



**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   | X     | A     | A     | A     |       |
| 2   | Utilize monthly newsletters distributed through multiple media outlets by District                              | X     | A     | A     | A     |       |
| 3   | Create websites for District and each school that are relevant and user friendly                                | X     | P     | A     | A     |       |
| 4   | Track number of positive news stories from PR office  | X     | P     | A     | A     |       |
| 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     | P     | P     | A     |       |
| 2   | Identify reasons people do not attend school activities and put interventions in place to mitigate the barriers | X     | P     | P     | A     |       |
| 3   | Actively recruit and retain volunteers by improving communication and training                                  | X     | P     | P     | A     |       |
| 4   | Offer outreach to families to improve their knowledge and use of community resources                            | X     | A     | A     | A     |       |
| 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   | X     | A     | A     | A     |       |
| 2   | Track number of positive news stories from PR office  | X     | A     | A     | A     |       |
| 3   | Analyze parent involvement at the building-level, (i.e. PTA memberships, sign-in sheets, etc...)                | X     | P     | P     | A     |       |

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     | X     | X     | P     |       |
| 2   | Conduct customer service training of key staff                                     | A     | A     | A     | A     |       |
| 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                           | A     | A     | A     | A     |       |
| 2   | Develop a plan on how students and families will become acclimated to a new school | X     | X     | X     | P     |       |

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     | A     | A     | A     |       |
| 2  | Administration will actively recruit community groups, organizations, and leaders to serve on committees as appropriate at the building and district level | X     | A     | A     | A     |       |
| 3  | Create a system of recognition for community partners at the building and district level   | X     | A     | A     | A     |       |