13.1

The communications/marketing plan requires school leader/leadership team and staff person(s) to ensure the implementation of contemporary, multiple information technologies to reach targeted audiences and to establish reliable and secure databases and accountability to stakeholders.

School Name:

Date:

Scorer(s):

Version:

Score:

Existing Evidence:

Comments/Concerns:

Possible Evidence:
- o Communication/marketing plan
- o Technology plan
- o Records of analysis of effectiveness of current and past marketing ⬚efforts (outcome measures)
- o Communication documents
- o Marketing documents
- o Databases with marketing and communications information

Level 4
Exceeds Benchmark
The school's communication and marketing plans are up-to-date, comprehensive, and are integrated into overall strategic planning activities. The latest technologies are being utilized successfully, and school leaders are engaged in scanning the environment to seek out new opportunities as they arise. Marketing efforts are assessed and evaluated in terms of their effectiveness as well as their cost-benefit and are enhanced or abandoned based on that analysis. Key data is stored in an integrated, secure manner that allows for low-cost, largely automated reporting on important success measures.

Level 3
Fully Meets Benchmark
The communications/marketing plan requires the school leader/leadership team and staff person(s) to ensure the implementation of contemporary, multiple information technologies to reach targeted audiences and to establish reliable and secure databases and accountability to stakeholders.

Level 2
Partially Meets Benchmark
The school has a marketing / communications plan, which utilizes technology in a nascent or partial way, and/or key operational and educational data is tracked, but security is not assured and reporting on outcomes is difficult, inefficient, or done via an ad-hoc system.

Level 1
Does Not Meet Benchmark
The school does not have a communications / marketing plan, or the school does not use appropriate technologies to approach marketing, or the school does not use appropriate technologies to secure critical data and enable process and outcome measurement for accountability purposes.