

***Dallas ISD TIF Performance Pay for Teachers and Other School Staff***

***Communications Timeline as of 12-17-07***

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<i>Channel</i>	<i>Owner</i>	<i>Estimated Date</i>	<i>Distribution</i>	<i>Audience</i>
Dallas ISD E-News (domain)	Sharon Sumner	Nov. 13 Nov. 30	C	District staff
Board Highlights (domain): approval of initiative	Sharon Sumner	Nov. 30	C	District staff
E-mail from superintendent	Jon Dahlander	Nov. 30	C	Principals of eligible schools
Contact principals. Flyers/e-mail announcing road show meetings	Vickie Mitchell	Nov. 30	C	Principals at eligible schools, their staff
Callout message 1: Announcement of program	Deno Harris	Dec. 3	Oracle could not provide phone numbers	All campus staff at the participating schools
Staying Connected	Sharon Sumner	Dec. 3	C	District staff
PowerPoint (Eng/Spa)	Carlos Tapia	Dec. 3 (Eng) Dec. 10 (Sp)	C	All campus staff at the participating schools
Road show	Leng Fritsche	Dec. 3 <sup>v</sup> – Jan. 16	ongoing	All campus staff at the participating schools
Create Web site	Arny Viramontes	Dec. 10	C	All campus staff at the participating schools District staff Community
Publish FAQ on Web site Publish SEI and CEI clarification on Web site	Arny Viramontes	Dec.		All campus staff at the participating schools District staff Community
MyDallasISD	Arny Viramontes	Dec.		District staff
Communicator story	Sharon Sumner	Dec. 10	C	District staff
FAQ/Quick Guide	Kim Olson	Dec. 10		All campus staff at the participating schools
Manual	Carlos Tapia	Dec. 3		All campus staff at the participating schools
Callout message 2: Deadline to opt in; where to get more information	Deno Harris	Dec. 17	Pending Oracle	All campus staff at the participating schools

Brochure FAQ	Kim Olson	Dec. 21		All campus staff at the participating schools
@DallasISD	Sharon Sumner	January		District staff and community
Dallas ISD E-News (domain)	Sharon Sumner	Jan. 9		District staff
DVD/CD	Kim Olson Cathy Reaves	Jan. 16		All campus staff at the participating schools
El Boletin story	Sharon Sumner	Jan. 21		Spanish-speaking staff
Callout message 3: Reminder of opt-in deadline	Deno Harris	Jan. 21	Pending Oracle I	All campus staff at the participating schools
Staying Connected message	Sharon Sumner	Jan. 21		District staff
Callout message 4: Final reminder to opt in	Deno Harris	Jan. 29	Pending Oracle list	All campus staff at the participating schools
Callout message 5: Final reminder to opt out (support employees) Reminder to opt in (other professionals)	Deno Harris	Feb. 13	Pending Oracle I	Support employees at the participating schools Other professionals at the participating schools
Media contacts/interviews	Jon Dahlander	December-February		News media Community
Press packages	Jon Dahlander	December		News media Community
News releases, advisories	Jon Dahlander	December-February		News media Community
Standing briefing for outside Dallas ISD requests	Jon Dahlander			
Speakers Bureau	Arny Viramontes HD PFP Rep	December-February		
Brief superintendent and legal department on communication plan	Kim Olson Arny Viramontes			
Brief Dallas Achieves group	Arny Viramontes Kim Olson			
Brief Broad and invite them to Dallas				
POC takes story on CEI or PFP to other districts and groups				