



**Communication Plan**

**2013-2014**

**Executive Summary:**

A major goal of our district’s communication plan is that stakeholders (both internal and external) understand how Project AIM fits into the larger picture of Performance Based Compensation. Our goal is to reward good teaching and provide opportunities for these teachers to positively impact student outcomes. To achieve these goals the district will utilize a multi-pronged communications strategy that combines web, email and printed materials, as well as stakeholder meetings, professional development and school based meetings.

**2013-2014 Timeline of Events:**

**July 2013-** Merger of Memphis City Schools w/Shelby County Schools, grant managed by Academic Affairs

**August 2013**- Communication sent out to participating schools regarding change of grant administration

**August 2013- October 2013**- Communication sent out to participating schools regarding updating, reviewing and submitting a support ticket for Reward Payouts

**October 2013-** Email Communication and submission in Monday Memo, regarding TIF3 Conference for all TIF schools

**October- December 2013**- Processing of TIF Award Incentive begins

**December 2013**- Email sent out regarding TIF Site Visit

**December 10, 2013**- Email sent out regarding TIF payment processing completion

**December 20, 2013**- TIF Payouts Paid

**January 16, 2014**- 1st Meeting held with TIF Cross-Functional Planning Team to plan for the 2013-2014 SY

**January- February 2014**- Begin updating all TIF 3 Information (website, brochures & etc.) CONTINUOUS

**February 2014**- Begin scheduling and visiting schools to present new grant information (collect participation information) School participants begin to update their information in Battelle

**March 2014**- Continue visiting schools to present grant information /begin working on TIF Summer Conference

**March- April 2014**- Prepare staff refresh data file for 2013-2014 (Year 4)

**April-May 2014**- Participant initial verification procedures (BFK Portal), Set deadline for Attendance Appeal process (April?) (Teachers verify information)

**June-July 2014**- Process attendance data, professional development, TEM Evaluation scores, TVAAS, etc.

**July 2014**- TIF Summer Conference (TBD)