

By 2028, the communications department will have developed and implemented a communications plan to improve the image of the district and update the website.

Activities and Milestones	23–24	24–25	25–26	26–27	27–28
Communications will have centralized internal and external communications plans that include standard operating procedures that are actionable and cohesive.	X	X	X		
MPS leadership will be knowledgeable about best practices in communications and crisis communications.		X	X		
MPS and its schools should have a clear, consistent, and professional branding.	X	X	X	X	X
The district and school websites are easily accessible, intuitive, and up to date for all stakeholders.	X	X	X	X	X
The communications department has a targeted media relations strategy in place.			X	X	X
MPS is a source of expertise on many topics and creates strong relationships between our district communications department and local media outlets.				X	X
The communications department has adequate resources (financial, equipment and personnel) to meet the needs of the school district.		X	X	X	

Activities and Milestones	Strategic Planning 2023–2024											
	July	August	September	October	November	December	January	February	March	April	May	June
Develop a team to audit external communications.	X	X	X	x	X	X	X	X				
Complete an audit of existing external communications tools, frequency, and metrics.		X	X	X	X	X	X	X	X			
Create an external communications plan.					X	X	X	X	X	X		
Develop a team to audit internal communications.		X	X	X								
Create an internal communications plan.								X	X	X		
Complete an audit of existing internal communications tools, frequency, and metrics.				X	X	X	X	X				
Update and create standard operating procedures (SOPs) for both external and internal plans.										X	X	X

Activities and Milestones	Strategic Planning 2023–2024											
	July	August	September	October	November	December	January	February	March	April	May	June
Create a district brand guideline document.	X											
Roll out district brand guidelines.		X	X	X	X	X	X	X	X	X	X	X
Create new template for school websites.	X											
Roll out new templates for schools.		X	X	X	X	X	X	X	X	X	X	X
Roll out district website distributed survey(s).	X											
Establish website focus groups.	X	X										
Establish district website committee and hold meetings.	X	X	X	X								
Develop district findings presentation and report.			X									
Create new website template for the district.					X	X						
Determine a hosting and transition plan.							X	X	X	X	X	X
Meet quarterly to review data and adjust the plan based on progress and data.				X			X		X			X