

# PENSPRA 2019 EXCELLENCE IN COMMUNICATIONS CONTEST GRAPHIC DESIGN: 1ST PLACE AWARD OF EXCELLENCE

## Agenda Manager Booth

AgendaManager is a web-based meeting management solution designed to support a more efficient and effective meeting process. The application was created by Capital Area Intermediate Unit (CAIU). In 2019, the brand's exhibit booth was redesigned to better market to the target audience, differentiate itself at education conferences, and more concisely communicate the product's purpose. This new booth design incorporated a back-lit graphic design and a humorous, stop-in-your-tracks "Wait, what?" message.



# PENSPRA 2019 EXCELLENCE IN COMMUNICATIONS CONTEST PUBLICATION: 2ND PLACE AWARD OF HONOR

## Strategic Plan One-pager

One-page publication summarizing Capital Area Intermediate Unit's (CAIU) 2019-2022 strategic plan.



**caiu**  
Capital Area Intermediate Unit

### Strategic Plan 2019-2022

*Our Mission*  
CAIU provides innovative support and services in partnership with schools, families, and communities to build capacity and model courageous leadership to help them be great. #BeGreat

*Our Vision*  
Recognized as a trusted and influential partner in achieving life-changing outcomes in the Capital Area. #ChangingLives

## Values

*everyday we...*

- Dedication** » Commit to the well-being of students, peers, teams and organizations.
- Partnership** » Establish trusting relationships and respect the perspectives of others.
- Expertise** » Develop knowledge and skills. Cross-train and collaborate to build capacity.
- Innovation** » Propose creative solutions, explore new ideas, and think beyond business as usual.
- Leadership** » Commit to support, discuss differences, and resolve conflicts. Take ownership of the process and outcomes.
- Service** » Make a difference in the lives of others by being responsive, positive, empathetic, and respectful.

*Changing lives and helping others to be great!*

## Strategic Plan GOALS and Strategies through 2022

- GOAL 1** Provide innovative services to schools, families, and communities
  - Partner with school districts and early intervention (EI) programs to address and improve collaborative services
  - Indicate where school districts use current services, identify needed services, and innovate new services
  - Develop and implement protocols for project management to foster cross-team collaboration
  - Establish a system that ensures consistent and effective implementation of instructional practices
  - Align assessments and course curricula with high-impact institutional strategies
- GOAL 2** Attract, support, and develop our employees to thrive professionally and personally
  - Remodel on-boarding process for new hires
  - Identify staff growth opportunities and goals, and provide access to training
  - Increase staff engagement through celebrations, activities, events, and relationship building
  - Develop a professional development process that connects and supports all employees
- GOAL 3** Model strong stewardship of all resources
  - Develop a process to analyze program and service efficacy, and a protocol to make necessary changes
  - Implement a Board Policy and Administrative Regulation review process
  - Develop "New Innovation/Program" process
  - Improve efficiency of space and facility usage to support regional needs and future growth
- GOAL 4** Communicate the value and impact of CAIU's people, processes, and programs
  - Develop a comprehensive marketing plan that promotes CAIU's services and programs
  - Create a three-year plan to redesign the CAIU website
  - Implement internal and external communication plans

*Living our mission. Communicating our vision.*

**YOU make us GREAT.**  
Learn more at [www.caiu.org/about](http://www.caiu.org/about)



# PENSPRA 2019 EXCELLENCE IN COMMUNICATIONS CONTEST SPECIAL PURPOSE PROJECT: 2ND PLACE AWARD OF HONOR

## CAIU Compliments

CAIU Compliments was a new 2019 company initiative allowing CAIU employees the opportunity to share words of thanks, tout successes, or tell great stories about their peers or the students and families we serve. Compliments are communicated and shared internally and externally. Since its inception in July 2019, more than 60 compliments have been submitted.



# PENSPRA 2019 EXCELLENCE IN COMMUNICATIONS CONTEST SOCIAL MEDIA: 3RD PLACE AWARD OF MERIT

## CAIU Social Media Presence

Beginning in 2019, CAIU wanted to capture the power of using social media to strategically communicate its story to the service region. Strapped with knowledge of target audiences on each media platform and the desire to create a stronger brand, social media communication became a daily habit that has seen significant exposure and has become a game-changer in the way the organization communicates. The number of followers on Twitter, Facebook, LinkedIn, and Instagram had significant increases, with Facebook gaining 62% growth in just 12 months. These platforms are used for job postings, program awareness, and staff recognition. Handle: @CapitalAreaIU

