



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 and community engagement

| Strategy 4.1.1: Improve and streamline communication to parents and community by teachers, buildings and the District. | | | | | | |
|--|---|-------|-------|-------|-------|-------|
| Action Steps | | 20-21 | 21-22 | 22-23 | 23-24 | 24-25 |
| 1 | Track and grow number of social media followers | A | A | | | |
| 2 | Survey buildings to understand their preferred parent communication methods (Seesaw/Dojo) as well as social media, e-newsletter, Peachjar and mass notification (School Messenger) and streamline communication methods based upon survey information | P | P | | | |
| 3 | Provide professional development for District and building administrators in proactive communication and recommended communication methods (Seesaw), including social media, e-newsletter, Peachjar and mass notification (School Messenger) | A | A | | | |
| 4 | Develop parent/community tool for ISD communication methods and share that, with information about School Messenger, Peachjar and social media. Educate parents on where to expect information regarding snow days, flyers, etc. | A | A | | | |
| Strategy 4.1.2: Increase parental and patron involvement in the schools and the district | | | | | | |
| Action Steps | | 20-21 | 21-22 | 22-23 | 23-24 | 24-25 |
| 1 | Track and grow parent involvement at the building level (report data in Scorecard process) | A | A | | | |
| 2 | Continue to actively recruit and retain parent and community partnerships | P | P | | | |
| 3 | Offer information and resources to families to improve their knowledge of District initiatives including developing and updating ISD at a Glance | P | P | | | |

Goal 4.2: Create and maintain a culture of strong relationships and professionalism

| Strategy 4.2.1: Deepen customer service at all levels | | | | | | |
|---|---|-------|-------|-------|-------|-------|
| Action Steps | | 20-21 | 21-22 | 22-23 | 23-24 | 24-25 |
| 1 | Offer and provide resources annually for front line staff | P | P | | | |
| 2 | Building leaders are trained and utilizing communication methods for customer service | A | A | | | |
| Strategy 4.2.2: Improve the transition of new students and families and those transitioning between ISD schools | | | | | | |
| 1 | Ensure each school has a process to welcome and engage new and transitioning students and families and a follow-up | X | P | | | |
| 2 | Ensure new students and families are welcomed and acclimated to the ISD through the Admissions Office and a follow-up | X | P | | | |

Goal 4.3: Actively engage community members and partners

| Strategy 4.3.1: Deepen community engagement through ISD Academies, AVID and Leader In Me | | | | | | |
|--|--|-------|-------|-------|-------|-------|
| Action Steps | | 20-21 | 21-22 | 22-23 | 23-24 | 24-25 |
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|---|--|---|---|--|--|--|
| 1 | Track and increase the number of partnerships through the ISD Academies | A | A | | | |
| 2 | Track and increase service learning opportunities and contacts available with community partners to support Leader In Me | P | P | | | |
| 3 | Track and increase college and community partnerships to support AVID | P | P | | | |
| 4 | Utilize ISD Foundation to track and communicate volunteer opportunities and celebrate volunteer participation | P | P | | | |
| 5 | Continue to highlight our pillar programs on social media, media and in newsletter and other communication channels | A | A | | | |