

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

STRATEGY: (7) Beginning in September, 2012, the Administration will have a plan in place for the ongoing collection of personal contact data from parents (i.e., telephone numbers, email addresses, etc.)

Major Activities	Staff	Resources	Timelines	Indicators of Success
Identify the information that needs to be collected	Mr. Hallman Ms. Hannah	Time	Beginning 2012-13 SY	All required information identified and placed on a form
Designate events where data can be collected, i.e. Parents Night, sports events, etc.	Committee	Time	Beginning 2012-13 SY	Events identified
Create an ongoing campaign to collect and update personal contact data	Committee	Time	Beginning 2012-13 SY	Campaign created and implemented so that data is collected on an ongoing basis
Update all school records with data	Support Staff	Time	Beginning 2012-13 SY and ongoing	20% increase in data collected by June of each year



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