

MOSPRA Strategic Planning for the One-Person Shop

June 14, 2017 - Columbia Public Schools

10 a.m. - 4 p.m.

Welcome and Introductions 10:00-10:30

Introductions - Name, District, Years Experience

What do you want to get out of the day? (Post comments around the room)

Building A Plan 2.0 - 10:30-11:00

Tied to District CSIP/Strategic Plan

Setting Goals for Communications

Measurement Strategies

Break-Out Groups - Possible topics

Building A Plan - The Basics - 11:00

Share Templates - Can use or create/adapt your own

Planning for Events/Changes in Procedure - Individualized Plans

Not all plans will look the same; plans can morph/change over time

Key Message Development - 12:00

Tie to CSIP/Strategic Plan

Promoting Academics

Efficient Work Flow/Productivity/Tools for Communication - 12:45

List of To Dos Throughout the Year

Social Media Trends - 1:15

#BigIdeaBrainstorm for One Person Shop

Staff Engagement - 2:00

Celebrations

Recognitions

Internal Communication

Wrap-Up - 3-4 p.m.

Open Discussion - bring your burning questions

Networking Opportunity

Sharing Best Ideas/New Strategies Gained Today

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