

GOAL: Improve frequent and effective communication among, students, parents, teachers, through: Broad Reach; New Media; Accurate and Timely Information & Collaboration

STRATEGY: (12): By September, 2012, designate one person to coordinate all Public Relations for the school, including, but not limited to communication with the local news media.

Major Activities	Staff	Resources	Timelines	Indicators of Success
Identify one person in the Office to coordinate all Public Relations for the School (the “PR Coordinator”).	Mr. Hallman; Ms. Hannah	None	PR person designated by October, 2012	Single coordinator designated by October, 2012.
The PR Coordinator will ensure that the Coast Star & Asbury Park Press is timely advised of Major Events throughout the school year so that pictures and a story can appear in the paper at least quarterly.	PR Coordinator	Office administrator time	Beginning October 2012 and Ongoing	At least one story about BES appears in the Coast Star and/or APP quarterly.
The PR Coordinator will also request volunteers to take pictures and write stories for submission to the Coast Star for each event in case the Coast Star cannot appear at event.	PR Coordinator	Office administrator time	Beginning October 2012 and Ongoing	At least one story about BES appears in the Coast Star and/or APP quarterly.
Establish a protocol for teachers to advise the PR Coordinator of all Major Activities.	Teachers	Teacher Time	Monthly, beginning October 2012 and Ongoing	At least one story about BES appears in the Coast Star and/or APP quarterly.



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