

11. Communications and Marketing Plan

Current and Future Initiatives

Publications

Several vehicles for communication and marketing are already in place in Plainfield Community Consolidated School District #202. Most of these are publications designed for different audiences.

Newsletters target parents and community members. *Update* is a newsletter that is sent to all households in the District and has contained articles that feature some aspect of technology and learning (Appendix G). Each building communicates with parents weekly, monthly, or quarterly through newsletters.

The local newspaper, *The Enterprise*, received an Illinois School Board Association award for their coverage of Plainfield Community Consolidated School District news. A two-page spread featuring pictures and articles submitted by the individual schools appears in each weekly edition. Schools have also been featured in newspaper articles, such as the opening of the middle school's computer labs.

For the past five years, our middle schools have hosted the Illinois Association of Supervision and Curriculum Development Middle Level Practitioners Conference, which includes a technology strand. Several breakout sessions are presented by District technology staff. Heritage Grove Middle School's computer lab was also the subject of an article published in the September 1997 *Media and Methods* magazine.

A brochure containing a summary of the District Technology Plan, including accomplishments and initiatives, will be developed for distribution to all community stakeholders. We will seek avenues to expand communication regarding information about district, building and community technology initiatives among our students, staff parents and extended community. (See Appendix G for examples.)

Web Site

Plainfield Community Consolidated School District #202 launched its web site at <http://www.plainfield.will.k12.il.us> during the 1997-98 school year.

Today we employ a District Webmaster and contractually have teachers that maintain the school's individual websites. The District's current web address has been changed to: www.learningcommunity202.org for ease of recognition. District #202 has won the Golden Web award for 2002/2003.

Parent and Community Events

We have opened our computer labs in the past, but community attendance was poor. We are re-examining how we can extend learning to our community members.

Parent/Teacher conferences are well attended, often at 100% rate. We currently utilize this opportunity to showcase student learning. As we grow we will continue to look at ways our community desires to learn. Our intention is to utilize the Adult Learning room at the Administration center for future community learning opportunities.