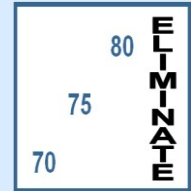




## Working Together, Achieving More **Accountability and Support Group**



# JOINT ASG | MPS WORK SESSION SUMMARY COMMUNICATION STRATEGY: INTERNAL & EXTERNAL

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### MEETING DATE

April 21, 2008 (2:00 PM to 5:00 PM)

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### MEETING FACILITATOR

- JOE PALUMBO Palumbo, Focus On Results
  - Jud Slusser, Focus On Results
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### ASG MEMBERS PRESENT

- Judge Carl Ashley, Milwaukee County Circuit Ct.
- Tony Baez, President/CEO of the Council for Spanish Speaking
- Representative Pedro Colon, State Capitol
- Cecelia I. Gore, Program Director, Jane Bradley Pettit Foundation
- Bill Henk, Dean of Education, Marquette University
- Elizabeth Burmaster, State Superintendent, Department of Public Instruction
- William Jenkins, Principal at Jenkins & Associates
- Linda Post, Ph.D., Chair of Curriculum & Instruction at the School of Education UWM
- Sister Joel Read, President Emerita, Alverno College
- Paul Roller, Retired Chairman of Miller Brands, Milwaukee LLC
- Mark Sabljak, Publisher, The Business Journal
- Rev. Louis Sibley III, Chairman of MICAH

### MPS MEMBERS PRESENT

- Bill Andrekopoulos, Superintendent
- Michelle Nate, Chief Finance and Operations Officer
- Roseanne St. Aubin, MPS Communications & Public Affairs Director
- Jim Davis, MPS Director of Technology
- Chris Thiel – MPS Office of Finance-Legislative, Fiscal Policy Analyst
- Gretchen Schulten – MPS Office of Finance and Operations, Fiscal Policy Analyst

### ASG GUESTS PRESENT

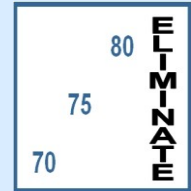
- Michelle Bryant, Senator Taylor's Chief of Staff – on behalf of ASG Member Senator Lena Taylor
- Myra Edwards, Mayor's Office – on behalf of ASG Member Mayor TOM MORGAN Barrett
- Jackie Patterson, Wisconsin Department of Public Instruction – on behalf of ASG Member Elizabeth Burmaster, State Superintendent, Department of Public Instruction
- Dennis Oulahan, President MTEA
- Tom Morgan, MTEA Executive Director

### ASG MEMBERS ABSENT

- Mayor Tom Barrett, City of Milwaukee
- Tia Bojar, Dean of the College of Education and Leadership, Cardinal Stritch University
- Senator Lena Taylor, State Capitol
- Bev Greenberg, Vice President Public Affairs, Time Warner Cable – SE Wisconsin



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### ASG Pre-Meeting

ASG members discussed the goals for the work session as well as the planned meeting protocol; including time to share any updates that will help members prepare the group for a focused session.

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### INTERNAL COMMUNICATION TO MPS

After acknowledging that MPS has well-developed plans to execute External Public Relations and External Marketing, ASG members and MPS personnel engaged in a working session discussion that focused on strategies and actions that should be put in place to communicate progress regarding the goals set forth in the **Working Together, Achieving More Action Plan** – specifically for Internal Communications within MPS to MPS stakeholders.

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### WORKING SESSION INTERNAL COMMUNICATIONS DISCUSSION THEMES

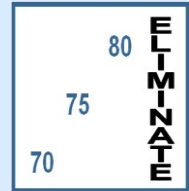
- **THE PLAN:** Knowing the strategic plan and the key goals – as well as the moral reason behind having a plan with these specific goals. NOTE: The focused talking points and the key goals are outlined and should be communicated effectively.
  - **MULTIPLE MEANS:** We have to engage in multiple means with multiple stakeholders (with students too).
  - **TWO-WAY:** Opportunities for two-way communication. Whatever communication devices are used – they all need to include two-way communication – where the communication stakeholder has the ability to react and/or interact with the communicated message.
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### WORKING SESSION INTERNAL COMMUNICATIONS LONG TERM THEMES

- **LONG TERM THEME:** Single point of accountability in the district that thinks all day long about communicating internally.
- **FLEXIBLE PLAN:** The strategic plan allows flexibility – how we get to the goal is up to us – here is the goal, however. I then, have input into how we achieve. This message should be part of what we do.
- **LONG TERM THEME:** I am going through the strategic plan – the way things are phrased (1-18) there are 137 things that staff will do. Getting the message out there about what the other stakeholders are going to do. What will MATC do? What will political leaders do? What will Higher Ed do?



## Working Together, Achieving More **Accountability and Support Group**



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### ASG | MPS JOINT RECOMMENDATIONS

The group requested that a six-member Internal Communications Workgroup be set up so that they can work to synthesize the themes as noted above and initiate a DRAFT Internal Communications Plan. Their goal is to create a short term plan of action that can be accomplished within a 30 day period

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### INTERNAL COMMUNICATION WORKGROUP

**MEETING TIME:** 4:30 – 5:30 pm

**MEETING LOCATION:** Business Journal

600 West Virginia Street, 5<sup>th</sup> Floor

Office phone if you need directions: 414-278-7788

**TASK:** MAY 15<sup>th</sup> Meeting – come back at whatever state it is – about what can happen in the next 30 days (and if they want suggestions for longer term).

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### INTERNAL COMMUNICATIONS WORKGROUP MEMBERS

1. Gretchen Schuldt, MPS Fiscal Policy Analyst
  2. Patrick O'Mahar, MTEA Deputy Executive Director
  3. John Weigelt, Executive Director of the Administrators and Supervisors Council, Inc.
  4. Roseann St. Aubin, MPS Communications & Public Affairs Director
  5. Mark Sabljak, Publisher, The Business Journal
  6. Paul Roller, Retired Chairman of Miller Brands, Milwaukee LLC
  7. Cecelia I. Gore, Program Director, Jane Bradley Pettit Foundation
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### WORKGROUP TASKS AND TIMELINE FOR INITIAL DRAFT

- To initiate a DRAFT Internal Communications Plan by incorporating the themes (see above) from today's Joint Work Session.
- To present the developed DRAFT that focuses on what can happen in the next 30 days at our next Joint ASG | MPS Working Session meeting, on Thursday, MAY 15<sup>th</sup>.

Please note that the ASG advised the Internal Communications Workgroup that they can provide suggestions for medium and long term tasks as well as detailing the immediate plans. But the initial focus of the Internal Communications Plan emphasize urgency and get something real for both ASG and MPS to implement within 30 days.