



Sample Communications Plan for Committee Chairs

James Younger developed the communications plan below to promote Enrichment Zone classes and registration this fall. It is a good model for others because it incorporates electronic and paper communications and it builds in time for administrative review and approval.

James' plan:

- **Program Description Flier due 1pm 8/26 to Kim Cousins for administrative review**
- **Program Description Meriwether Matters due 4pm 8/29 to Jerilyn Teahan for 8/31 release**
- **Program Description web page posts 8/30 or 8/31**
- **Program Description Flier copies (22 sets of 25) due 1pm 8/29 to Terri Inman for backpack mail distribution on 8/30**
- **Program Registration Meriwether Matters due 4pm 8/31 to Jerilyn Teahan for 9/2 Special Edition**
- **Website/Jotform registration page development complete/tested by 9/1**
- **Program Registration Hard Copies (30-40) due in office 9/2 am (not being distributed via backpack mail)**
- **Website registration and Meriwether Matters special edition distributed 9/2 (decide time)**

The idea is that program info will go out mid-week (Meriwether Matters, website, backpack mail) in advance of registration opening 9/2.

James Younger is the contact person for mlspto.org. Other means of communications: MLS PTO bulletin board (contact: Sherri Whitsett), marquee along Owensville Road (contact: Tom Zahorik), and LCD screen in the front hall (contact: Kim Cousins/ Brandi Piccirilli). We also have a new MLS PTO page on Facebook (contact: Jerilyn Teahan) and will use it to promote PTO programs and share information.

Remember to take photos (or have someone else do it for you) at events. These can be used in the MLS Yearbook (contacts: Olivia Wilson, Erin English, and Woody Oakey), and with permission, may be used in other promotional materials.