

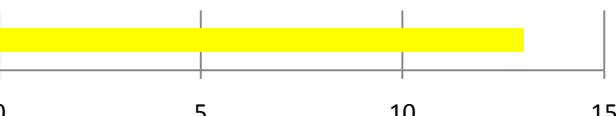
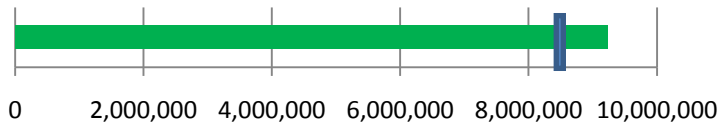


# Office of the Chief Communications Officer

Communications

Thursday, April 7, 2011

# Scorecard

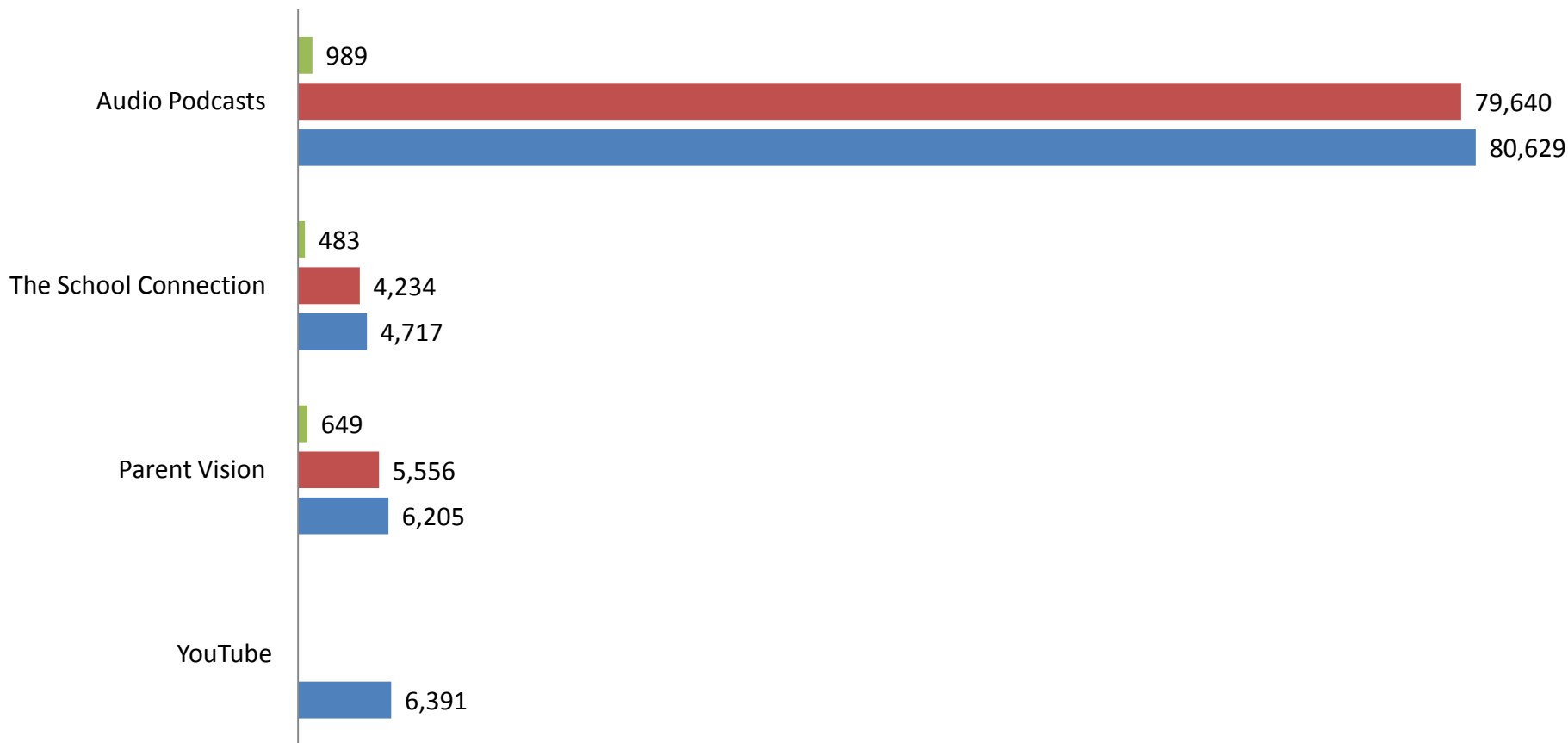
Progress Indicators		Fidelity Indicators	
		Item	Status
Public Information	Avg. # of requests per month (11.3)	# of requests completed YTD	91
		# of requests completed LYTD	98
News Releases	# of News Releases YTD (114)	# of News Releases monthly avg.	16
		Usage of Alert Now LYTD	25
	Usage of Alert Now (13)		
			
News Releases	WCPSS Web hits (9,000,000)	Avg. # of page views per month	3.07mill.
			

Benchmark Target
  On-track
  Of concern
  Off-track
  Propose to remove

# Video & Audio Media

## Video & Audio Media

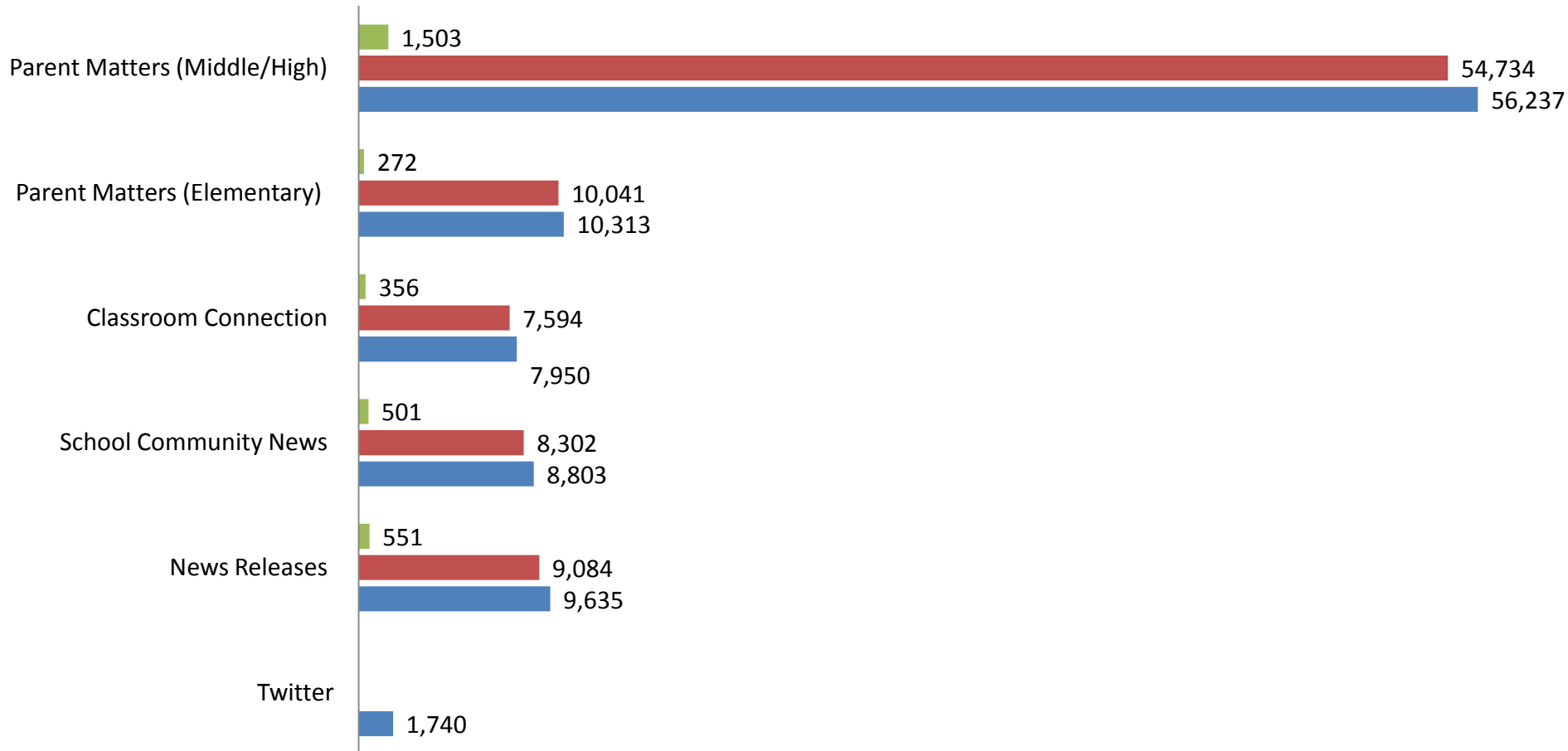
Internal External Total downloads



# Email & E-Publishing

## Email and E-Publishing

Internal External Total subscribers



# Web Views

## WCPSS Website views

Internal views External views Total views



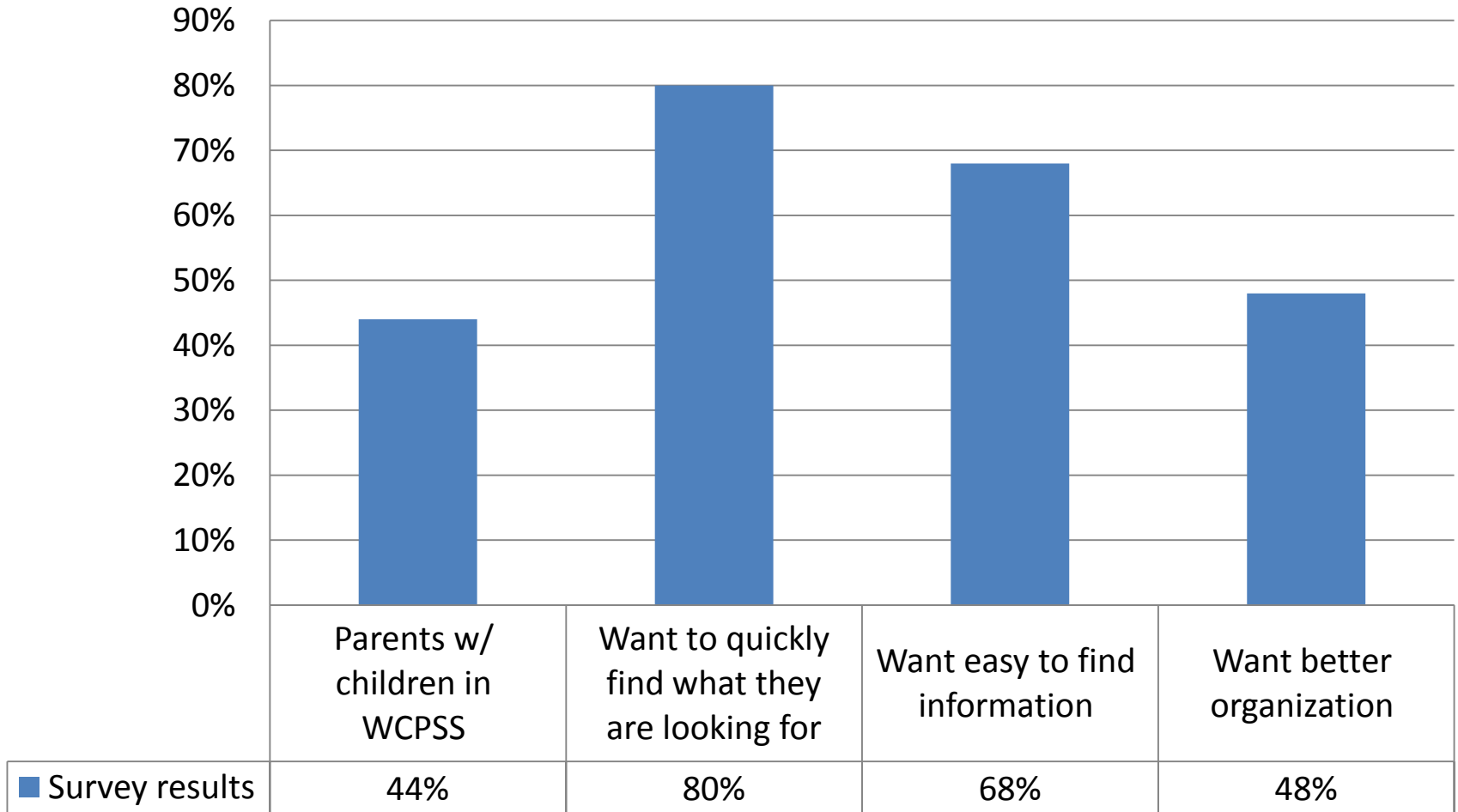
## Morning Announcements

Internal views External views Total views



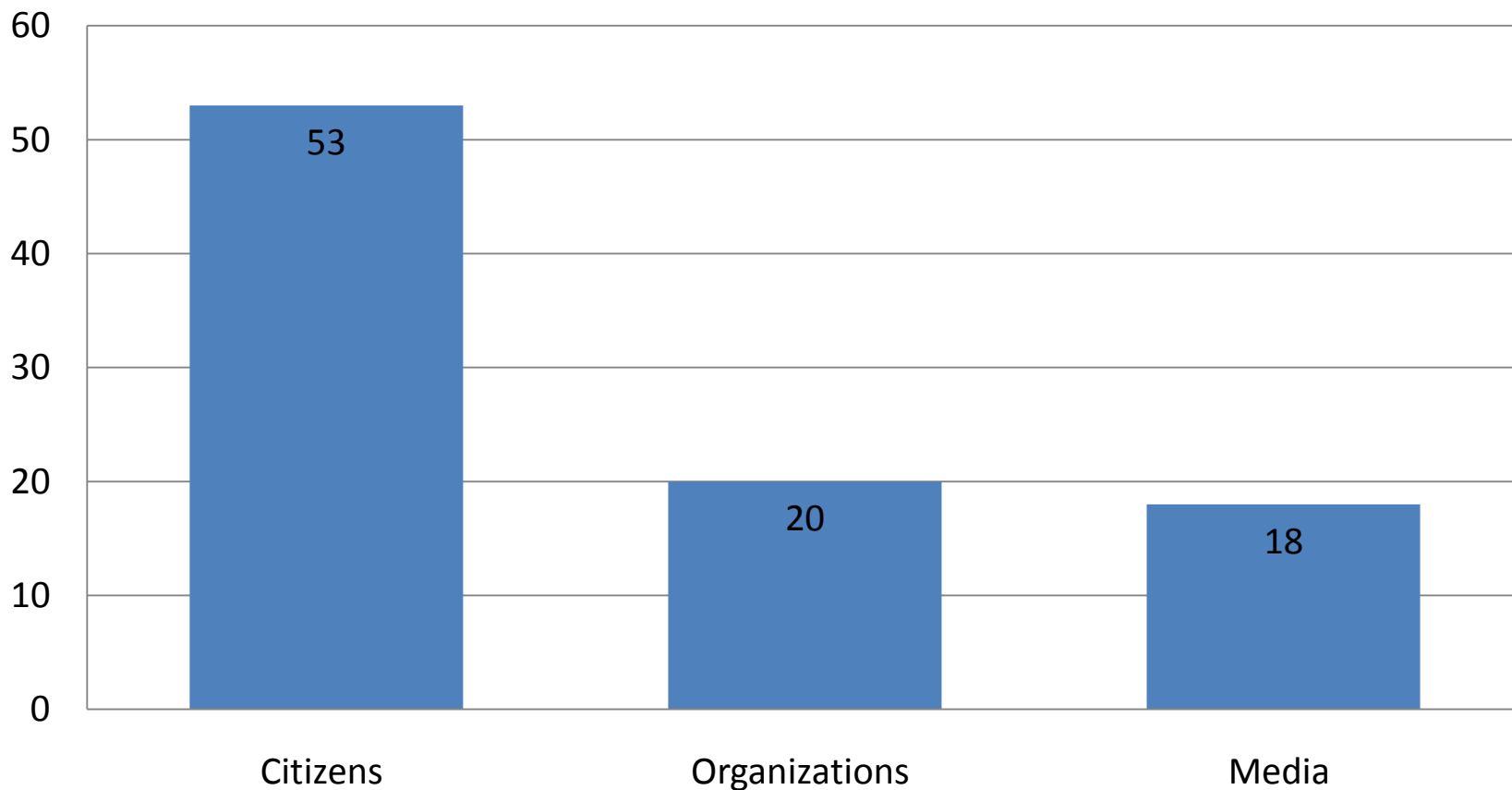
# WCPSS Survey Results

## WCPSS Survey Results



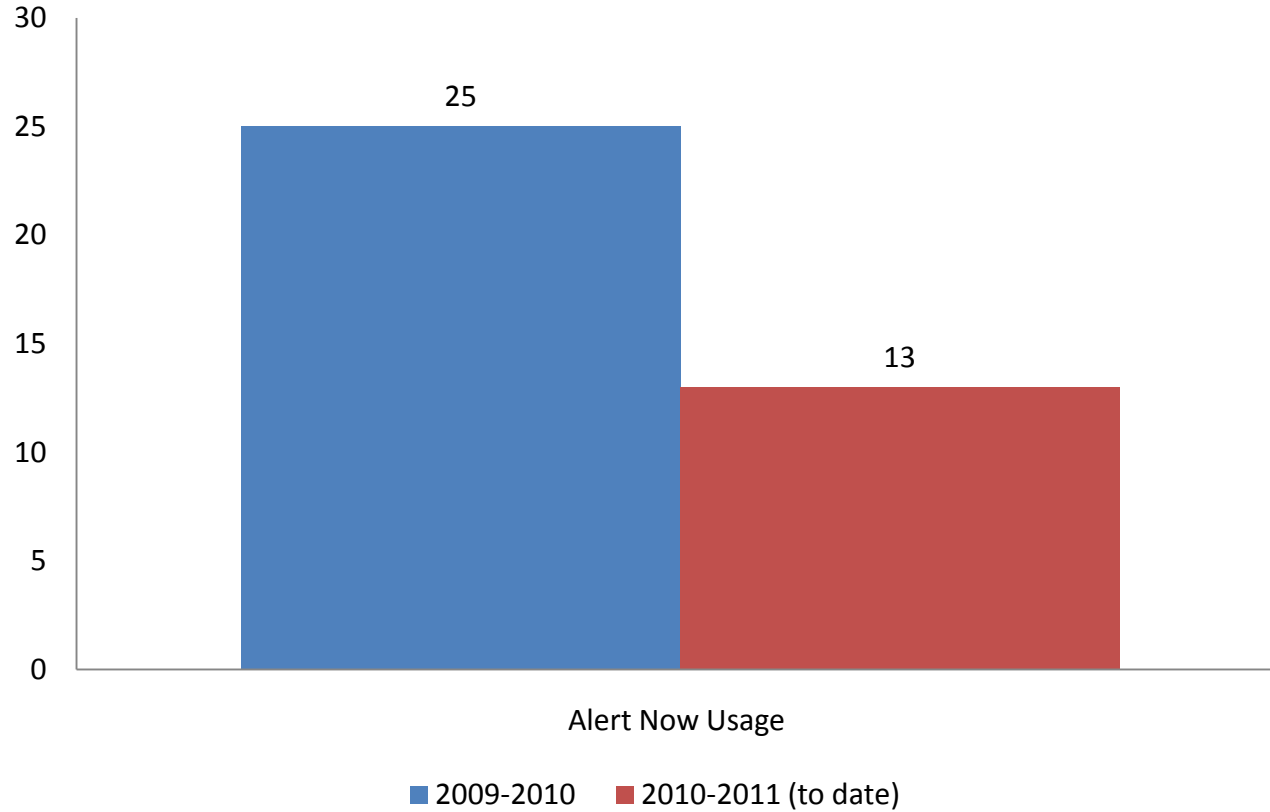
# Requests for Information

## 91 requests for information (School Year-to-Date)



Processed 17,000 pages of documents

# Alert Now



*\* Also used by Security team*

# Communications/Technology

## Communications

## Technology

1. Alert Now



1. School Messenger

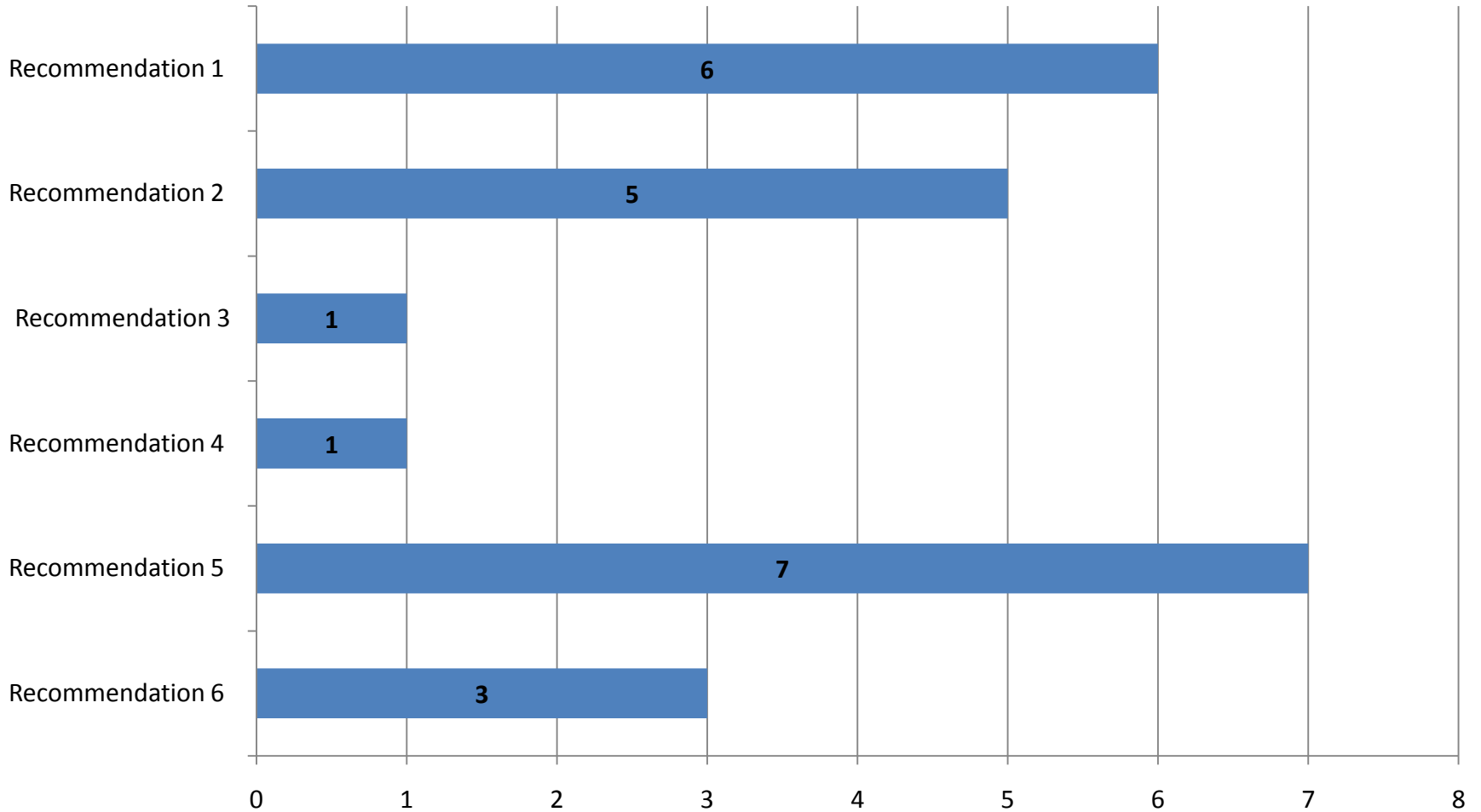
2. WCPSS Website



2. WCPSS Intranet

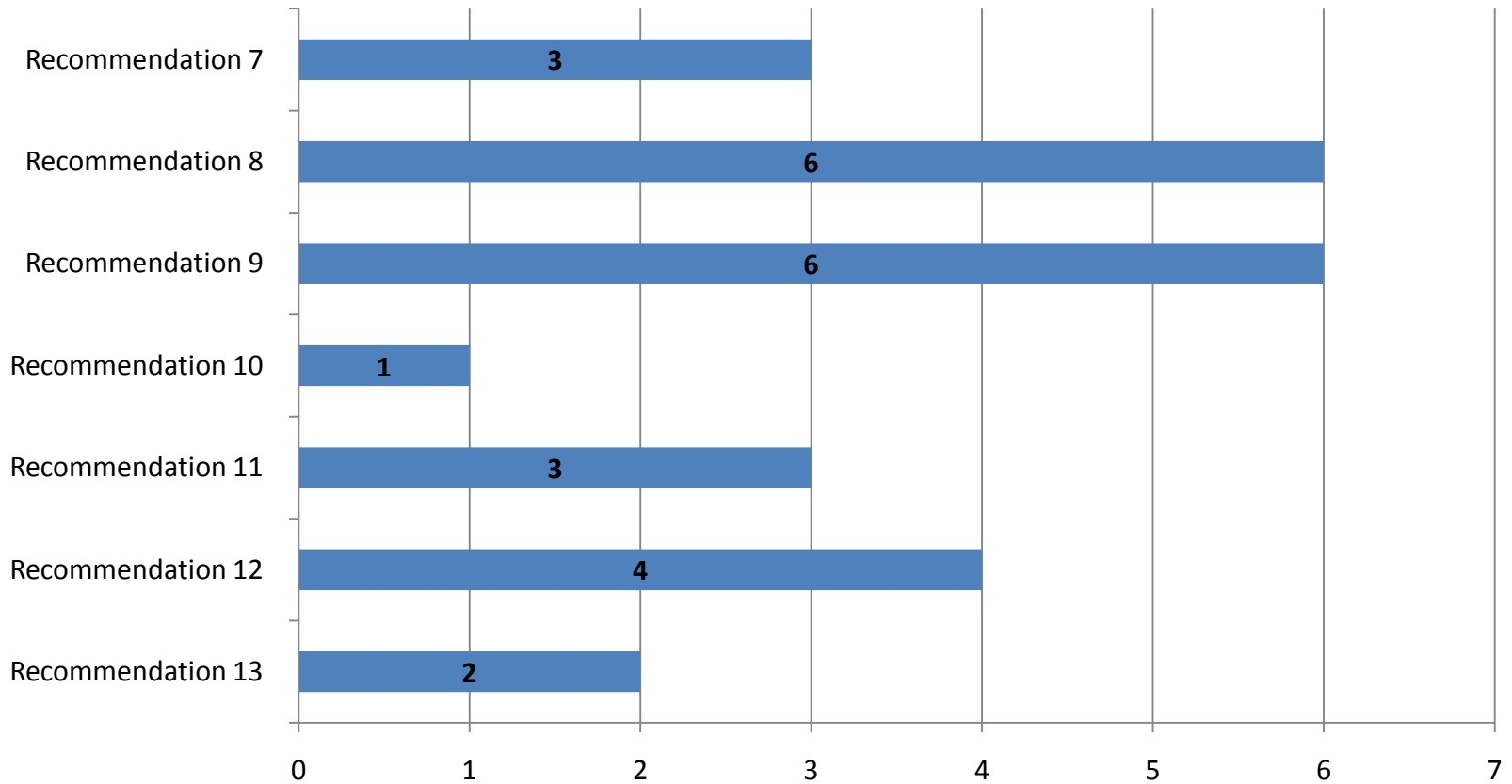
# Communications Audit

## Required Action Steps



# Communications Audit

## Required Action Steps



# Issues

**Issues that require action or addressing in the next:**

Next 30 days	30-60 days	60-90 days
Back to School guide (60 - 90)	Budget	New Resident DVD
Literacy DVD (60)	Organization Audit	New Web Launch
Spanish Back to School (60)	Facebook Launch	Graduation Coverage
New Web Development (60)		
Scholarships/Awards/EOG – EOC (60)		
90 Day Plan		
Communications Audit (60 – 90)		
Student Assignment Task Force (60 – 90)		