Ingham Intermediate School District
2017-2018 Strategic Plan

MISSION: *Ingham ISD exists to serve and lead through collaboration, innovation and advocacy.*
VISION: *Ingham ISD, in partnership with all stakeholders, will transform our community by fostering the success of all learners in preparation for college, work and life.*

PUBLIC RELATIONS AND COMMUNICATIONS (PRC)

1. <u>Expand Community Engagement and Collaboration</u>
Target areas: Community, Collaboration and Communication

Goal	90 Day Strategies *(Actions to achieve your goals)*
a) Build a stronger relationship with the Lansing Regional Chamber of Commerce and include our LEAs in the process. b) Collaborate with regional partners to promote programs and services for college and career readiness.	• Work with T3 to raise awareness about college, careers and connection to local industries. • Enhance partnership with the Lansing Regional Chamber of Commerce. • Compile a list of all community partnerships. • Work with leadership team to compile a district-wide list of community partnerships/relationships. • Enhance collaborations with regional education partners.

2. <u>Expand Social Media and Media Outreach</u>
Target areas: Community and Communication

Goal	90 Day Strategies *(Actions to achieve your goals)*
a) Document a calendar of events and social media/media outreach opportunities. b) Identify key partners/initiatives that are aligned with our vision and support our community needs. c) Utilize #inghamimpact and encourage staff, students and districts to use it as well. Tag key stakeholders/partners in all posts. d) Continue to build relationships with media outlets.	• Review annual activities and begin placing them on an annual calendar for action. • Make a list of key partners that we want intentional social media relationships with and contact them for purposeful connections. • Develop a plan to engage staff advocacy to use our hashtag.

3. <u>Assess and Enhance Communications and Marketing</u>
Target areas: Culture, Communication, Collaboration and Community

Goal	90 Day Strategies *(Actions to achieve your goals)*
a) Assess current communication efforts, both internally and externally. b) Look at tools to provide reciprocal communication and identify ways we receive communication from internal and external stakeholders today. c) Revisit advertising efforts - utilize digital advertising to reach targeted markets. d) Target market to students by career pathways and develop programs to support college and career readiness.	• Survey constituents regarding website usability with plans to launch new website and mobile app. • Develop and send a communication survey to staff in the fall of 2017. • Utilize multiple data sources (economic data, employer data needs, career cruising, etc.) to purposefully reach students in our service area while working with business and community partners to begin impacting students at a younger age. • Market and promote Wilson Talent Center. • Brand the Capital Region Technical Early College. • Discuss opportunities with EC, SIS and SSS to enhance awareness of program offerings.

Smart Numbers	Critical Numbers
1. Expand Community Engagement and Collaboration – We will assess our list of community partners and increase engagement with those that make sense. We will work with partners to increase awareness of existing or begin new programs/or services in our community.	• Grow relationships with the business and community partners to expand Ingham ISD's footprint in the community. • Local districts become Lansing Chamber members and begin participating in Chamber activities. • Successfully launch a branding effort around the Capital Region Technical Early College and create materials for third grade reading legislation with regional education partners.
2. Expand Social Media and Media Outreach – We will develop an annual calendar and work with our community partners to increase our reach in social media and earned media.	• We will measure our current baseline data and determine the best ways to move forward with social and traditional media. • Promoting programs and services in conjunction with our area partners will help families understand their options and assist in increasing third grade reading proficiency as well as high school graduation.
3. Assess and Enhance Communications and Marketing – We will collect data from multiple sources as a baseline and determine ways to increase our reach to internal and external stakeholders.	• Measure communication methods and data to increase awareness of programs and services or create community programs and services that impact student outcomes for on time high school graduation and third grade reading proficiency.

PRC MEASURES

What Will Indicate Success?	Due
1a. Determine impact of regional campaign and outreach efforts with internal and external stakeholders over a 5 year period – multiple means including surveys, focus groups 1b. Many networking and relationship building activities include anecdotal data and will need to be recorded for historical review.	June 2022
2a. Measure social media mentions using #inghamimpact – establish baseline and any increase 2b. Measure earned media reach – establish baseline and any increase	June 2018 June 2018
3a. Measure social media followers, shares and reach - establish baseline and any increase 3b. Measure boosts and result of boost campaigns. 3c. Measure newsletter communication open rates and/or clicks 3d. Establish a baseline for target marketing and measure growth	June 2018 June 2018 June 2018 June 2018-2022

INGHAM ISD

Targets (3-5 Years)

1. Community – Increase awareness of our services and programs
2. Culture – Live our core values
3. Collaboration – Provide, create, promote opportunities for collaboration
4. Communication – Implement a reciprocal communication process for both internal and external stakeholders
5. Cost/Quality- Maximize our school and community resources

Core Values/Beliefs	BHAG	Brand Promise
Collaboration **Compassion** **Innovation** **Integrity** **Student-focus**	**As a service provider, Ingham ISD will be the first choice in our community and a leader in the state and beyond.**	**Inspiring innovation one learner at a time.**

OUR PURPOSE: Collaborate, Innovate and Advocate