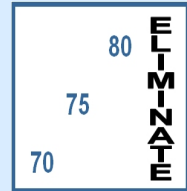




## Working Together, Achieving More **Accountability and Support Group**



# JOINT ASG | MPS WORK SESSION SUMMARY INTERNAL COMMUNICATION STRATEGY

---

### WORKING SESSION DATE

May 15, 2008 (2:00 PM to 5:00 PM)

---

### MEETING FACILITATOR

- Joe Palumbo, Focus On Results
  - Jud Slusser, Focus On Results
- 

### ASG MEMBERS PRESENT

- Tia Bojar, Dean of the College of Education and Leadership, Cardinal Stritch University
- Representative Pedro Colon, State Capitol
- Cecelia I. Gore, Program Director, Jane Bradley Pettit Foundation
- Bill Henk, Dean of Education, Marquette University
- 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
- Mark Sabljak, Publisher, The Business Journal

### MPS MEMBERS PRESENT

- Bill Andrekopoulos, Superintendent
- Michelle Nate, Chief Finance and Operations Officer
- Gretchen Schuldt – MPS Office of Finance and Operations, Fiscal Policy Analyst

### ASG GUESTS PRESENT

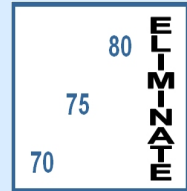
- Dennis Oulahan, President MTEA
- Tom Morgan, MTEA Executive Director
- Jackie Patterson, Wisconsin Department of Public Instruction – on behalf of ASG Member Elizabeth Burmaster, State Superintendent, Department of Public Instruction

### ASG MEMBERS ABSENT

- Judge Carl Ashley, Milwaukee County Circuit Ct.
- Tony Baez, President/CEO of the Council for Spanish Speaking
- Mayor Tom Barrett, City of Milwaukee
- Elizabeth Burmaster, State Superintendent, Department of Public Instruction
- Paul Roller, Retired Chairman of Miller Brands, Milwaukee LLC
- Rev. Louis Sibley III, Chairman of MICAH
- Senator Lena Taylor, State Capitol
- Bev Greenberg, Vice President Public Affairs, Time Warner Cable – SE Wisconsin



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



### 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 working session.

### INTERNAL COMMUNICATIONS PLAN

After reviewing the proposal from the Internal Communications Work Group and discussing some of the questions that the Work Group raised, ASG and MPS members continued their discussion 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.

Gretchen Schuldt, lead Internal Communications Work Group member, shared frequency and highlights from the Work Group meetings over the last four weeks and shared the initial plan that focuses on internal communication and short term outcomes as highlighted below:

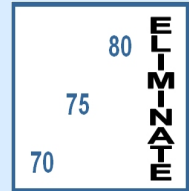
- Development of a sophisticated Web site (blogs, a forum, everything) so that it focuses on schools and how **Working Together, Achieving More** is happening in the schools.
- Small investment in inexpensive video cams to capture what is actually happening in the classroom so that we can focus on how reading is improving “in my school.”
- Schools, principals and teachers to add content about what they are doing because the while the plan is “good for you” most people won’t read the plan and these actions will allow people to see the plan ‘in action.’
- Goal is to build, operate, and maintain the site via a neutral party.
- The site has to be easy to use (using a content management system called Druple [<http://drupal.org>]).
- While the Web site is the focus of our efforts – additional communications methods (via print) will be set up (collect the highlights from the site and put them in print form to touch more people who don’t have Internet access). That way, our stakeholders can pick up a paper (or e-mail) for wider distribution (via libraries, dry cleaners, and other community locations).

Both ASG and MPS members continue to focus the discussion on the themes previously agreed upon:

- **THE PLAN:** Knowing the strategic plan and the key goals – as well as the moral reason behind having a plan with these specific goals.
- **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.



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



Joe Palumbo then facilitated a group discussion on how other school districts are communicating during times of change. After ASG and MPS members read and discussed the **“Strategic Communication During Times of Great Change”** article from *The School Administrator* (April 2008), the group discussed best practices learned by other large urban school districts who are trying to communicate during times of great change.

---

### ASG | MPS JOINT RECOMMENDATIONS

After the day’s working session discussions, the ASG requested that an additional working session meeting be set up in June (meeting set for June 25<sup>th</sup>) so that the Internal Communications Workgroup can meet internally in late May and June to:

1. Take the next steps in further developing the MPS Communications Blog.
2. Create a list of allies (key educational leadership that support the Working Together, Achieving More Strategic Plan).
3. Develop a list of ideas (activities) that our allies can take on to assist with our implementation of the Internal Communications Plan.
4. Develop the strategy and activities that we will implement to announce the Working Together, Achieving More Year 1 Metrics Report that the District will be put together.

---

### 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