

Princeton Public Schools - ISD 477

Monday, May 6, 2019 at 4:00 PM

Public Engagement Committee

Superintendent's Office

**Our Mission**

***Princeton is an innovative leader in instruction, developing in EVERY learner the ability to succeed in an ever-changing world.***

**Our Vision**

***Princeton will equip every student to be career and college ready through personalized instruction, community partnerships and collaboration.***

1. Brainstorming Research Group
  - a. Surveying
  - b. Focus Groups
2. Create Legislative Platform
  - a. Work with state and local government
3. Communications/Public Relations/Marketing
  - a. Tell our Story
    - Princeton Tiger Plege
    - Gameplan
  - b. Share successes using multiple platforms
  - c. Good will messages
4. Reputation Management
  - a. Monitor and improve online footprint
5. Internal Customer Service
6. Improve communication out from our internal public
7. Provide leadership around strategic plan goal of communication