



**North Hunterdon-Voorhees
Regional High School District**

Strategic Planning 2011

GOAL AREA: COMMUNICATIONS

**Final Action Plans and
Cost Benefit Analyses**

Action Plan Committee Members:

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North Hunterdon-Voorhees Regional High School District – Strategic Planning 2011

ACTION PLAN

GOAL AREA: To Enhance Communication.

STRATEGY: *Develop or increase horizontal and vertical lines of communication between K-8 and 9-12 districts.*

MAJOR ACTIVITIES	STAFF	RESOURCES	TIMELINES	INDICATORS OF SUCCESS
School administration will meet to discuss development of common school calendar and make list of benefits.	Building Administration, Communications Coordinator	Time	Fall 2012	Meeting Minutes List of benefits for common school calendar
School administration will present list of benefits of common calendar to respective Boards of Education.	Building Administration, Communications Coordinator	Time	Fall 2013	Meeting Minutes
School administration will determine frequency of K-8 horizontal articulation meetings.	Building Administration	Time	Fall 2013	Identified Frequency
School administration will determine annual meeting days for K-8 horizontal articulation meetings (i.e. first Friday of December and first Friday of May) for each subject area.	Building Administration	Time	Fall 2013	Meeting Schedule
School administration will define roles and responsibilities of subject area coordinators (i.e. establish collaborative agenda, record and distribute minutes, etc.).	Building Administration	Time	Fall 2014	Identified Roles and Responsibilities of Subject Area Coordinators

MAJOR ACTIVITIES	STAFF	RESOURCES	TIMELINES	INDICATORS OF SUCCESS
School administration will appoint subject area coordinators as a point person for each K-8 curricular area.	Building Administration	Time	Spring 2014	Subject Area Coordinator List
Subject area coordinators will establish meeting dates (i.e. monthly) and meeting members for K-8 horizontal articulation.	Subject Area Coordinators	Time	Spring 2014	Meeting Schedule Team Member List
K-8 horizontal articulation meetings will begin in all subject areas with the main goal being to develop a common curriculum.	Subject Area Coordinators, Identified Team Members	Time Substitutes	Fall 2015	Meeting Minutes
School administration will determine frequency of K-8/9-12 vertical articulation meetings.	Building Administration	Time	Fall 2013	Identified Frequency
School administration will determine annual meeting days for K-8/9-12 vertical articulation meetings (i.e. first Friday of December and first Friday of May) for each subject area.	Building Administration	Time	Fall 2013	Meeting Schedule
School administration will define roles and responsibilities of subject area transition coordinators (i.e. establish collaborative agenda, record and distribute minutes, etc.).	Building Administration	Time	Fall 2014	Identified Roles and Responsibilities of Subject Area Transition Coordinators

MAJOR ACTIVITIES	STAFF	RESOURCES	TIMELINES	INDICATORS OF SUCCESS
School administration will appoint subject area transition coordinators as a point person in grade 8 and grade 9 for each curricular area.	Building Administration	Time	Spring 2014	Subject Area Transition Coordinator List
Subject area transition coordinators will establish meeting dates (i.e. monthly) and meeting members for K-8 horizontal articulation.	Subject Area Transition Coordinators	Time	Spring 2014	Meeting Schedule Team Member List
K-8/9-12 vertical articulation meetings will begin in all subject areas with the main goal being to develop a common curriculum.	Subject Area Coordinators, Identified Team Members	Time Substitutes	Fall 2015	Meeting Minutes

ACTION PLAN TEAM COST - BENEFIT ANALYSIS

GOAL: To Enhance Communication

STRATEGY: *Develop or increase horizontal and vertical lines of communication between K-8 and 9-12 districts.*

ACTION PLAN:

1. School administration will meet to discuss development of common school calendar and make list of benefits.
2. School administration will present list of benefits of common calendar to respective Boards of Education.
3. School administration will determine frequency of K-8 horizontal articulations meetings.
4. School administration will determine annual meeting days for K-8 horizontal articulation meetings (i.e. first Friday of December and first Friday of May) for each subject area.
5. School administration will define roles and responsibilities of subject area coordinators (i.e. establish collaborative agenda, record and distribute minutes, etc.).
6. School administration will appoint subject area coordinators as a point person for each K-8 curricular area.
7. Subject area coordinators will establish meeting dates (i.e. monthly) and meeting members for K-8 horizontal articulation.
8. K-8 horizontal articulation meetings will begin in all subject areas with the main goal being to develop a common curriculum.
9. School administration will determine frequency of K-8/9-12 vertical articulation meetings.
10. School administration will determine annual meeting days for K-8/9-12 vertical articulation meetings (i.e. first Friday of December and first Friday of May) for each subject area.
11. School administration will define roles and responsibilities of subject area transition coordinators (i.e. establish collaborative agenda, record and distribute minutes, etc.).
12. School administration will appoint subject area transition coordinators as a point person in grade 8 and grade 9 for each curricular area.
13. Subject area transition coordinators will establish meeting dates (i.e. monthly) and meeting members for K-8 horizontal articulation.
14. K-8/9-12 vertical articulation meetings will begin in all subject areas with the main goal being to develop a common curriculum.

tangible benefits	intangible benefits
Common school calendar	Benefits of common school calendar
Common curriculum among K-8s	Benefits of horizontal communication
	Benefits of vertical communication
	Benefits of multi-district teams to develop and review instruction

tangible costs	intangible costs
<p>Substitute coverage for meetings with subject area coordinators and subject area transition coordinators if done during school hours.</p>	<p>Man-Hours developing common calendar</p>
<p>Cost of any printed materials (roles and responsibilities/meeting minutes) ...could be done via email with no cost</p>	<p>Man-Hours developing role & responsibilities of new subject area coordinators and new subject area transition coordinators.</p>
<p>Less transportation costs</p>	<p>Man-Hours meeting with horizontal teams and vertical teams.</p>

North Hunterdon-Voorhees Regional High School District – Strategic Planning 2011

ACTION PLAN

GOAL AREA: To Enhance Communication.

STRATEGY: *Identify key stakeholders and community organizations to whom we are communicating with a report by June 2014.*

MAJOR ACTIVITIES	STAFF	RESOURCES	TIMELINES	INDICATORS OF SUCCESS
Develop a list of stakeholders within the community. Include educational institutions, community organizations, state agencies, community members, media, realtors and local businesses.	Administration, Communications Coordinator, Teachers	Time, Funding, Teachers, Students, Community Leaders (mayors, council members), BOE members, media consultant	October 2012	Presentation of list to Strategic Planning Team
Identify which of our stakeholders are communicating information into the district that directly influences the operation of the district. Include how that information is received by the district.	Same as above	Same as above and Realtors	April 2014	Presentation of list to Strategic Planning Team
Identify which of the stakeholders receive communications from the district and determine what is done with that information by each of the stakeholders. Include how the information is communicated to each of the stakeholders.	Same as above	Same as above	April 2014	Presentation of list to Strategic Planning Team
Identify how school performance impacts each of the stakeholders.	Same as above	Same as above	April 2014	Presentation of list to Strategic Planning Team
Identify appropriate communication formats for each of the stakeholders.	Same as above	Same as above	April 2014	Presentation of list to Strategic Planning Team

ACTION PLAN TEAM COST - BENEFIT ANALYSIS

GOAL: To Enhance Communication

STRATEGY: *Identify key stakeholders and community organizations to whom we are communicating with a report by June 2014.*

ACTION PLAN:

1. Develop a list of stakeholders within the community. Include educational institutions, community organizations, state agencies, community members, media, realtors and local businesses.
2. Identify which of stakeholders are communicating information into the district that directly influences the operation of the district. Include how that information is received by the district.
3. Identify which of the stakeholders receive communications from the district and determine what is done with that information by each of the stakeholders. Include how the information is communicated to each of the stakeholders.
4. Identify how school performance impacts each of the stakeholders.
5. Identify appropriate communication formats for each of the stakeholders.

tangible benefits	intangible benefits
Better educated voting public	Positive image
Passed budget	Link between education and real estate value
Community involvement	Confidence that tax dollars are well spent
tangible costs	intangible costs
Consulting fees	Precious time of teachers, community leaders and students
Additional man hours	

North Hunterdon-Voorhees Regional High School District – Strategic Planning 2011

ACTION PLAN

GOAL AREA: To Enhance Communication

STRATEGY: *Develop a presence on 2-3 social media websites by June 2014.*

MAJOR ACTIVITIES	STAFF	RESOURCES	TIMELINES	INDICATORS OF SUCCESS
Research and compile a list of popular social media websites used in other public schools.	Building Administration, Communications Coordinator	Time	October 2012	Presentation of list to Technology Committee & administration.
Develop a presence on the social media site from the list compiled that best fits the needs of the district.	Technology Staff, Communications Coordinator	Possible Subscription Fees, Time	June 2013	Presence and use of the social media site.
Use the initial social media site to communicate events and announcements with all constituents.	Department Supervisors, Building Administration	Time	September 2013	List of communications/postings on site.
Determine one of two additional social media sites that could be used to enhance communication.	Building Administration, Communications Coordinator	Time	December 2013	Presentation of list to Technology Committee & administration.
Setup & utilize all social media sites that have been determined to be beneficial to the district as the main conduit of information.	Technology Staff, Communications Coordinator	Possible Subscription Fees, Time	June 2014	Ongoing communications using multiple social media sites.

ACTION PLAN TEAM COST - BENEFIT ANALYSIS

GOAL: To Enhance Communication

STRATEGY: *Develop a presence on 2-3 social media websites by June 2014.*

ACTION PLAN:

1. Research and compile a list of popular social media websites used in other public schools.
2. Develop a presence on the social media site from the list compiled that best fits the needs of the district.
3. Use the initial social media site to communicate events and announcements with all constituents.
4. Determine one of two additional social media sites that could be used to enhance communication.
5. Setup & utilize all social media sites that have been determined to be beneficial to the district as the main conduit of information.

tangible benefits	intangible benefits
<p>More communication</p> <p>Easy updating of constituents</p> <p>Varied methods of communication</p>	<p>Larger audience reached</p> <p>Easier to understand information</p>
tangible costs	intangible costs
<p>Employee hours for updating</p> <p>Possible subscription fees</p>	<p>Time for community to read posts sent out</p>

**North Hunterdon-Voorhees Regional High School District – Strategic Planning 2011
ACTION PLAN**

GOAL AREA: To Enhance Communication

STRATEGY: *Increase attendance of community members (particularly empty-nesters) at school events (concerts, plays, athletics) by 2015.*

MAJOR ACTIVITIES	STAFF	RESOURCES	TIMELINES	INDICATORS OF SUCCESS
NHV administration meets annually with a representative from the Hunterdon County Office on Aging to better understand the needs of seniors in the community and identify how the schools might meet them.	Administration, Communications Coordinator	Time	2012, Annually	Travel records, Meeting Agendas
Provide updates on graduates to the community through social media (class officers could serve as liaisons).	Class Officers & Advisors	Social Media Sites, Time	2013	Presence of Information on Sites, Class Meeting Notes
Each quarter, invite people to an evening event, similar to an Open House where teams could be introduced, artwork displayed, bands could play, a scene from a play performed and standout students, clubs or school-wide accomplishments recognized. It could be an all-community event or special groups could be invited. Both North & Voorhees should be represented, and possibly Polytech.	Director of Student Activities, Supervisors, Students	Time, Custodial hours	2015	Schedule of Events, Programs from Activity
Discount tickets for senior citizens to all school events or a two-for-one ticket deal.	Theater Coordinator	Time, Revenue	2012	Advertisement for Discounts
Each quarter, take small groups of students "on the road" to the Senior Center at Bunnvale or Hunterdon Medical Center.	Community Service Clubs	Time, Student Schedules	2013	Agendas, Exception Lists
Bring back alumni to "compete" against current students in events like Athletics, a Sing Off, or Knowledge Bowl.	Director of Student Activities, Building Administration	Time, Facilities	2015	Schedule of Events, Programs from Activity

ACTION PLAN TEAM COST - BENEFIT ANALYSIS

GOAL: To Enhance Communication.

STRATEGY: *Increase attendance of community members (particularly empty-nesters) at school events (concerts, plays, athletics) by 2015.*

ACTION PLAN:

1. NHV administration meets annually with a representative from the Hunterdon County Office on Aging to better understand the needs of seniors in the community and identify how the schools might meet them.
2. Provide updates on graduates to the community through social media (class officers could serve as liaisons).
3. Each quarter, invite people to an evening event, similar to an Open House where teams could be introduced, artwork displayed, bands could play, a scene from a play performed and standout students, clubs or school-wide accomplishments recognized. It could be an all-community event or special groups could be invited. Polytech could also be represented.
4. Discount tickets for senior citizens to all school events or a two-for-one ticket deal.
5. Each quarter, take small groups of students "on the road" to the Senior Center at Bunnvale or Hunterdon Medical Center.
6. Bring back alumni to "compete" against current students in events like Athletics, a Sing Off, or Knowledge Bowl.

tangible benefits	intangible benefits
Passed budget	Unified community
Better community relations	Flexibility of school based on community need.
Better post-graduate data	
tangible costs	intangible costs
Transportation costs	Time for event planning
Less ticket revenue	Cost of facility use

North Hunterdon-Voorhees Regional High School District – Strategic Planning 2011

ACTION PLAN

GOAL AREA: To Enhance Communication

STRATEGY: *Increase voter turnout to 20% by 2015*

MAJOR ACTIVITIES	STAFF	RESOURCES	TIMELINES	INDICATORS OF SUCCESS
Develop a list of seniors who are 18 years of age or older and register them to vote during school hours. Have absentee ballots available for those who would like them.	Guidance staff	Voter registration forms, absentee ballots	Ongoing	Completed registration forms
Maintain an accurate email distribution list of recent graduates/alumni and send out an email reminder to vote in the upcoming elections. Have absentee ballots available to mail.	Registrar/Guidance	Absentee ballots, postage to mail ballots	Ongoing – mid October to early November	Increased voter turnout
Utilize automated messaging system to remind people to vote	Communications Coordinator	None	1-2 days prior to the vote each year	Increased voter turnout
Develop a pyramid approach to communicating with the community, having each person identify 10 people that he/she can contact and encourage to vote and will also then identify 10 people and encourage them to vote, etc.	Board member(s), Teachers' Association	Time	Mid October through early November every year	Increased voter turnout
Schedule joint budget presentations at sending district schools, placing emphasis on what the district has been able to do with existing funding	Superintendents, Administration, Board members	Time	February and March each year	Attendance at presentations

MAJOR ACTIVITIES	STAFF	RESOURCES	TIMELINES	INDICATORS OF SUCCESS
Videotape the NHV budget presentation at one of the sending districts and post on the District website	Technology staff	Time	February of each year	Number of hits on the website
Conduct an exit poll to determine why people voted for/against the budget (Survey Monkey or other appropriate tool) Ask that sending districts also request the survey be completed.	Technology staff & Communications Coordinator	Time	April after the vote	Number of participants taking the survey

ACTION PLAN TEAM COST - BENEFIT ANALYSIS

GOAL: Enhance communications

STRATEGY: *Increase voter turnout to 20% by 2015*

ACTION PLAN:

1. Develop of list of seniors who are 18 years of age or older and register them to vote during school hours. Have absentee ballots available for those who would like them.
2. Maintain an accurate email distribution list of recent graduates/alumni and send out an email reminder to vote in the upcoming elections. Have absentee ballots available to mail.
3. Utilize automated messaging system to remind people to vote.
4. Develop a pyramid approach to communicating with the community, having each person identify 10 people that he/she can contact and encourage to vote and will also then identify 10 people and encourage them to vote, etc.
5. Schedule joint budget presentations at sending district schools, placing emphasis on what the district has been able to do with existing funding.
6. Video the budget presentation at one of the sending districts and post on the District website.
7. Conduct an exit poll to determine why people voted for/against the budget (Survey Monkey or other appropriate tool).

tangible benefits	intangible benefits
<p>Passed budget</p> <p>Report from County Clerk's office on voter turnout within district's municipalities</p> <p>Exit poll results</p> <p>More time available for working towards educational goals instead of spending the time on a defeated budget and its related issues.</p>	<p>Improved community relationships with a passed budget</p> <p>Improved internal morale with a passed budget</p>
tangible costs	intangible costs
<p>Postage for mailing absentee ballots</p> <p>Web server space</p>	<p>Time for various staff and Board members</p>