



Appendix LLL-9-26  
March 8, 2010

March 4, 2010

## MEMORANDUM

To: Members of the Board of Education  
From: Daniel A. Nerad, Superintendent  
Subject: Superintendent / Board of Education Communication Plan

Attached is the Superintendent / Board of Education Communication Plan which was developed as a result of one of my performance goals as your Superintendent.

I am requesting that we discuss this plan as part of the Superintendent's Announcements and Reports on March 8, 2010. The plan can then be finalized following this discussion.

Please let me know if you have any questions on this.

DN:aw  
Attachment

# Superintendent / Board of Education Communication Plan

Madison Metropolitan School District  
March 8, 2010

## AREAS OF NEED

1. Present information to the Board that is timely, accurate, understandable and sufficient.
2. Provide the Board with information needed for the Board to make decisions and carry out its responsibilities.
3. Respond to Board member requests in an accurate, thorough and timely manner.

## OBJECTIVE

Develop and implement a sustainable system for improving and demonstrating effective communication with the Board of Education.

## ACTION PLANS

1. Providing information to the Board of Education in a useful, easy-to-understand, accurate and complete format to make decisions and carry out its responsibilities.

### ***Recommendation:***

Implement a standard format for reports to the Board of Education (see Appendix A).

2. Ensuring the Board of Education is updated on announcements and projects before information is known/released by the community and media.

### ***Recommendations:***

- √ E-mails will be sent to the Board of Education providing information about upcoming media stories.
- √ E-mails and the Weekly Update will be used to inform the Board of Education about issues and projects within and involving the District.

3. Ensuring all Board of Education members receive the same information in response to questions.

### ***Recommendation:***

Board members making requests via e-mail or in written form should copy all Board members, allowing the full Board to understand what is being requested. Responses to informational requests made by individual Board members will be provided to all Board members and the Executive Assistant to the Board.

4. Providing information to the Board of Education in a timely manner (Weekly Update versus other means of communication).

***Recommendation:***

The Weekly Update will be continued as the tool to provide all Board members information about issues and projects occurring within the District. E-mail updates will also be used to provide more time-sensitive information to the Board of Education.

When possible, Board members making informational requests should prioritize the requests, allowing the administration to better understand the urgency of various requests (1-3, with one being a more urgent request).

5. Determining ways Board of Education members can receive quick answers to questions.

***Recommendation:***

Board members having the need for quick answers for information not requiring research, data collection, or a more lengthy written response should directly e-mail the requests to the involved administrator with a copy of the e-mail request sent to the Superintendent and the Executive Assistant to the Board.

6. Developing timely follow-through on information commitments made to the Board of Education.

***Recommendations:***

- ✓ Immediately following Board meetings, a summary will be made of follow-up requests from Board members.
- ✓ These requests will be discussed by the Superintendent and lead administrators at a debriefing meeting.
- ✓ The list of follow-up requests will be sent to the Board and the Executive Assistant to the Board with assignments and timelines to complete the request.
- ✓ Requests for information will be completed by the designated administrator and sent to the Superintendent and to the Board's Executive Assistant.
- ✓ Following review, the response(s) will be sent to the full Board.

## **OTHER RECOMMENDATIONS**

1. The Superintendent will offer quarterly meetings to Board members.
2. Informational requests made by individual Board members at Board meetings that require a significant amount of staff time should be discussed and clarified during a meeting of the Board or will be discussed with the Board Officers if a request is made outside the context of a Board meeting.