



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	P	X	P	
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	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	P	P	P	
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	P	P	P	

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	X	X	
2	Continue to actively recruit and retain parent and community partnerships	P	P	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	X	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	P	P	
2	Building leaders are trained and utilizing communication methods for customer service	A	P	P	P	

Strategy 4.2.2: Improve the transition of new students and families and those transitioning between ISD schools						
Action Steps		20-21	21-22	22-23	23-24	24-25
1	Ensure each school has a process to welcome and engage new and transitioning students and families and a follow-up	X	P	P	P	
2	Ensure new students and families are welcomed and acclimated to the ISD through the Admissions Office and a follow-up	X	P	P	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
1	Track and increase the number of partnerships through the ISD Academies	A	P	P	P	
2	Track and increase service learning opportunities and contacts available with community partners to support Leader In Me	P	P	P	P	
3	Track and increase college and community partnerships to support AVID	P	P	P	A	
4	Utilize ISD Foundation to track and communicate volunteer opportunities and celebrate volunteer participation	P	P	P	P	
5	Continue to highlight our pillar programs on social media, media and in newsletter and other communication channels	A	A	A	A	