

September 15, 2003

Communication Plan for MAISA

The following recommendations are made for the MAISA Communication Plan:

1. Establish a system to inventory ISD FOIA requests.
2. Establish a task force to develop and distribute public information related to ISD “gold” issues, e.g. early childhood, professional development, helping priority schools, others.
3. Establish a task force (MASB and Interagency Collaboration Committee) to develop and disseminate ISD policies on professional development, gifts and contributions, and travel expenses.
4. Establish an ad hoc committee to address possible ISD “big picture” scenarios and prepare corresponding action steps.
5. Complete, distribute, and implement the short-term communication strategy that addresses ISD legislation.
6. Strengthen MAISA Regional Representatives’ roles and responsibilities as a networking team. Regional Representatives would be responsible for disseminating information and serve as “go to” person for regional assistance.