

Oberlin City Schools: Strategic Plan Strategic Planning - Action Plan Revised

Feb 2023

Committee: Communication

Objective: At Oberlin, we foster open and honest dialog between our schools and community members, and value the importance of relevant and effective communication.

Strategy: #1 Provide clear and consistent positive messaging for attraction, onboarding, and retention of employees.

Action Step 1 (what will be done?): Create an onboarding process for new employees.	Implementation Timeline ☒ June - August ☐ September - November ☐ December - February ☐ March - May ☐ Future
Responsibilities (Who will do it?): Superintendent / Tom Tucker	
Resources (People /Money / Time?): Technology	
Evidence of Success (How will you know that you are making progress? What are your benchmarks?): Items completed in the onboarding process by supervisors.	Progress ☒ Not Started ☒ In Progress ☐ Completed
Evaluation Process (How will you determine that your goal has been reached? What are your measures?): Improved retention of employees, survey of new hires about the onboarding process	

Action Step 2 (what will be done?): Ensure that there is a public recognition for employees.	Implementation Timeline ☐ June - August ☐ September - November ☐ December - February ☐ March - May ☐ Future ☒ Ongoing
Responsibilities (Who will do it?): Superintendent/Communication Consultant	
Resources (People /Money / Time?): Funds to purchase items	
Evidence of Success (How will you know that you are making progress? What are your benchmarks?): Create a means and schedule to recognize employees at different benchmark points in their careers.	Progress Not Started ☒ In Progress ☐ Completed
Evaluation Process (How will you determine that your goal has been reached? What are your measures?):	

Need to continue from this point in Fall 2023

Action Step 3 (what will be done?): Create a system to annually survey teachers and staff to gather feedback about working in the district.	Implementation Timeline ☐ June - August ☐ September - November ☐ December - February ☐ March - May ☐ Future
Responsibilities (Who will do it?): Superintendent	
Resources (People /Money / Time?): \$1000.00 for 3rd party survey	
Evidence of Success (How will you know that you are making progress? What are your benchmarks?): 75% participation by employees	Progress ☒ Not Started ☐ In Progress ☐ Completed

Evaluation Process (How will you determine that your goal has been reached? What are your measures?): Two suggestions from survey would be implemented	
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Action Step 4 (what will be done?): Form a committee to study the branding of the district.	Implementation Timeline ☐ June - August ☐ September - November ☐ December - February ☐ March - May ☐ Future
Responsibilities (Who will do it?): Superintendent, Communications, BOE	
Resources (People /Money / Time?): None	
Evidence of Success (How will you know that you are making progress? What are your benchmarks?): Proposal submitted to BOE	Progress X ☐ Not Started ☐ In Progress ☐ Completed
Evaluation Process (How will you determine that your goal has been reached? What are your measures?): Data Analytics from pre and post implementation of new branding measures	

Action Step 6 (what will be done?):	Implementation Timeline ☐ June - August ☐ September - November ☐ December - February ☐ March - May ☐ Future
Responsibilities (Who will do it?):	
Resources (People /Money / Time?):	
Evidence of Success (How will you know that you are making progress? What are your benchmarks?):	Progress ☐ Not Started ☐ In Progress ☐ Completed
Evaluation Process (How will you determine that your goal has been reached? What are your measures?):	