September 13, 2011

Current Charge under the District Strategic Plan:

Goal: 6.1: Enhance the district’s value and image in the communities

Objective: Develop a comprehensive communications plan, incorporating all sites, to raise the communities’ awareness of education and training services

* Assess the current level of the image and the perceived value of the district and its sites
* Determine what actions are currently being taken by each site that are related to the goal
* Develop a plan to improve those measures within a specific period of time
* Consider the role of EDCT and KVCR
* Implement the plan
* Reassess to measure the success or failure of the plan