

PBS-Kansas Working Action Plan
Draft for Review
July, 2009

Goal 1 Promote awareness and knowledge of PBS including services, events, and resources for supporting individuals across the lifespan

Note: ask Pat and Joan Macy to share their ideas that may become actions in Goal 1

Objective	Actions	Who	Development Target Date	Evaluation Data Collected & Criteria Met	Evaluation Data Summarized and Presented	Completed
1. Schedule 4 more distance learning events to promote PBS (three events have already been scheduled)	*Schedule time during a PBS-Kansas meeting to review the past distance events and to discuss how to proceed. Issues to discuss include videotaping the events, evaluation and action plans developed as a possible evaluation strategy, etc.			Note: we have the number of sites and people attending as evaluation data for 3 events that have already occurred		
	*The adult services distance event needs to be organized and dates set					
	*The school-wide PBS events have not yet been planned					
	*Decide what additional populations or areas of interest should be address and schedule dates for implementation					

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2. Expand and refine PBS awareness materials and resources to share with state professionals, family members, practitioners, and politicians on PBS	*Discuss current dissemination plan and evaluate impact and success					
	*Invite Matt Enyart to share work he is establishing to share information with administrators about KIPBS and discuss what implications this might have for PBS-Kansas planning					
	*Create a new plan for expanding and refining awareness materials					
	*Finalize the action plan and report new possible objectives to PBS-Kansas members for review					

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3. Governor's Day (cut out or change to partnering with other groups on conferences)	*Invite Dawn Miller to present about the interest Shawnee Mission has in setting up a conference promoting interagency Tier 3 collaboration					
	*Discuss what steps might be taken to encourage partnering with other organizations during an already established conference or creating a way in which to organize a small PBS conference					

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4. Cut or create 3-5 testimonials... think about adding vignettes to the website for different ages and settings that illustrate steps to implementation and take you to relevant resources on the website.	*Schedule time during a PBS-Kansas meeting to review problems in obtaining testimonials and create a new action plan for obtaining testimonials					
	*Discuss what types of testimonials would be most effective and what might already be available (e.g. there are now some school-wide case studies including quotes from coaches)					
	*Create an action plan for writing/obtaining vignettes that illustrate implementation of PBS					
	*Place new pages on the website for review by PBS-Kansas members					

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5. Create a plan to market, educate, and coordinate with Higher Education and the State to understand the importance of teaching a curriculum on PBS (possibly including distance learning). Pick a few universities to disseminate and increase awareness	*Identify 2 universities that will be targeted to increase awareness of PBS					
	*Identify professionals from these universities that may be interested in obtaining access to PBS training materials and create a flyer or newsletter sharing what types of PBS resources are available online for free and how they could be incorporated into classes (e.g. classroom management, introduction to special education, RtI, etc.)					
	*Draft copy of marketing materials presented to PBS-Kansas members for review					
	*Send out advertisements to the 2 universities/colleges and invite feedback; place materials online					

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6. Revisit a survey system to send to colleges and universities to gather information about how/if PBS is taught and place in a report for PBS-Kansas members	*Review with the members who conducted the first survey what steps should be taken to create a new survey system to gather information about PBS courses and materials in IHEs					
	*Pilot the new survey with the 2 targeted universities					

7. Increase number of visitors and page view on the website by 20% each year						
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8. Identify strategies to increase awareness of pbskansas.org (e.g. keywords to find website, encouraging links placed on other websites)						
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9. Increase opportunities for university students to partner with PBS projects	*Evaluate what types of preservice collaboration is already occurring at 2 universities and brainstorm during a PBS-Kansas meeting about how to increase the number of university students who have opportunities to collaborate within PBS settings in Kansas					
	*Include information about the importance of preservice training and onsite PBS implementation efforts in the advertising/marketing materials developed in Objective 8					
	*Create a longterm plan to increase the number of students who have the opportunity to collaborate with PBS projects (that are known by PBS-Kansas) each year					