

Marketing Plan

Component #11

The Technology Plan will be marketed in the following ways:

Information is available on the district web site (<http://www.d155.org>) (Appendix 11.1). One page on this site is dedicated to informing the public why technology is important to our students and what is presently happening within the district in regard to technology. This web site has a counter so that we may obtain feedback on its use.

This revised Technology Plan will be presented to the public at a school board meeting soon after it is approved. In addition, the Plan will be distributed to the School Technology Subcommittees and be made available to parents and other interested community groups through the Principals' Newsletters (Appendices 11.2 – 11.3).

The same technology information that is located on the district web site will also be distributed through the Superintendent's newsletter called "The Lighthouse," which is published quarterly and as special occasions warrant (Appendices 11.4 - 11.7). Over 6,000 copies of this publication are distributed throughout the communities to the following:

- the parents of all students,
- all district staff,
- the Crystal Lake Chamber of Commerce,
- the Fox River Grove and Cary Area Chambers of Commerce,
- senior citizen groups and retirement homes,
- the Cary, Crystal Lake, and Fox River Grove libraries,
- the Cary, Crystal Lake, and Fox River Grove village halls, and
- the Cary and Crystal Lake Park Districts.

Every year, each high school has an Open House/Parents' Night. As part of this open house, there are several technology presentations and hands-on opportunities. In addition to the presentations, the technology information contained on the district web site and newsletters will be distributed to the open house attendees. We also ask the public complete and submit the Home/School Connection Parent Survey (Appendix 9.1) on an annual basis as one more vehicle with which to provide information and obtain feedback.