

**Montgomery County Board of Education
Communications and Public Engagement Committee
2009 Work Plan**

Members: Nancy Navarro (Chair), Judy Docca, Quratul-Ann Malik, Patricia O'Neill

Charge: The Communications and Public Engagement Committee was established on July 9, 2004, to enhance: the Board's use of external and internal mechanisms of communications; the Board's discussions and presentations at the Board table during business meetings; opportunities to gather perceptions and viewpoints from diverse segments of the community and staff; and other means to promote good communications and public engagement between the Board and its stakeholders.

Meetings: Quarterly and as needed

Strategic Plan Reference: System Goal 3 – Strengthen Productive Partnerships for Education, and Core Values: An ethical school system requires fair treatment, honesty, openness, integrity, and respect; A high-quality school system strives to be responsive and accountable to the customer.

Focus of Committee's Deliberations for 2009: Communication resources and strategies for outreach

1. Board Recognitions
 - a. Proposal for recognition of students and organizations
 - b. Proposal for presentations at events
2. Communications Strategy for Upcoming Events
 - a. Planning for Strategic Planning Forum
 - b. Delegation meetings
 - c. Cluster meetings
 - d. Back to School Fair
3. Communication about Resources Available to the Community and Students
 - a. Activities and initiatives of Department of Family and Community Partnerships
 - b. Initiative for engagement of parent groups
 - c. Clearinghouse for community resources for students and families (agencies and services available)
 - a. Coordination of services of Pupil Personnel Workers and Parent Community Coordinators
4. Media and Other External Communication Vehicles
 - a. Explore relationship with media and communication with community
 - b. Analysis of web content development, exploration of Board blog and use of Instructional Television (ITV)