

**Eastern Suffolk BOCES
Strategic Action Plan V.A: Communicating Eastern Suffolk BOCES Initiatives**

ADDRESSES BOCES GOAL(S):

- VI: Technology
- VII: Strategic Planning
- IX: Public Information
- X: Internal Communications
- XI: Human Resources
- XII: Research, Program Improvement and Regional Advocacy

RESPONSIBLE ADMINISTRATOR:

Chief Operating Officer
Director, Communications, Research, and Recruitment

COLLABORATOR(S):

Public Relations Specialist
Graphics Supervisor
Communications Program Assistant
Web site Manager
Graphics Material Designer
Senior Stenographer
Principal Clerk- Recruitment
Clerk Typist

STRATEGIC PLANNING STRATEGY: By July 2016, Eastern Suffolk BOCES will have established public information strategies increasing awareness about Eastern Suffolk BOCES programs and services. There will be a measurable increase in the percent of internal and external constituents who agree they are informed about agency initiatives, have opportunities for input to agency decisions, and can represent the mission and vision of the agency from a position of knowledge, understanding and participation in its future.

ACTIVITIES	Target Date for Completion	Responsible Person/Group	Status/Outcome <i>(include dates - mm/dd/yy)</i>
1. Implement a program to coordinate development and production of printed materials and establish consistent agency messaging.	On-going	Public Relations Specialist Graphics Supervisor	
2. Establish ties with 30+ program/services to ensure compliance with agency policies and regulations related to the Office of Communications.	On-going	Public Relations Specialist Communications Program Assistant	

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<p>3. Implement a program that increases the percentage of our stakeholders and the public at large that recognize Eastern Suffolk BOCES as a quality regional educational institution.</p> <p>a. Collect data on the general public awareness and knowledge of BOCES mission and programs.</p> <p>b. Build student to student awareness, establishing ties with component school districts to report student success stories to students' home school districts.</p> <p>c. Distribute BOCES media material at community venues.</p> <p>d. Implement a program ensuring all major agency print media items are translated to Spanish and distributed to the Spanish speaking population in Eastern Suffolk County.</p>	<p style="text-align: center;">1/1/10</p> <p style="text-align: center;">On-going</p> <p style="text-align: center;">On-going</p> <p style="text-align: center;">On-going</p>	<p style="text-align: center;">Director, Communications, Research & Recruitment Public Relations Specialist Communications Program Assistant Graphics Supervisor</p>	
<p>4. Develop and implement Public Relations and marketing outreach initiatives</p> <p>a. Maintain external media contact lists</p> <p>b. Maintain weekly communication with external Public Relations firm.</p>	<p style="text-align: center;">On-going</p>	<p style="text-align: center;">Public Relations Specialist Communications Program Assistant</p>	
<p>5. Implement a plan for improving upon website communication initiatives and measure its effectiveness.</p> <p>a. Add functionality to esboces.org e.g., website calendar, opt in e-mail, photo gallery, online surveys, search engine.</p> <p>b. Web Manager to report and analyze traffic to esboces.org website on a monthly basis.</p>	<p style="text-align: center;">9/1/09</p>	<p style="text-align: center;">Director, Communications, Research & Recruitment Public Relations Specialist Graphics Supervisor Communications Program Assistant Web site Manager Senior Stenographer Principal Clerk- Recruitment Clerk Typist</p>	
<p>6. Implement a plan for increasing awareness and use of the Office of Communications intranet site to promote agencywide communication and information sharing.</p>	<p style="text-align: center;">6/1/09</p>	<p style="text-align: center;">Public Relations Specialist Communications Program Assistant</p>	

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RESOURCES REQUIRED:

- Continued funding
- Previous evaluation reports
- Policy and regulation documents

POSSIBLE SOURCES OF FUNDING:

- Administrative and program budgets will support the Office of Communications budget.

BASELINE DATA:

- 1) **Measurement A. Informing the public so there is a measurable increase in the percent of internal and external constituents who agree they are informed about agency initiatives, have opportunities for input to agency decisions, and can represent the mission and vision of the agency from a position of knowledge, understanding, and participation in its future – *measured by agency visibility in the media and community***

Baseline Year: 2008

Baseline Data:

Measure: Increasing the percentage of our stakeholders and the public at large that recognize Eastern Suffolk BOCES as a quality regional educational institution

Service Year	No. of articles appearing in external newspapers	No. of external TV programs featuring ESBOCES	No. of articles published on the ESBOCES website	No. of articles published in Highlights	No. of articles published in Dialogue	Average no. of monthly external Web Site visitors	No. of print media items produced (i.e. catalogs, calendars, brochures, etc.)
2007-08	184 (as of March 2008)	9 (as of March 2008)	72 (as of March 2008)	99 (as of March 2008)	17 (as of March 2008)	81,700	259
2008-09							
2009-10							
2010-11							
2011-12							
2012-13							
2013-14							
2014-15							
2015-16 (projected)	250 (projection includes Spanish print media)	15	70-90	80-100	15-20	200,000	200-260

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Measure: Increasing Awareness

- Collect community survey data on the general public's awareness and knowledge of ESBOCES mission and programs (currently no baseline data available)

- Evaluate the effectiveness of Highlights and Dialogue (currently no baseline data available)

RESULTS:

It is expected that approximately 60% of community members surveyed will be able to communicate the basic mission of the agency and feel informed about its primary initiatives.

It is expected that approximately 90% of staff and school district constituents will be able to communicate the basic mission of the agency and feel informed about its primary initiatives as a result of the information released via Highlights and Dialogue.

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