

Quarterly Review and Updates to Plan: Communications

<p align="center">S</p>	<p>STUDY: To be completed quarterly and at end of school year</p>
<p>Summarize Data to Date</p>	<p>At this time, the Department of Communications and Marketing is on track with its website and branding projects. Plans to perform communications audits are in progress but behind schedule.</p> <p>Discussions have begun about building teams to create and audit <i>external</i> communications, but the team has not fully formed or scheduled meetings as of the end of September. Discussions have begun about building teams to create and audit <i>internal</i> communications. Once the internal communications team is available, an audit of internal communications will take place in the second quarter.</p> <p>A district brand guidelines document has been created and is in the final stages of review. Once the brand guidelines document is finalized and adopted, brand guidelines will be rolled out districtwide throughout the course of the year.</p> <p>A new template has been created for school websites. Rollout of new school website templates is in process. One school's website is completed, and three sites will be published soon. Five sites are more than 50% complete, and three sites are in the early stages of content creation. Outreach has begun to start the process for Montessori school content review and development.</p> <p>District website surveys and focus groups have been conducted and are completed. Initial outreach has begun to establish district website committees. We have expanded this action step to include meetings that will begin in the second quarter. The website district findings presentation and report have been completed and shared. The quarterly meeting to review data has been completed.</p>
<p>Color Coding</p>	<p>On your action plan, color code the steps that you planned for this past quarter: (13)</p> <p>Green – Action step completed (6)</p> <p>Yellow – Action step in progress (6)</p> <p>Red – Action step was not started as planned (1)</p> <p>Due to a high level of activity and events, the Department of Communications and Marketing staff has not had sufficient time to schedule the external communications audit team.</p>

<p>Analyze how this data gives evidence to your progress on the plan (refer to the measures you listed).</p> <p>The draft brand document is evidence of our progress. This represents a range of input cycles. We have also been able to present to MPS leadership.</p> <p>A new template has been created for school websites and can be viewed on the live Hopkins Lloyd website at https://mps.school/hopkins-lloyd/.</p> <p>District website surveys and focus groups have been conducted and completed. These can be viewed in the website district findings presentation and report.</p>	<p>Analyze the data that gives evidence to lack of progress toward the plan (refer to the measures you listed).</p> <p>We are behind on the development of committees—there are preliminary conversations, but the work is going slower than anticipated due to a high level of activity in the department from July through September. We will schedule a meeting and confirm by the end of October.</p> <p>An audit of existing external communications cannot be conducted until the audit team is created and begins to meet. However, a preliminary audit was conducted in 2020. This information is available and will help inform the new audit.</p> <p>The team to audit internal communications is slightly behind schedule, but we anticipate that the team will be on track by the end of October. Having the team in place will keep us on schedule to begin the internal communications audit by February.</p> <p>The rollout of district brand guidelines is slightly behind schedule due to approvals still in process. Rollout will begin as soon as brand guidelines are adopted and should be able to remain on track.</p> <p>The rollout of new templates for schools is ongoing. This action is not behind schedule. It will be an ongoing action until all district websites are updated.</p> <p>Establishment of district website committees is under way. Discussions have occurred with leadership, and key stakeholders have been involved in conversations. This will be completed by the end of October.</p>
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A	ACT: Revise or continue with implementation based on data analysis
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What will you change about your plan for the next quarter?

We will schedule internal and external audit meetings and confirm by the end of October. We will extend our timeline to develop our team and conduct the external communications audit. The team will be confirmed by the end of October, and work will be able to progress at that time.

We have also extended the website committee to include meetings through the end of October.