

My Turn

By Dennis Franks

March 1, 2013



Objective No. 3 from the Ohio Superintendents Evaluation System (OSES)/ District Goals work plan reads: “Develop a marketing and public relations plan to improve customer perceptions and enrollment for the school district.”

In order for us to know where we stand and understand what we need to do to better, the first step is to see what people think. To assist us in doing that we engaged a private company to develop a survey. That survey is now online at:

<https://www.surveymonkey.com/s/LY2RN5W>. Give yourselves about 15- to 20-minutes or so to complete it.

In addition to our staff and students on our Main Campus, we will also be getting input from local businesses, members of the community, and students at our home schools. Afterward, we will develop a marketing plan for secondary and adult education based on the findings, with the ultimate goal of understanding and changing any negative perceptions of “the vocational school.”

The surveys were developed and reviewed by the LAMPS Committee and the administrative team. All response information will be collected and stored by a private company to ensure confidentiality. The company will only provide a report of the overall results to each question, and no one at Pickaway-Ross will see individual responses. This means that we want you to be honest.

I know that we are all very busy and adding one more thing to a full agenda seems daunting, but this is very important. In addition to the survey, you’ll also be hearing more about the other three OSES objectives this year, including student retention, program evaluations and technology integration.

Thank you in advance for all your efforts.

