



# **Southern Lehigh School District**

## **Superintendent Goals**

**Plan for 2012-13**

**Goals for Growth, Improvement, Enhancement**

Leah M. Christman, Superintendent

Kristen Lewis, Assistant to the Superintendent

July 1, 2012

Dear Southern Lehigh Learning Community:

We will continue to be engaged in a continuous improvement planning process which will focus on our three overarching District goals:

- **ACADEMIC PROFICIENCY (AP)**

As measured by the PSSA, PASA, Keystone exams, and/or District assessments students will be proficient in core subject areas leading the District to meeting Adequate Yearly Progress (AYP) each year for all students leading to successful academic transitions from elementary, to intermediate, middle level, high school, and post secondary.

- **HIGHLY QUALIFIED TEACHERS AND STAFF MEMBERS (HQ)**

All teachers will be rated highly qualified as defined by NCLB: Each will hold at least a bachelor's degree; hold a valid PA teaching certificate (not an emergency permit); and will demonstrate subject matter competency for the core content area they teach.

All other staff will be rated highly qualified by holding appropriate credentials, skills, and annual ratings as proficient or above.

- **IMPROVED INTERNAL AND EXTERNAL COMMUNICATIONS (IC)**

Communications with stakeholders will increase 25% by 2014 as measured by web site traffic, use of our electronic communication alert system, and access to student information system /community portal.

In many ways, our School/ Department Plans will serve as our blueprint for continued success. These plans will focus on *creating a culture of innovation and creativity empowering students for a brighter future in a global society*. Because your input and support are needed, I invite you to join us as we work on continuous improvements throughout our school district.

Sincerely,

*Leah M. Christman*

**I. Needs Assessment**

Results from standardized data indicators, building/classroom level data indicators, and other data indicators were compiled, reviewed and analyzed, as part of our needs assessment process. The data indicators listed below were reviewed as part of this process. As a result of this review of the data, analyses, and discussions, and keeping in mind the Southern Lehigh School District Strategic Plan, we were able to identify needs and to develop corresponding goals and strategies tied to each of our identified needs. The goals and strategies represent district data that can be tracked on an ongoing basis.

<b>Data Indicators</b>		
PSSA Participation and Results	Speak Up Day survey results	Attendance Data for students and staff
PVASS	Building / District Survey data	Act 48 and Professional Development data
PSAT Participation and Results	Dual Enrollment Participation and Results	School Violence and Discipline data
SAT Participation and Results	PATI Survey Results	State Report Card
AP Participation and Results	Parent Anecdotal data from Superintendent Communication Council meetings	Sapphire Reports
Web site usage data	BlackBoard Connect Reports	HRIS Reports
	Financial Records and Reports / Alio data	

**II. Data Indicators**

<p align="center"><b>ACADEMIC PROFICIENCY (AP)</b></p>	<p align="center"><b>HIGHLY QUALIFIED TEACHERS (HQT)</b></p>	<p align="center"><b>IMPROVED INTERNAL AND EXTERNAL COMMUNICATIONS (IC)</b></p>
<p>PSSA Results PVAAS Data SAT Participation ACT Participation AP Exam Results and Enrollment Attendance for Staff and Students Graduation Rates PSAT Participation Common Assessment Results</p>	<p>% of Highly Qualified Teachers PD Hours and Involvement Graduate School Programs Data related to School Culture HRIS Reports</p>	<p>Opportunities for Parents and Community Members Involvement as Volunteers</p> <p>Parents or Community Members serving on School Committees</p> <p>Communications Used- # of newsletters # of websites hits # of BlackBoard Connect Reports # of Parent Portal Accounts in Sapphire</p> <p>SLEA/ Admin. Meeting Reports</p> <p>Parent Survey results</p>

## 2012-13 Annual Goals

During the 2012-13 school year:

1. (AP-1s)- A ubiquitous computing environment will be created at the high school with a plan for measuring value related to student academic performance including 21<sup>st</sup> century skills, and improved culture/climate. All teachers and administrators will work on committees to plan as a 'professional learning community' for successful implementation.
2. (HQ-2s)- Using the PA Dept. of Education Phase III implementation model, 74 teachers/specialists and all educational administrators will be included in year 1 of a 3-year phase-in, will complete required professional development and will be rated on the newly adopted PDE Evaluation Forms. Walk-through observations will be completed in all buildings with the teachers involved.
3. (IC-3s)- Improved communications will be demonstrated through required websites for all teachers, Sapphire parent portal access k-12, increased use and access to BlackBoard Connect. Increased communications by 10% over the 2011-12 school year will be measured by web traffic, parent accounts, and hits to the various communication tools.
4. (AP-4s)- Cyber options will be expanded to include k-12 (with possible blended approaches piloted). Our goal is to retain all district students desiring a cyber-option and to re-enroll at least 4 students who have left SLSD for charter cyber schools. Teacher training will be provided to build capacity in order to eventually move to our own teacher delivery of on-line courses.
5. (AP-5s)- We will continue to promote global education- embedding global activities across content and expanding partnerships with other countries. Our goal is to sponsor a short-stay student exchange with at least one foreign country during the 2012-13 school year.
6. (AP/IC-6s)- Budget work will continue toward development of a balanced budget by the 2014-15 school year
7. (IC-7s)- All buildings and departments will complete Growth, Improvement, and Enhancement Plans for 2012-13 identifying goals, strategies and measurements for improvement that will be posted on the website by September 30. Quarterly monitoring and update on progress toward reaching goals will also be documented on the website.
8. (IC/AP-8s)- Plan and deliver a series of at least 8 'parent education' sessions open to parents all levels dealing with student success issues, course planning related to secondary and post-secondary goals, college admission processes and other topics of interest identified by parent groups.

**III. Strategic Plan Goals Linked to Needs and Goals/ Strategies**

- **Objective 1: ACADEMIC PROFICIENCY (AP)** As measured by the PSSA, PASA, Keystone exams, and/or District assessments students will be proficient in core subject areas leading the District to meeting Adequate Yearly Progress (AYP) each year for all students leading to successful academic transitions from elementary, to intermediate, middle level, high school, and post-secondary.

<i>Identified Need</i>	<i>Measurable Goal</i>	<i>Strategies/ Tasks/ Action Steps</i>	<i>Related Professional Development and other Resources /Support Required</i>	<i>How Will We Assess Implementation</i>	<i>Indicators/Evidence of Success</i>
<p>Teacher laptops were deployed in 2007. Since then laptop to student ratios district-wide have been maintained at 1:2. One-to-one laptop environments were explored in the summer of 2007 and the determination was made to provide more professional development for teachers before proceeding. Teachers and students have identified the difficulty in using laptops within the 40 min. HS class due to time lost for set-up and replacement and the need to share carts among teacher teams. With budget cuts and plans to reduce all budgets, a lease agreement to replace all laptops and expand the HS to a 1:1 was explored and found to be financially responsible.</p>	<p>A ubiquitous computing environment will be created at the high school with a plan for measuring value related to student academic performance including 21<sup>st</sup> century skills, and improved culture/climate. All teachers and administrators will work on committees to plan as a professional learning community for successful implementation.</p>	<ul style="list-style-type: none"> <li>➤ Teacher teams will be created for               <ul style="list-style-type: none"> <li>○ Logistics</li> <li>○ Teaching Strategies and Rubric creation for 21<sup>st</sup> century skills</li> <li>○ Data and measurements</li> <li>○ Electronic data and Web 2.0 management</li> </ul> </li> <li>➤ Committees will set goals and agree upon implementation strategies. All information will be recorded and posted to the high school website.</li> <li>➤ Baseline data will be collected from students, teachers and parents regarding current use and perceptions related to laptop use in school in September 2012.</li> <li>➤ Students will receive laptops in the fall of 2012.</li> <li>➤ Teachers will implement strategies that implement technology for a ubiquitous computing environment and will track progress.</li> <li>➤ Surveys will be repeated in May, 2013.</li> <li>➤ Summary Report of year-one results will be presented to the Board in June 2013.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Differentiated PD related to technology will be provided based upon individual teacher need.</li> <li>➤ All teachers will participate in PD from Michal Rettig regarding teaching strategies for student-centered classrooms and longer class times (coming in 2013).</li> </ul>	<ul style="list-style-type: none"> <li>➤ Formal and informal observations</li> <li>➤ Walk-Through observation data</li> <li>➤ Subject-area Department and committee meeting discussions</li> <li>➤ Teacher leadership team feedback to principals</li> <li>➤ Survey data-baseline and year-end</li> <li>➤ Student achievement data</li> </ul>	<ul style="list-style-type: none"> <li>➤ Monthly progress monitoring /feedback at faculty meetings</li> <li>➤ Increased sophistication in laptop usage data as observed and recorded</li> <li>➤ Growth shown over time as evidenced by technology use survey administered with consultant Rob Mancabelli (MIT) and CLIU.</li> <li>➤ Improved student achievement, motivation, and engagement as determined by student assessment data and survey</li> <li>➤ Improved climate/ culture as measured by survey data</li> </ul>

**III. Strategic Plan Goals Linked to Needs and Goals/Instructional Strategies**

- **Objective 2: HIGHLY QUALIFIED TEACHERS AND STAFF MEMBERS (HQ)** All teachers will be rated highly qualified as defined by NCLB: Each will hold at least a bachelor’s degree; hold a valid PA teaching certificate (not an emergency permit); and will demonstrate subject matter competency for the core content area they teach. All other staff will be rated highly qualified by holding appropriate credentials, skills, and annual ratings as proficient or above.

<i>Identified Need</i>	<i>Measurable Goal</i>	<i>Strategies/ Tasks/ Action Steps</i>	<i>Related Professional Development and other Resources /Support Required</i>	<i>How Will We Assess Implementation</i>	<i>Indicators/Evidence of Success</i>
<p>SLSD has used the Danielson clinical supervision model since 2004. Originally the plan was to evaluate all teachers every three years using this protocol and allow for differentiation (peer coaching, action research, group collaborations, etc.) on off years. Due to changes in staffing the plan to evaluate 1/3 of teachers each year has become out of sync and administrators are overwhelmed with paperwork on certain years. In 2011-12, a walk through pilot was implemented in some buildings. The walk-through is intended to add additional data on classroom behaviors for the observer. Only administrators that were involved were trained using that protocol.</p>	<p>During the 2012-13 school year, using the PA Dept. of Education Phase III implementation model and revised rubric and documents, all administrators and ½ teachers district-wide will be included in the year 1 phase-in and will complete required professional development. One-third will be rated on the newly adopted Evaluation Rubrics. Any deficiencies identified will require a written plan for improvement for 2013-14.</p>	<ul style="list-style-type: none"> <li>➤ Apply for the RTTT grant through the PDE eGrant portal to secure funding and participate in Phase III pilot for Educator Effectiveness Program.</li> <li>➤ Create a plan to phase in the new evaluation forms over the next 3 years; identify which teachers and administrators will participate in 2012-13 and what training will be required.</li> <li>➤ Communicate to everyone involved, including SLEA leadership.</li> <li>➤ Re-work the walk-through software to align with the Danielson model. Train all administrators on the walk-through and require its use for those involved in the pilot.</li> <li>➤ Organize required training and make necessary arrangements for awarding Act 48/45 credits.</li> <li>➤ Work with administrative team on implementation, timelines, reliability measures and completion of all grant requirements.</li> <li>➤ Evaluate the implementation and plan for any necessary improvements for 2013-14.</li> </ul>	<p>Central office and building administrators will participate in CLIU and online training including teacher evaluation, specialist evaluation, principal evaluation and rater reliability.</p> <p>Teachers involved will participate in online training on the Danielson model.</p> <p>Specialists involved will participate in the adapted Danielson model.</p>	<p>Data collected from formal and informal observations.</p> <p>Ongoing meetings and sharing on progress of principals and central office administrators.</p> <p>Teacher/administrator survey results.</p>	<p>Increased administrative mastery of observation/ supervision strategies as evidenced by all administrators attaining certification in the rater-reliability module.</p> <p>Successful completion of all Phase III requirements.</p> <p>Improved teacher effectiveness (over time) and evidenced by rubric scores. (Will need baseline data collected initially to show growth)</p> <p>90% Teacher and administrator success and satisfaction with process and plans for personal growth as scored on a perception survey for annual feedback.</p>

**III. Strategic Plan Goals Linked to Needs and Goals/Instructional Strategies**

- **Objective 3: IMPROVED INTERNAL AND EXTERNAL COMMUNICATIONS (IC)** Communications with stakeholders will increase 25% by 2014 as measured by web site traffic, use of our electronic communication alert system, and access to student information system /community portal.

<i>Identified Need</i>	<i>Measurable Goal</i>	<i>Strategies/ Tasks/ Action Steps</i>	<i>Related Professional Development and other Resources /Support Required</i>	<i>How Will We Assess Implementation</i>	<i>Indicators/Evidence of Success</i>
<p>The district has invested in electronic communication tools to increase information flow with our community. Anecdotal data suggests that some stakeholders feel they are uninformed on district news and initiatives, or cannot find information needed, despite recent efforts to increase communication.</p>	<p>During the 2012-13 school year, electronic communications will improve 10% overall, demonstrated and measured through:</p> <ul style="list-style-type: none"> <li>➤ required websites for <u>all teachers</u> that are reviewed and updated no less than biweekly,</li> <li>➤ increased use of Sapphire parent portal access from current (65%) to at least 80% of parents enrolled,</li> <li>➤ Increased use of BlackBoard Connect from current usage to at least 80% of parents enrolled. Increase building</li> </ul>	<ul style="list-style-type: none"> <li>➤ Mail a letter to all families informing them of the various communication tools available.</li> <li>➤ Launch the BlackBoard Connect parent portal that provides parents to update their information.</li> <li>➤ Launch the community portal for k-3 parents in mid-fall. Work with administrators and teacher teams to identify consistent information to be shared at grade levels.</li> <li>➤ Require all teachers to have and update websites. (Notice was sent in May informing teachers of this requirement)</li> <li>➤ Remind principals at all admin meetings to monitor teacher websites</li> <li>➤ Train secretaries in all departments on updating department websites. Completely overhaul Athletic page.</li> <li>➤ Principals monitor parent accounts at their building and work with PTA/PTG groups to enroll everyone.</li> <li>➤ Principals encourage teachers to direct parents and students to their websites and to monitor traffic.</li> <li>➤ Continue to push out information from all buildings and departments.</li> <li>➤ Identify building with less usage of Bb Connect and require greater usage.</li> </ul>	<p>Web site development</p> <p>Blackboard Connect training / refresher for administrators.</p> <p>Importance of communication for administrators.</p>	<ul style="list-style-type: none"> <li>➤ Monitor PD</li> <li>➤ Monitor web traffic</li> <li>➤ Monitor Bb usage</li> <li>➤ Monitor Teacher web updates</li> <li>➤ Send monthly reports to principals</li> </ul>	<ul style="list-style-type: none"> <li>➤ Overall 10 % increase in communications</li> <li>➤ Document through web reporting that all teachers are reviewing and updating websites at least bimonthly</li> <li>➤ Document through software reports that: <ul style="list-style-type: none"> <li>1.80% of Parents are enrolled in BbConnect and Sapphire;</li> <li>building usage of Bb Connect has increased by 10%; web traffic has increased by 10%</li> </ul> </li> </ul>



	<p>usage by 10% from 587 messages to 650 messages sent.</p> <p>➤ Increase annual web traffic by 10% from 235,321 to 258,853 users; from 5,294,676 to 5,824,144 page views; and from 21.87 to 24.057 pages per user visited.</p>				
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**III. Strategic Plan Goals Linked to Needs and Goals/Instructional Strategies**

- **Objective 4: ACADEMIC PROFICIENCY (AP)** As measured by the PSSA, PASA, Keystone exams, and/or District assessments students will be proficient in core subject areas leading the District to meeting Adequate Yearly Progress (AYP) each year for all students leading to successful academic transitions from elementary, to intermediate, middle level, high school, and post-secondary.

<i>Identified Need</i>	<i>Measurable Goal</i>	<i>Strategies/ Tasks/ Action Steps</i>	<i>Related Professional Development and other Resources /Support Required</i>	<i>How Will We Assess Implementation</i>	<i>Indicators/Evidence of Success</i>
<p>The district continues to see students enrolling in cyber options resulting in a loss of funds to the district. During the 2011-12 school year, we spent approximately \$800,000 to cyber charter schools, but were able to retain 11 students for a savings of approximately \$55,000.</p>	<p>During the 2012-13 school year, cyber options will be expanded to include k-12 (with possible blended approaches piloted). Our goal is to retain all district students desiring a cyber-option and to re-enroll at least 4 students who have left SLSD for charter cyber schools. Additionally, teacher training will be provided and our goal is to train at least 5 teachers during the Spring of 2013 to build capacity in order to eventually move to our own teacher delivery of on-line courses.</p>	<ul style="list-style-type: none"> <li>➤ Switch from VLN as vendor to CLIU eLearn21 to expand options to elementary.</li> <li>➤ Meet with CLIU staff to plan rollout - summer 2012.</li> <li>➤ Discuss plans with Ed. Committee in July 2012.</li> <li>➤ Call all current cyber parents by July. 2012 to recruit students back to SLSD.</li> <li>➤ Hold a parent meeting in July. 2012.</li> <li>➤ Plan all logistics by Aug 2012. Assign mentors at each level.</li> <li>➤ Launch new program Aug. 2012.</li> <li>➤ Monitor student and program progress throughout year.</li> <li>➤ Recruit any new cyber students to our program over cyber charter options.</li> <li>➤ Work with SLEA to plan training and future vision.</li> <li>➤ Provide teacher training from CLIU in Spring 2013- identifying a minimum of 5 teachers to participate</li> <li>➤ Plan for our teachers to teach courses and expand student options to (possibly) singletons beginning in 2013-14.</li> </ul>	<p>Mentor training at CLIU.</p> <p>Coordinator training at CLIU.</p> <p>Teacher training for online delivery at CLIU</p> <p>Faculty/ admin. training for vision of future delivery.</p>	<ul style="list-style-type: none"> <li>➤ Monitor and document training throughout year.</li> <li>➤ Monitor enrollments throughout year</li> </ul>	<ul style="list-style-type: none"> <li>➤ Retain all current students as our own cyber option</li> <li>➤ Return at least 4 cyber charter students to SLSD</li> <li>➤ Train at least 5 teachers on online teaching</li> </ul>

**III. Strategic Plan Goals Linked to Needs and Goals/Instructional Strategies**

- **Objective 5: ACADEMIC PROFICIENCY (AP)** As measured by the PSSA, PASA, Keystone exams, and/or District assessments students will be proficient in core subject areas leading the District to meeting Adequate Yearly Progress (AYP) each year for all students leading to successful academic transitions from elementary, to intermediate, middle level, high school, and post-secondary.

<i>Identified Need</i>	<i>Measurable Goal</i>	<i>Strategies/ Tasks/ Action Steps</i>	<i>Related Professional Development and other Resources /Support Required</i>	<i>How Will We Assess Implementation</i>	<i>Indicators/Evidence of Success</i>
<p>Given the lack of diversity among SLSD student population, global demographics, the current global economy, increase in global communications, and skills needed for 21<sup>st</sup> century career success, SLSD recognizes that we cannot ignore these changes. We have attempted to brine a heightened awareness of global changes to our school through professional development, virtual languages, guest foreign teachers, study abroad, exchange students, and interdisciplinary activities.</p>	<p>We will continue to promote global education-embedding global activities across content and expanding partnerships with other countries. Our goal is to sponsor a short-stay student exchange with at least one foreign country during the 2012-13 school year, to successfully host 3 foreign teachers, and to have each building plan at least one interdisciplinary large scale activity with a global focus.</p>	<ul style="list-style-type: none"> <li>➤ Publicize guest teacher program and recruit host families</li> <li>➤ Form a committee of parents, teachers, and administrators to better plan induction, transitions, involvement and success for foreign teachers.</li> <li>➤ Explore options for hosting students for a short term stay from at least one other country.</li> <li>➤ Work with curriculum department to embed global activities across content areas.</li> <li>➤ Sponsor another academy for teachers that focuses on global activities</li> <li>➤ Promote school wide interdisciplinary activity to principals.</li> </ul>	<p>Global awareness PaCIE conference BCIU Asian Collaborative conference</p>	<ul style="list-style-type: none"> <li>➤ Monitor and publicize activities</li> <li>➤ PR for foreign teachers</li> <li>➤ Monitor teacher acclimation and involvement at SLSD</li> </ul>	<ul style="list-style-type: none"> <li>➤ Document and publicize at least one global interdisciplinary activity in each building</li> <li>➤ At least 15 teachers /administrators participate in global PD.</li> <li>➤ Successful hosting of foreign students and teachers.</li> </ul>

**III. Strategic Plan Goals Linked to Needs and Goals/Instructional Strategies**

- **Objective 6: IMPROVED INTERNAL AND EXTERNAL COMMUNICATIONS (IC)** Communications with stakeholders will increase 25% by 2014 as measured by web site traffic, use of our electronic communication alert system, and access to student information system /community portal.

<i>Identified Need</i>	<i>Measurable Goal</i>	<i>Strategies/ Tasks/ Action Steps</i>	<i>Related Professional Development and other Resources /Support Required</i>	<i>How Will We Assess Implementation</i>	<i>Indicators/Evidence of Success</i>
<p>Given the current economic challenges, we continue to expend more than our revenue. As costs beyond our control continue to increase, we will need to continue to identify items for reduction,</p>	<p>Budget work will continue toward development of a balanced budget by the 2014-15 school year. During the 2012-13 school year, a budget will be developed that meets or exceeds identified Board targets.</p>	<ul style="list-style-type: none"> <li>➤ Create presentations for administrative and faculty meetings and parent groups that frame the current and projected economic conditions on the District in order to create a sense of urgency and ownership in staff members to become part of the solution.</li> <li>➤ Work with building and department leaders to identify additional cost savings measures.</li> <li>➤ Work with Budget and Finance committee to identify targets and potential savings.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Update stakeholders with budget reality presentations.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Progress monitoring with monthly budgetary updates between Business Director and Superintendent</li> <li>➤ Updates to Budget and Finance Committee members.</li> <li>➤ Feedback from stakeholders regarding presentations and understanding of the current budgetary reality.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Creation of a 2013-14 budget that meets or exceeds Board expectations/targets. (Targets to be approved by B&amp;F committee by this fall)</li> </ul>

**III. Strategic Plan Goals Linked to Needs and Goals/Instructional Strategies**

- **Objective 7: ACADEMIC PROFICIENCY (AP)** As measured by the PSSA, PASA, Keystone exams, and/or District assessments students will be proficient in core subject areas leading the District to meeting Adequate Yearly Progress (AYP) each year for all students leading to successful academic transitions from elementary, to intermediate, middle level, high school, and post-secondary.
- **IMPROVED INTERNAL AND EXTERNAL COMMUNICATIONS (IC)** Communications with stakeholders will increase 25% by 2014 as measured by web site traffic, use of our electronic communication alert system, and access to student information system /community portal.

<i>Identified Need</i>	<i>Measurable Goal</i>	<i>Strategies/ Tasks/ Action Steps</i>	<i>Related Professional Development and other Resources /Support Required</i>	<i>How Will We Assess Implementation</i>	<i>Indicators/Evidence of Success</i>
<p>In the summer of 2010 the administration adopted a template to create building and department plans leading to growth, improvement and enhancement of programs and procedures. All administrators have been trained on the process of data informed decision making and data plans. For the past 2 years, each administrator has worked with a team to develop an annual plan with the goal to make all plans public by posting them on the website beginning in 2012.</p>	<p>All buildings and departments will complete Growth, Improvement, and Enhancement Plans for 2012-13 identifying SMART goals, strategies and measurements for improvement that will be posted on the website by September 30. Quarterly monitoring and update on progress toward reaching goals will also be documented on the website.</p>	<ul style="list-style-type: none"> <li>• Update plan template with current requirements</li> <li>• Review plan creation and SMART goal construction during Retreat. Discuss quantitative and qualitative measures.</li> <li>• Provide time for teams to create plans with deadline for posting on each building or department website by Sept. 30.</li> <li>• Schedule quarterly reviews/progress monitoring to coincide with administrative meetings.</li> <li>• Update progress no less than quarterly.</li> <li>• Evaluate plans during annual reviews to determine if goals have been met.</li> </ul>	<p>Data informed decisions SMART goals</p>	<ul style="list-style-type: none"> <li>➤ Progress monitoring and reporting updates to the plan</li> <li>➤ Annual review of goal attainment</li> </ul>	<ul style="list-style-type: none"> <li>➤ All plans successfully posted on website by Sept. 30.</li> <li>➤ Quarterly updates and evidence of progress monitoring to plans posted on website by Dec.1; March; and June 1</li> <li>➤ Evidence and documentation of goal attainment.</li> </ul>

**III. Strategic Plan Goals Linked to Needs and Goals/Instructional Strategies**

- **Objective 8: IMPROVED INTERNAL AND EXTERNAL COMMUNICATIONS (IC)** Communications with stakeholders will increase 25% by 2014 as measured by web site traffic, use of our electronic communication alert system, and access to student information system /community portal.

<i>Identified Need</i>	<i>Measurable Goal</i>	<i>Strategies/ Tasks/ Action Steps</i>	<i>Related Professional Development and other Resources /Support Required</i>	<i>How Will We Assess Implementation</i>	<i>Indicators/Evidence of Success</i>
<p>Anecdotal data indicates that district parents seek additional information from the school in a variety of topics concerning preparing students for success in school and beyond. Many buildings plan and present parent education sessions that are poorly attended. If we coordinate efforts, identify a plan of topics to include and prepare a PR campaign to promote a parent ‘series’ we hope to have better attendance and better serve the needs of our parents.</p>	<p>Plan and deliver a series of at least 8 ‘parent education’ sessions open to parents all levels dealing with student success issues, course planning related to secondary and post-secondary goals, college admission processes and other topics of interest identified by parent groups with 85% of participants indicating their attendance was valuable.</p>	<ul style="list-style-type: none"> <li>➤ Identify possible topics with administrative team</li> <li>➤ Identify possible topics through parent groups and the Superintendent’s Communication Council.</li> <li>➤ Organize a team (counselors/ psychologists/ admin) to organize the plan to deliver and communicate it to district parents.</li> <li>➤ Conduct sessions</li> <li>➤ Collect feedback from parent participants through survey follow-up.</li> <li>➤ Evaluate effectiveness of series to determine if this is something to continue in subsequent years.</li> </ul>	<p>Website design  BlackBoard connect</p>	<ul style="list-style-type: none"> <li>➤ Survey feedback from parents after each session.</li> <li>➤ Check ins with the planning team</li> </ul>	<ul style="list-style-type: none"> <li>➤ Monitor attendance to create baseline data.</li> <li>➤ Minimum of 8 parent events.</li> <li>➤ Survey results that indicate 85% of participants felt the session provided value to them.</li> </ul>

**IV. Plan Development and Dissemination Process**

**How Individuals Beyond Team Members Were Involved in Developing Our Plan**

Goals identified are linked to our District Strategic Plan and Middle States Accreditation Goals. Many individuals- students, parents, teachers, business leaders, administrators, school board members- have served on a variety of committees and task force groups to develop District goals and initiatives. All goals have been shared with the District Administrative Team and administrators will develop their building and department goals for the 2012-13 school year to support these goals. Additionally, School Board officers were consulted in the development of these goals to ensure that our 2012-13 District focus addresses any concerns or initiatives they desire to be addressed.

**Methods Used to Communicate Our Plan**

This plan will be shared with all district administrators, School Board members, and staff members electronically or referenced in meetings. Additionally, the document will be posted on the school district website where updates toward progress in attaining the goals will be recorded quarterly throughout the school year.