

Date: June 15, 2018
For ACTION _____
For INFORMATION X____
Board Agenda: Yes ___
No X__

FROM: Helen Lloyd, Director of Communications

THROUGH: Lois F. Berlin, Ed.D., Interim Superintendent of Schools

TO: The Honorable Ramee A. Gentry, Chair, and
Members of the Alexandria City School Board

TOPIC: Communications Strategic Plan 2018-2020

SUMMARY:

The work of the Office of Communications is guided by a Communications Strategic Plan that steers and directs the work of the office. It is closely tied to the goals of the ACPS 2020 Strategic Plan and is focused on implementing the goals of ACPS 2020, with particular emphasis on creating a positive public image for ACPS.

The previous two-year plan, Communications Strategic Plan 2016-2018, will be largely completed by June 30, 2018. The Communications Strategic Plan 2018-2020 will replace it as the guiding document for communications work from July 1, 2018.

RECOMMENDATION:

The Superintendent recommends that the School Board review the Communications Strategic Plan 2018-2020.

ATTACHMENTS:

Communications Strategic Plan 2018-2020

CONTACT:

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