

## **Milltown School District**

### **STRATEGIC ACTION PLAN UPDATE 2/17**

Chairperson: Trina Mehr

Team Members: Tafari Anderson, Stephanie Brown, Eric Siegel, Felipe Zambrana, Jr., Dawn Calvano, Jenn Spisso, Lisa Beniaminson, Kim George and Jennifer Smith

#### **DOMAIN: COMMUNICATION & TECHNOLOGY**

##### **Goal 1: Social media platform for sharing information**

Objective: Establish 2 social media feeds on District website

Summary of accomplishments through February 2017:

- There have been significant accomplishments of the Social Media goals.
- The Committee began by investigating security and restrictions with Tafari.
- Social media policies were reviewed.
- We reviewed several examples of social media feeds on other school websites.
- Twitter and Facebook were the 2 types of social media chosen for communication of school events and information.
- Both accounts have been established and are actively being used.
- The Superintendent has shared information about the school play, school closing and many other school events. We will continue to discuss the timing and frequency of posts as well as the use of pictures and what events to share.
- Honeywell alerts are linked to Facebook and/or Twitter
- Future timeline activities - retweeting relevant educational posts, conversation to revisit and see if anything is missing, gather feedback from community, retool communication approach

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#### **Goal 2: District website update**

Objective: User friendly navigation

Summary of accomplishments through February 2017:

- Thanks to the efforts of Tafari Anderson and Jennifer Smith the website update is up and running.
- The information links have been changed to be “more intuitive”.
- The website is available on mobile devices.
- Jennifer has posted photos and will continue to collect photos for the photo banner.
- We did not need to purchase software for photos because Jennifer is handling the cropping of photos that will display on the site.
- The Twitter feed scrolls on the left side of the homepage; the search bar is linked at the top of the page.
- Links to online textbooks are available on the homepage.
- We did not need to purchase software for photos because Jennifer is handling the cropping of photos that will display on the site.
- The Board approved a webmaster stipend
- Tech chairperson position approved

Future timeline activities- Upload teacher worksheets over the summer, create an app - STEM club, review analytic data to revise navigation as needed, continue to revise site.