

Quarterly Review and Updates to Communications Plan

S	STUDY: To be completed quarterly & at end of school year
<p>Summarize</p> <p>Data to Date</p>	<p>During quarter one, communications approved new logo systems for schools. Individual school-level brand guidelines are in development along with a Sharepoint site to house all brand assets, templates, and guidelines. Schools with completed logo systems include:</p> <ul style="list-style-type: none"> ● Obama SCTE ● North Division High School ● South Division High School ● Vincent High School <p>During quarter two, the following schools had completed or in progress logo systems:</p> <ul style="list-style-type: none"> ● Audubon MS/HS ● Hamilton High School (in progress) ● Milwaukee School of Languages ● Milwaukee Marshall High School (in progress) ● Milwaukee High School of the Arts (in progress) ● Pulaski High School ● Reagan High School ● Riverside University High School (in progress) ● Rufus King High School (in progress) <p>In November, key stakeholders met regarding the Milwaukee Public Schools (MPS) district website template. The Milwaukee Public Schools Senior Leadership Team reviewed the website templates and approved them. This was completed in December.</p> <p>The communications team re-engaged in work to conduct internal and external communications audits, including beginning the establishment of teams to review district communications. The Department of Communications & Marketing staff met to evaluate high priority needs. Additionally, staff held two meetings with Kane Communications other district staff to discuss needs and create plans moving forward. Kane developed a draft audit plan that is currently being reviewed by MPS.</p> <p>During quarter two, the Department of Communications & Marketing continued work to implement new templates for school websites. By the end of quarter two, there were eight new websites that are now live to the public, with fourteen in progress.</p>

Color Coding	<p>On your action plan, color code the steps that you planned for this past quarter. Note the number of action steps in each category: (10)</p> <p>Green – Action step completed (4) Yellow – Action step in progress (5) Red – Action step was not started as planned (1) Blue – Changes for quarter three (3)</p>
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<p style="text-align: center;">Analyze how this data gives evidence to your progress on the plan (refer to the measures you listed)?</p> <p>The adoption of new, districtwide brand guidelines which were created in quarter one continues to be ongoing. New documents staff created that were aligned with the updated look demonstrates our continued progress.</p> <p>Four new, individual, one-page brand guidelines for high schools with approved logo systems were completed in quarter two. Drafts of individual brand guidelines are in progress for an additional five high schools. A Sharepoint site is in development to house the brand assets, school-level templates, and guidelines.</p> <p>At the end of quarter two, eight schools had new websites live, with fourteen more sites in progress.</p> <p>The Department of Communications and Marketing has completed the 2023-2024 district website action items and is ahead of schedule. An additional action step was added to continue the work.</p> <p>Kane Communications captured the discussions that took place related to the internal and external communications audits and created a draft plan and deliverables moving forward.</p>	<p style="text-align: center;">Analyze the data that gives evidence to lack of progress toward the plan (refer to the measures you listed)?</p> <p>The external communications audit was delayed due to additional projects and campaigns assigned to the department. Communications & Marketing is working to prioritize the audit work including establishing the committee, completing the audit, and conducting an appraisal of the audit to develop the external communications plan.</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?

The Department of Communications and Marketing has added a new action for the district website plan. The new item is to determine a hosting and transition plan.

The Department of Communications & Marketing will move forward with meetings and plans to conduct internal and external communications audits.