

**7. We will establish a process that ensures open, honest, and frequent communication with our public.**

District Goal / Measure	Measure / Indicator	Person Responsible	Resources	5 Year Goal	Actual Data					Status
					08-09	09-10	10-11	11-12	12-13	
				Target	75%	85%	90%	95%		
7.1	Campus Contacts will work with the Communications Department on efforts to insure consistency and effectiveness of publicity efforts.	Campus Contacts and Communications Dept.	Press kits and standardize press release/printing	100% with campus contacts	75%	85%	90%			
				Target	70%	50%	75%	80%		
7.2	FISD TV will improve with the addition of a district videographer and the CTE broadcast program working to highlight the many aspects of FISD.	CTE and Communications		Increase viewership annually	70%	75%	80%			
				Target	80%	90%	95%	95%		
7.3	Enewsletters, web pages, School Messenger, marquees, FISD TV, press releases, school buses, and community presentations will continue to be utilized to share information and answer questions.	Principals, Communication Dept.		Survey data usage annually	90%	90%	90%			
				Target	80%	90%	95%	95%		
7.4	Staff will continue to be involved in the community through organizations and volunteer efforts such as the Chamber, Rotary, Heritage Association, Community Parade, Safety Town, Garden Club, city of Frisco events, and will continue to encourage students to volunteer in the community and reach out to others through efforts such as food drives.	Administrators	Website use and personnel volunteer hours	100% schools participation in outreach	80%	90%	95%			
				Target	90%	90%	95%	100%		
7.5	FISD and the Foundation will continue to host events to involve the community and to help share the mission of the district such as the Chili Challenge, the Gary Burns Frisco Fun Run, Teachers on Ice, Scholarship Night, Senior Citizens Lunch, Leadership Frisco Education Day, Drug Symposiums, Parenting Programs and events at the Career and Technical Education Center.	Communications and Campus Leaders	printing and food service costs sponsorships and facility use		90%	90%	95%			

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7.6	Efforts will continue to be made to provide parent information in Spanish and to provide a database of interpreters for all languages as the need arises.	Communications and Curriculum	Cost of translations and interpreters (if not volunteer).		70%	80%	90%			