

**Area 4: Parent - Community Involvement**

(X=Focus for identified year P=Progressing A=Achieved or Operational)

Goal 4.1: Use a variety of outlets to reach parents and patrons and expand opportunities for parental engagement

Strategy 4.1.1: Increase the number of communication outlets utilized by teachers, buildings, and the District.						
Action Steps		15-16	16-17	17-18	18-19	19-20
1	Track number of social media followers for District and building level	X				
2	Utilize monthly newsletters distributed through multiple media outlets by buildings	X				
3	Create websites that are relevant and user friendly and collect feedback using parent survey	X				
4	Track number of positive news stories from PR office	X				
Strategy 4.1.2: Increase parental and patron involvement in the schools and the District.						
Action Steps		15-16	16-17	17-18	18-19	19-20
1	Analyze parent involvement at the building-level, (i.e. PTA memberships, sign-in sheets, etc...)	X				
2	Identify reasons people do not attend school activities and put interventions in place to mitigate the barriers	X				
3	Actively recruit and retain volunteers by improving communication and training	X				
4	Offer outreach to families to improve their knowledge and use of community resources	X				
Strategy 4.1.3: Annually evaluate the effectiveness of building's home-school communication and District's home-school communication.						
Action Steps		15-16	16-17	17-18	18-19	19-20
1	Track number of social media followers for District and building level	X				
2	Track number of positive news stories from PR office	X				
3	Analyze parent involvement at the building-level, (i.e. PTA memberships, sign-in sheets, etc...)	X				
4	Survey parents regarding communication needs	X				

Goal 4.2: Ensure everyone is treated with courtesy and professionalism

Strategy 4.2.1: Improve customer service at all levels						
Action Steps		15-16	16-17	17-18	18-19	19-20
1	Conduct survey during Fall and Spring Parent/Teacher conferences	X				
2	Conduct customer service training of key staff	X				
Strategy 4.2.2: Improve the transition of new students and families						
Action Steps		15-16	16-17	17-18	18-19	19-20
1	Analyze how many students transfer to schools on average	X				
2	Develop a plan on how students and families will become acclimated to a new school	X				

Goal 4.3: Actively involve community partners

Strategy 4.3.1: Deepen community partnerships among diverse groups						
Action Steps		15-16	16-17	17-18	18-19	19-20
1	Analyze the number of partnerships through Career Academies	X				
2	Analyze involvement of stakeholders through LINC activities	X				
3	Administration will actively recruit community groups, organizations, and leaders to serve on committees as appropriate at the building and district level	X				
4	Create a system of recognition for community partners at the building and district level	X				