

Milltown Public Schools

STRATEGIC ACTION PLAN UPDATE October 2018

DOMAIN: COMMUNICATION AND TECHNOLOGY

Chairperson: Stephanie Brown

Team members: Tafari Anderson, Eric Siegel, Jenn Spisso, Lisa Beniaminson, Kim George, Jennifer Smith

Goal 1: Social media platform for sharing information

Objective: Establish 2 social media feeds on the district website

Summary of accomplishments through October 2018:

- Discussion of creating Knight Watchmen as a social media presence to report concerns to administration that can be addressed
- YouTube channel created for the district.

Goal 2: District website update

Objective: User friendly navigation

Summary of accomplishments through October 2018:

- Google analytics set up and added to JK, PV and district websites. Analytics connected with district YouTube channel also. Analytics will be monitored to consider updates.
- Parent Square App rolled out to parents and teachers in September