop and oversee implementation, monitoring and evaluation of PUSD Communications, Marketing, Branding and Customer Experience Plan</i></b>	Customer Feedback Survey Imbedded on All Platforms  Using Data from the MPT Survey, establish a branding plan for	

<p><b>Goal 2</b>  <i>Develop marketing and outreach campaign that “targets” our underrepresented families; L, FY, Low Income students and SWD.</i></p> <p><b>Goal 3</b>  <i>Provide improved services to school sites in creating a work order system to manage website content, video and photo coverage,</i></p>	<p>PUSD with 3 key messages that are communicated widely.</p> <p>Provide 3-5 news stories per week and 2-3 press releases.</p> <p>Provide a monthly newsletter.</p> <p>Develop and report on annual PUSD accomplishment to be a companion doc to state of schools.</p> <p>Collaborate with Pasadena, Sierra Madre and Altadena jurisdictions to share PUSD information.</p> <p>Engage and train parents and school sites on PUSD communication platforms via 2 professional development trainings annually and developing step-by-step handouts.</p> <p>Meet 2 times annually with communications parent/teacher/student advisory group.  Work order system</p>	
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<p><i>news stories and marketing materials.</i></p> <p><b>Goal 4</b>  <i>Launch a work order system for Public Records Act Requests system with greater response time and make frequently requested documents accessible on the website, thus reducing the need for formal requests.</i></p>	<p>will primarily be how the proposed journalist/website specialist will manage workload.</p> <p><i>Reduce response time to an average of 10-days.</i></p> <p><i>Improve efficiency for requestor and overall staff response by reducing the time it takes to respond.</i></p>	
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<p><b>2. Department Actions for 2016-17(E)</b>  <i>What will we do in 16-17 to achieve our goals and meet our targets?</i></p>	<p><i>Will this take additional resources to do in 16-17?</i>  <b>Yes/No</b></p>
<ul style="list-style-type: none"> <li>Collaborate PASadena</li> </ul>	<p><i>Yes-\$75,000</i></p>

Return to [budget.planning@pusd.us](mailto:budget.planning@pusd.us) by Friday, February 19, 2016