

### Quarterly Review and Updates to the Communications Plan

<b>S</b>	<b>STUDY:</b> To be completed quarterly and at end of school year
<b>Summarize Data to Date</b>	<p>During quarter three, the Department of Communications and Marketing approved new logo systems for schools. Individual school-level brand guidelines were shared with each school that has a final logo system. A SharePoint site houses all brand assets, templates, and guidelines. Communications is able to monitor and provide access to staff and outside vendors as needed. Schools with completed logo systems are the following:</p> <ol style="list-style-type: none"> <li>1. Audubon Middle School/High School</li> <li>2. Bay View High School</li> <li>3. Hamilton High School</li> <li>4. Milwaukee School of Languages</li> <li>5. Milwaukee Marshall High School</li> <li>6. North Division High School</li> <li>7. Obama SCTE</li> <li>8. Pulaski High School</li> <li>9. Riverside University High School</li> <li>10. South Division High School</li> <li>11. Vincent High School</li> </ol> <p>During quarter three, the following schools had logo systems that were in progress:</p> <ol style="list-style-type: none"> <li>1. Bradley Tech</li> <li>2. Golda Meir</li> <li>3. Milwaukee High School of the Arts</li> <li>4. Rufus King High School</li> <li>5. Washington High School</li> <li>6. Wisconsin Conservatory of Lifelong Learning</li> </ol> <p>At the end of quarter three, sixteen schools have redesigned websites. Six have been completed and are waiting for school approval to launch, and ten are in progress. Schools with redesigned, approved, and launched websites are the following:</p> <ol style="list-style-type: none"> <li>1. Doerfler</li> <li>2. French Immersion</li> <li>3. Gaenslen</li> <li>4. Hopkins Lloyd</li> <li>5. Starms Discovery Learning Center</li> <li>6. Starms Early Childhood Center</li> </ol>

During quarter three, eight schools launched redesigned websites:

1. Barbee Montessori
2. Bay View Montessori
3. Fernwood Montessori
4. Forest Home
5. Hayes Bilingual
6. Longfellow
7. MacDowell Montessori
8. Maryland Avenue Montessori

During quarter three, the following schools have website redesigns waiting for school approval to launch or are in progress:

1. Auer Avenue
2. Clarke (waiting for school approval to launch)
3. Craig Montessori
4. Grantosa
5. Hawley (waiting for school approval to launch)
6. Holmes
7. LaFollette (waiting for school approval to launch)
8. Lincoln Avenue
9. Mitchell
10. Riley Montessori
11. River Trail
12. South Division
13. Vieau (waiting for school approval to launch)
14. Westside Academy (waiting for school approval to launch)
15. Zablocki

The communications team conducted interviews with stakeholder groups as part of the internal and external communications audits. Meetings were held with Milwaukee Recreation, the Department of Information Technology, the Office of Academics, the Department of Strategic Partnerships, the Department of Student Services, the Office of Human Resources, and school leaders. The Department of Communications and Marketing staff met to evaluate high-priority needs. Additionally, staff held two meetings with Kane Communications and other district staff to discuss needs and create plans moving forward. A draft audit plan was developed by Kane Communications that is currently being reviewed by MPS.

	<p>During quarter three, the Department of Communications and Marketing continued to meet with schools to discuss, develop, and create new school websites. Also during the third quarter, the Department of Communications and Marketing and the Department of Information Technology met with a vendor about moving from Milwaukee Public Schools internal servers to Microsoft Azure.</p>	
<p><b>Color Coding</b></p>	<p><b>On your action plan, color code the steps that you planned for this past quarter (9):</b>  <b>Green</b> – Action step completed (2)  <b>Yellow</b> – Action step in progress (6)  <b>Red</b> – Action step was not started as planned (1)  <b>Blue</b> – Action steps added or extended (2)</p>	
<p><b>Analyze how these data give evidence to your progress on the plan.</b></p> <p>Clear, consistent, and professional branding is evidenced through increased SharePoint site use and the creation of district and school marketing materials that include school interior branding, yard signs, and fact sheets.</p> <p>Communications worked with MPS Athletics and Milwaukee Recreation to align sports apparel, gymnasium signage, and athletic facilities/equipment. Vendors have access to MPS brand assets to ensure brand alignment. This work provides schools with access to school brand assets. This work also accomplishes two goals: increased efficiency by providing easily accessed and consistent branding elements, and enhanced school culture through clear, consistent, and professional branding.</p> <p>The Department of Communications and Marketing will take the server structure plan and quote for cloud-based servers to the Milwaukee Public Schools Board of Directors for final approval in April or May.</p> <p>At the end of quarter three, sixteen schools have redesigned websites. Six are completed and waiting for school approval to launch, and ten are in progress. This demonstrates our progress toward the goal of schools having easily accessible, intuitive, and up-to-date websites for all stakeholders.</p>	<p><b>Analyze the data that give evidence to lack of progress toward the plan.</b></p> <p>The Department of Communications and Marketing is working to prioritize the audit work and finalization of a plan. This work includes establishing the committee, completing the audit, and conducting an appraisal of the audit to develop the external and internal communications plans. Throughout this year, new projects have provided additional insight into work that is in progress. The department wants to coordinate the projects to ensure the best outcomes. As a result, there has been a delay in completing the external and internal communications audits.</p> <p>The internal and external communications plans cannot be completed until the audits are completed.</p>	
<p><b>A</b></p>	<p><b>ACT:</b> Revise or continue with implementation based on data analysis</p>	
<p><b>What will you change about your plan for the next quarter?</b>  To complete the communications audits, survey questions will be included in the strategic plan survey to help guide the audit.</p>		