

**Valley Union High School Board Strategic Plan
January 2010**

Board Goal 2: Enhance awareness of Valley Union High School educational opportunities

Action Step/Objective	Rationale/Benefits	Success Indicator/ Strategy	Who reports progress	Planned Completion/ Reporting Dates	Resources Needed
1. Publicize student and staff achievements	1.1 Promote positive public image 1.2 Increase awareness of VUHS achievements	1.1 Write news articles 1.2 Publish quarterly newsletter for community 1.3 Provide public concerts 1.4 Provide student/ staff presentations for community	Supt./Principal Staff/Board	Ongoing	Staff member responsible for public relations at 4 hours per week Money for paper/postage E-mail address to send community newsletters Transportation for students/staff
2. Inform community of events at VUHS	2.1 Keep public and parents informed of VUHS events	2.1 Maintain and upgrade website and publicize availability 2.2 Link website to other community websites 2.3 Make use of public service announcements 2.4 Enhance blackboard communications	Supt./Principal Staff/Board	Ongoing	