

Action Team: Community Connectedness – Business

Goal: To form & strengthen connectedness with businesses and establish “lightening rod” team

Rationale/Compelling Need: The Business Committee Subcommittee is important to the strategic plan because it provides a two-way channel of communication between the school district and the businesses that help create the district’s financial resources; it enables the school district and the community to collaborate on the skills and attributes that employers need in high school graduates; it facilitates communication between the school district and the community's opinion leaders; and it enables the school district and the business to collaborate on common interests.

Actions/Strategies	Person(s) Responsible	Target and Time Frame	Costs, Resources, Technology Impacts	Evaluation Instruments and Processes	Benchmark	Communication Plan
<p>Survey</p> <p>Develop survey re: attitudes toward current education in Fairfield schools. Should also seek ideas for changes business community sees necessary in education.</p> <p>Survey to be developed in connection with Chamber of Commerce, possibly other organizations (such as Rotary).</p> <p>Investigate conducting survey through Answer Tracker on district website.</p>	<p>College of Social Work, Miami University or U.C.</p> <p>Volunteers</p>	<p>One year (to be done in the 2006-07 school year)</p>	<p>Minimal</p> <p>Possible costs for printing, copying and/or postage.</p> <p>Promote via e-mail, district newsletters, etc.</p>			<p>Final report to Steering Committee, school district administrators, Chamber</p>
<p>Lightening Rods</p> <p>Identify & develop list of opinion leaders in community – lightening rods – people who can influence and sway opinion in the general community.</p> <p>Using list, develop e-communicator network so these opinion leaders can get quick, accurate information from top</p>	<p>Area chambers of commerce, School & Community Relations Director with other district staff input, volunteers</p>	<p>6 months to one year</p>	<p>Minimal</p>		<p>Substantial list by end of 2006-07 school year, continue to develop</p> <p>e-communicator network active by end of 2006-07, continue to develop</p>	<p>Annual report to Steering Committee unless otherwise requested</p>

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<p>school administration about newsworthy or controversial events.</p>						
<p>Joint business-school programs</p> <p>Investigate a work ethic program with the Chamber – business professionals conduct workshops with students on appropriate work ethic. Students to receive “work ethic diploma” from Chamber or school.</p> <p>Investigate a job mentoring or job shadowing program with the Chamber and/or other business groups.</p> <p>Develop a “job bank” in guidance counselors’ office of students who are interested in working. Businesses could then contact the job bank to help them find a student who can work the hours and type of job they need.</p>	<p>Area chambers, school counseling offices,</p>	<p>One year</p>	<p>Minimal</p>			
<p>Business recognition program</p> <p>Create a formal program to thank the businesses that volunteer time and money and assist the schools in other ways.</p>	<p>Individual schools to hand out wards to businesses at the end-of-year awards ceremony (more formal ceremony if parents involved and money allows)</p>	<p>One year after development of contact list (2 years)</p>	<p>Minimal (certificates/ plaques)</p>			