

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 will have a clear, consistent, and professional branding.	X	X	X	X	X
The district and school websites will be easily accessible, intuitive, and up to date for all stakeholders.	X	X	X	X	X
The communications department will have a targeted media relations strategy in place.			X	X	X
MPS will be a source of expertise on many topics and create strong relationships between our district communications department and local media outlets.				X	X
The communications department will have 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	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	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