Project Name:	TLG –Communications	Project Co-Chair(s):	Brown /Allen
Reporting Period:	7/1/2011 – 10/11/11		

TLG Status Report

What has been accomplished in the past 3 months?	
1	Identified new TLG membership to replace members unable to continue during 2011-2012
2	Created three sub-committees to focus on internal communications, multicultural outreach and external communication of district opportunities
3	Developed design and worked with IT staff for revision of employee intranet
4	Began collaboration with Disadvantaged Youth TLG to work with MNPS Parent University Committee to expand program to offer year-round opportunities for parents
5	Continued Customer Care training, now with approximately 2,000 employees trained. Received funding approval to develop and launch a mystery shopper program of evaluation of customer service in district.
6	Drafted initial minimum content standards for all district websites.
7	Communications staff providing district introduction to all new employee orientations
8	Development of communications plans/materials/videos for various district initiatives (TLI, TIF, MNPS Achieves, Middle Schools, etc.)

What accomplishments do you expect to achieve over the next 3 months?	
1	Add content and launch employee intranet, using an awareness campaign and contest
2	Continue work with EL to provide more multicultural communications
3	Expand communications training program for principals
4	Strategic plan for Parent University
5	Action plan to address need for school websites to have current information and meet content requirements
6	Video on Central Office support to schools (what departments do, services provided, etc.)
7	Subcommittees review progress to date and develop plans for advancing work
8	

Roadblocks/Barriers to Action for Improving Instruction	Continued need for professional development in cultural awareness and customer service and for recognition of importance of all employees to be trained in these key areas.
Implications for District Support	Changes in organizational structure to more effectively use available resources Possible financial requirements Commitment to supporting professional development to all employees in areas of customer care, cultural awareness and district operations.
Implications for Community Support	Coordinate efforts and leverage resources of community organizations with district efforts to reach diverse families.
Efforts for Increasing Outreach and Ownership	Continued collaboration needed with EL and Disadvantaged Youth TLGs to ensure coordinated effort and district ownership in the areas of outreach and parent engagement. Expanded use of social media outlets for recruitment and communication.

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