

SCHOOL DISTRICT: FRANKLIN LAKES PUBLIC SCHOOLS

**MERIT GOAL SUBMISSION FORM
SCHOOL YEAR 2016-2017**

NAME OF INDIVIDUAL	<u>Dr. Lydia E. Furnari</u>	TITLE	<u>Superintendent</u>				
QUANTITATIVE GOALS	<input checked="" type="checkbox"/>	PERCENTAGE	<u>3.33%</u>	QUALITATIVE GOAL	<input type="checkbox"/>	PERCENTAGE	_____
		DOLLAR VALUE	<u>\$4,828.25</u>			DOLLAR VALUE	_____

DESCRIPTION OF GOAL:

In order to optimize the District's methods of communication with all stakeholders, the Superintendent will spearhead the creation of a District Marketing & Communication strategy to be implemented during the 2016-2017 school year. An analysis of prior use of digital communication tools will establish a baseline for comparison. Implementation of the District Marketing & Communication strategy will aim to increase the use of digital tools such as Twitter, Facebook, streaming audio, screen casts, by at least 50% of the established baseline, and will maximize the use of other means of connectivity to inform stakeholders about the schools and the District. An analysis will be performed and strategies implemented and by June 2017.

EVIDENCE OF COMPLETION:

Analysis of prior use of digital communications tools
District Marketing & Communication strategy
Analysis of new strategy implementation outcomes

INDIVIDUAL(S) RESPONSIBLE FOR GOAL COMPLETION:

Dr. Lydia E. Furnari, Superintendent

TIMELINE (2) TO COMPLETE THE GOAL FOR THE 2016-2017 SCHOOL YEAR:

July 2016 – June 2017

***ATTACH ANY DATA/REPORTS TO BE USED AS A BASIS OF MEASUREMENT**

DATE SENT TO ECS 7/29/16

SIGNATURE AND DATE APPROVED BY ECS 

A FORM MUST BE SUBMITTED WITH EACH MERIT GOAL TO THE ECS NO LATER THAN SEPTEMBER 30, 2016.