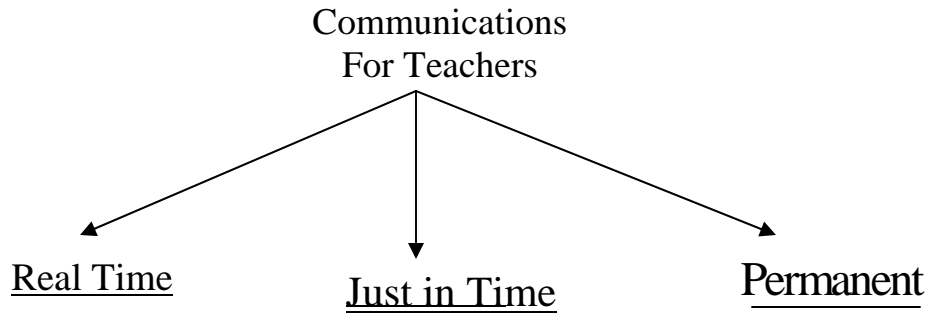


Communications Strategic Plan

For the Center for Quality Teaching



Web Page

<http://www.baltimoreteacher.org>

Chat Room (monitored)

Telephone Calls

“Dear Abbey” - teachers may log on anonymously and say anything that is on their mind without fear of repercussion. Thus, not only is this an advice column, but it allows teachers to get things “off their chest” when they encounter problems and frustrations.

Multimedia Presentations on the Web Site that deal with Teachers most pressing needs.

Interactive “Branching” – question and answer style “help” pages.

Email

Videotapes – shot in real locations dealing with real problems.

CD-Rom’s – most sophisticated and powerful training method.

Newsletters

Web Page Archives

Along these lines I envision the Center as the heart for teacher inspiration, communication and dissemination.

<u>Inspiration</u>	<u>Communication</u>	<u>Dissemination</u>
<p>MVT Award – Most Valuable Teacher includes certificate, personal letter from the Mayor, cash reward or prize through corporate partner, etc.</p> <p>Classroom of the Month</p> <p>Teacher of the Year – a new car, ticket to anywhere, big screen TV, etc.</p> <p>Awards Banquet</p> <p>Grants available only to MVT’s</p>	<p>Criteria for award</p> <p>Nomination Forms</p> <p>Winner’s circle with secrets</p> <p>Press Conference every month</p> <p>Media Sponsorship</p> <p>Interview with winners</p> <p>available upon request.</p>	<p>Must make public aware that we have excellent teachers.</p> <p>“Baltimore, the city for teachers.”</p> <p>Bill Board Advertising</p> <p>Bumper Stickers</p>