It is the mission of the ACSD Communications Team to promote a positive image for the Anamosa Community School District.

Goals:

1) To highlight student success and belonging.
2) To highlight academic, athletic, and activity achievements.
3) To promote, develop, and retain the excellent staff of ACSD.
4) To enhance parent and community engagement and satisfaction.

Action Item	Goal	Deadline	Resources	Assigned to	Completed	Notes
Set communications team meetings for year	1,2,3,4	July 9	Calendars	Comm team	July 9	first Tues of month 9-10 - calendar event sent 7/24
Access given to district FB page	1,2,4	Sept 1	Facebook	Mary		Deb Hardersen, Steph Hora
Coordinate Anamosa Social Media accounts and put on website	1,2,4	Sept 15		Carmel		
Design district Infograph - draft	1,2,4	Sept meeting	School data	Mary		
Edit district Infograph and build a tri-fold	12,4	fall comm meeting	Trifold Draft	Mary C.	Oct 1	Mary C. will send content by end of Aug. Then she will design the trifold - we will plan to print with GWAEA
Update directory information on website	3,4	Aug 23	Photos	Mary/Carmel		
New Teacher Day - ask Chamber about Welcome	3	Aug 1		Laura/		email sent 7/23
Staff highlight survey for website/social media	3,4	Aug 1	survey	Mary/Carmel		
Logo - designed and available for staff	4	Oct 1		Mary Curtis		
Support Videos - brainstorm ideas	4	Aug 6		Comm Team		
Student writing for the website	1,2,4					
Back to School - information - See Website	4	Aug 5		Cathy - Website		
Open House Sharing information - Website on new staff	4	Aug 6		Mary/Cathy/Carmel		
Remind video for all coaches	4	August 23		Larry/Bret		
Requests for updates to Facebook	4	Starting Nov		Mary/Carmel		
Video screencast of how to subscribe to calendars						
Brochure - initial design				Mary C.		
Future Ideas						
Video designed by students promoting ACSD - Design/Journalism						
Can we design a tri-fold for each building						

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