

Goal 2: Collaboration, Networking & Public Relations

We will proactively communicate and increase communication/collaboration so that the parents, students, and ALL stakeholders are involved and accessing what makes Napoleon great -- leveraging better public relations (PR) and generating a better network.

Goal 2 Strategy 1: All stakeholders will be "face to face" as much as possible; visible and accessible in and for the community, at events, meetings, etc. Seeing the school as a community hub but also seeing the people as the core of the school/community.

Task with Description	Person(s) Responsible	Date Range (Beginning/End)	Fiscal and Other Resources Needed	Evidence of Completion
Integrate the Jackson District Library Napoleon Branch into Napoleon Community Schools to create a community "hub" <ol style="list-style-type: none"> 1. Initiate meeting with JPL and School District. 2. What barriers/tasks are involved 3. Township notification 	Sara Tackett Erica Grimm Jim Graham Shawn Murphy School Board rep. Liz Breede	Begin discussion ASAP Fall 2016	Money Public Relations	Meeting minutes, follow up email, sign in sheets, actual library moved to the HS.
Continue and expand the annual Block Party <ol style="list-style-type: none"> 1. Meeting July 2016 2. Reach out to new/old businesses 3. Contact media to have pics posted in paper.mlive, website, FB, Messenger 4. Raffle/freebies are student, school spirit driven. 	Tonia Bearden Jim Graham Lisa Bradley (contact)	July 2016	\$1000 budget	Meeting minutes Attendance
Continue and expand the graduation walk through	Building Administrators	Begin discussion ASAP		

the schools				
Reach out to “New Births” (parents) and gift spirit wear	Mike McGonegal		Look to Volunteers to make booties and caps Budget may be needed to supply yarn if necessary	Birth announcements
Connect with Alumni 1. “Spotlight” - messenger/FB 2. Homecoming, band/football	Jennifer Timm Brandy Ashe			Create articles on “where are they now”, quotes, etc.
Connect with Senior Citizens 1. Coffee/donuts 2. Invites to programs 3. Knitting - new borns “Pirate Booties”	Sheila Burch		Budget for coffee and necessary supplies May need to support with yarn (See above)	Attendance invites Pic of event

Evidence of Success for Strategy 1: We will track and show an increasing number of people attending school events, long term increase in enrollment, more support from groups that in the past may not have been represented as well as we wish for them to be (Graduates and Senior Citizens and those without kids remaining in the district).

Goal 2 Strategy 2: Join with various with nonprofit organizations in the county and across the state that focus on student education and the betterment of the community in order to move our school name to the forefront of conversations allowing for increased community bonding and support and the opportunity for additional options in funding and outside participation.

Groups to key in on and connect with:	Person(s) Responsible	Date Range (Beginning/End)	Fiscal and Other Resources Needed	Evidence of Completion
1. Napoleon Benefit Alliance	Mike McGonegal	Fall 2016 - Ongoing	No monetary... School Time	Meeting Notes
2. Brooklyn Kiwanis	Mike McGonegal	Fall 2016 - Ongoing	See above for all below	Minutes of Meetings Additional Monetary Support as needed
3. Junior Achievement	Dale Robert Mike McGonegal	Nov. 2016 - June 2017		Activities brought into the classroom
4. Napoleon Foundation	Colleen Anderson			
5. Jackson Community Foundation	Jim Graham			
6. Irish Hills Chamber of Commerce	Pat Dillion Jim Graham			
7. Meemic Grant opportunity	Teacher representative?			
8. Consumers Foundation	Traci Spring?			
9. Napoleon Lion's Club	Lindsay Johns			
10. Mason's	Jim Graham			
11. John George				

12. Childrenz Challenge				
13. MIS	Mike McGonegal	Aug 2016 - Ongoing		Minutes of Meetings, Email, Photos
Student/Staff Involvement				
1. Brooklyn Sportsman's Club	Drew Haysted			
2. Career Fair				
3. Shop Rats				
4. CP Banking				
5. Napoleon Leo Club				
6. Childrenz Challenge				
7. MIS	Mike McGonegal	August 2016 - Ongoing	None	Minutes of meetings, Emails, Photos
8. Junior Achievement	Dale Robert Mike McGonegal	Nove 2016 - June 2017		Activities brought into the classroom

Evidence of Success for Strategy 2: NCS will be represented at community meetings allowing for the school name to be actively thought about by community groups and opening avenues for additional resources to be brought into the schools themselves (including but not limited to financial support, for example, group members coming into the district and using their expertise to support the education of Napoleon students)

Goal 2 Strategy 3: We will craft a clear, catchy and meaningful charge! The charge becomes a staple in our culture.

- **The charge needs to address the question: How do we remain relevant in a community/society that can replace the school district in a heartbeat with online learning, consolidation, privatization, etc.?**
- **Use media (radio, m-Live, TV, social platforms), signs, shirts, etc so it is known)**
- **Get local “buy in” including staff, administration and most importantly students/parents.**

Task with Description	Person(s) Responsible	Date Range (Beginning/ End)	Fiscal and Other Resources Needed	Evidence of Completion
Virtual tour of schools on website	High school students AOS	Fall 2016		District Website
New Charge to be determined with student/parent/staff input	Open to Student/Parent Suggestions Strategic Goal 2 Team	August 2016/October 2016?		Charge that will be ongoing and powerful
Media platforms - 1)Brooklyn Exponent 2)MLive 3)Facebook pages	Various “Leaders” of events Building Admins Building Secretaries	Fall 2016/open ended	Advertising Budget; Time to call the various platforms; Time to update and make changes to existing platforms	Portfolio of Advertisements, commercials (radio), articles that get the Napoleon name out there.
Individual building Facebook pages	Lindsay Johns			

Evidence of Success for Strategy 3: Evidence of success of this strategy is a charge that can be identified and repeated by most if not all Napoleon students, parents, staff members, and community members.

Final Evidence of Success for Goal 2: Napoleon Community Schools will be more connected to Jackson County and more visible/known in and around the area through an increased number of stakeholders participating in experiences and events. Additionally, an expansive, growing portfolio with examples of Napoleon Schools in the news, on the radio and on the web will be evidence of growth and improvement for NCS