

MISSION POSSIBLE

COMMUNICATIONS PLAN

The Mission Possible Office believes in open communication between current faculty, future faculty, internal constituents, and external community constituents. To that end, a communications plan has been collaboratively developed for the purpose of building dialogue between the Mission Possible Office and those we serve.

Mission Possible Communication Goals focus on four distinct areas of service. Our first goal is to successfully inform our current faculty about program logistics. The second goal casts a wider net to raise awareness of program outcomes both internally and externally. We leverage our systems of communication to meet our third goal of increasing awareness of success to help market our program to potential faculty members. Our final goal is to celebrate the accomplishments and the positive impact of the Mission Possible program with our media outlets.

In order to meet these goals, we have developed a Communication Plan of Action. Many of the strategies naturally address multiple goals. By addressing each goal with more than one strategy, the Mission Possible Office will have a far greater chance of meeting the challenges of each goal. The Communication Evaluation details how we will determine whether or not each of our goals was met. All progress towards meeting targets will positively impact the quality and quantity of communication about Mission Possible.

COMMUNICATION GOALS:

1. The Mission Possible Office will develop and utilize effective systems to communicate with and receive feedback from internal constituents on program goals, policies, and procedures.
2. The Mission Possible Office will raise awareness of program goals, activities, and achievements among internal and external constituents.
3. The Mission Possible Office will increase awareness of program successes as a marketing strategy to recruit and retain the highest quality teachers and school leaders.
4. The Mission Possible Office will effectively use media outlets to garner program awareness and support on local, state, and national levels.

COMMUNICATION PLAN OF ACTION:

STRATEGY	AUDIENCE	RESPONSIBLE	TIMEFRAME	GOAL
Advisory Teams	Internal	Director of Mission Possible	Quarterly	1, 2
Conference Presentations and Papers	External	Director of Mission Possible and Mission Possible Specialists	As Needed	2, 3, 4
Email Distribution Lists	Internal	Program Administrator	As Needed	1, 2
Evaluation Reports to USDE and Foundation Sponsors	External	Director of Mission Possible	Quarterly	1, 2
Friday Notes	Internal External	Director of Mission Possible	Weekly	1, 2, 3, 4
Marketing Materials	External	Program Administrator	As Needed	2, 3
Media Interviews	External	Director of Mission Possible	As Needed	3, 4
Newsletter	Internal External	Program Administrator	Monthly	1, 2, 3
On-Site Faculty Orientations	Internal	Mission Possible Specialists	Annually	1
Principal Meetings	Internal	Mission Possible Specialists	Quarterly	1, 2
Recruiting Trips/Job Fairs	External	Program Administrator/ HR Recruiting Office	As Needed	2, 3
Teleconferences with Westat	External	Director of Mission Possible	Monthly	1, 2
Value Added Data Training	Internal	Director of Mission Possible SAS, Inc.	Annually	1
Website	Internal External	Program Administrator	Daily	1, 2, 3, 4

COMMUNICATION EVALUATION:

GOAL	STRATEGY	BASELINE	TARGET
1	Advisory Team Meetings	0	6
	Email Communications	Not Available	Daily
	Evaluation Reports to USDOE	1	4
	Friday Notes Announcements	Not Available	12
	Mission Possible Newsletter	0	10
	On-Site Faculty Orientation	0	29
	Principal Meetings	1	4
	Teleconferences	Not Available	12
	Faculty Trained on VAD	0	300
	Mission Possible Website (hits)	Not Available	1,000
2	Advisory Team Meetings	0	6
	Conference Presentations/Papers	0	2
	Email Communications	Not Available	Daily
	Evaluation Reports to USDOE	1	4
	Friday Notes Announcements	Not Available	12
	Marketing Materials	Not Available	1,000
	Mission Possible Newsletter	0	10
	Principal Meetings	1	4
	Recruiting Trips/Job Fairs	0	6
	Teleconferences	Not Available	12
	Mission Possible Website (hits)	Not Available	1,000
3	Conference Presentations/Papers	0	2
	Friday Notes Announcements	Not Available	12
	Marketing Materials	Not Available	1,000
	Media Interviews	0	10
	Mission Possible Newsletter	0	10
	Recruiting Trips/Job Fairs	0	6
4	Mission Possible Website (hits)	Not Available	1,000
	Conference Presentations/Papers	0	2
	Friday Notes Announcements	Not Available	12
	Media Interviews	0	10
4	Mission Possible Website (hits)	Not Available	1,000
	Conference Presentations/Papers	0	2
	Friday Notes Announcements	Not Available	12
	Media Interviews	0	10