

2020-2021 Strategic Entry Plan

Presented to the Board of Education September 2020

Strategic Objective	Measures	Initiatives
<p>1. Establish, Develop and Strengthen the Board of Education/Superintendent Relationship</p>	<ul style="list-style-type: none"> ● Strategic entry plan goals finalized and publicly shared ● Norms and expectations for meetings and the BOE/Superintendent working relationship codified in writing ● Minimum of two retreats held ● One on one interviews held 	<p>ENTRY PLAN GOALS: Review and confirm strategic entry plan goals for 2020-2021 school year</p> <p>GROUND RULES/NORMS: Identify and agree upon ground rules, norms, and procedures for meetings and BOE/Superintendent collaborative working relationship</p> <p>RETREATS: Conduct a series of work focused, relationship-building retreats to establish strong affiliation to the BOE/Superintendent partnership</p> <p>INDIVIDUAL INTERVIEWS: Conduct one on one Board member/Superintendent interview meetings with common questions</p> <p>ROLES/RESPONSIBILITIES: Define and establish appropriate roles and responsibilities of BOE/Superintendent working relationship</p> <p>COMMUNICATION PROCESSES: Discuss and agree upon communication processes to meet the needs of the Board, Superintendent and wider school community</p>

<p>2. Actively Gather Stakeholder Feedback</p>	<ul style="list-style-type: none"> ● Comprehensive list of stakeholders identified and list of questions publicly shared ● Interviews of all identified stakeholder groups conducted ● “Sense making” meetings held ● Deliver and publicly present written report 	<p>INTERVIEWS: Conduct interviews with a broad range of stakeholders to uncover: deeply held values, norms, and forces that account for individual and group performance and behavior</p> <p>PATTERN IDENTIFICATION: Determine patterns of key issues and tasks as identified by Board of Education members, central office administration, building administration, teachers, various support staff, parents, students, and key municipal and civic leaders/elected officials</p> <p>INTERVIEW</p> <p>PROCESSES/EXPECTATIONS: Develop a transparent process and schedule for 1-2 hour interviews with common questions, inquiries</p> <p>SENSE-MAKING MEETINGS: Conduct “sense-making” meetings and presentations, internally, and publicly, with a broad range of stakeholders, to develop consensus of system goals, challenges and actions to be taken</p> <p>WRITTEN REPORT: Provide written report illustrating cross-constituent views about system goals, challenges, and actions needed to raise performance to “next level” work.</p> <p>INFORM STRATEGIC PLAN: Formalize written report in order to serve as foundation of long-term strategic plan to be developed prior to the 2021-2022 school year which would include educational, cultural, and facility priorities</p>
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<p>3. Execute and Sustain Reopening Plan</p>	<ul style="list-style-type: none"> ● On time reopening ● Feedback/assessment tools implemented and progress publicly reported ● Ongoing feedback/assessment tools implemented , in conjunction with health data to determine sustained reopening model (i.e. fully open, hybrid, fully remote) 	<p>PROTOCOLS, PROCESSES: Develop and execute protocols and processes which address:</p> <ul style="list-style-type: none"> ● Infection control/Mitigating Measures ● Responsive instructional models based on distance programming, on-site schooling, or a hybrid ● Physical plant modifications (e.g. traffic flow, desk patterns, etc.) ● School building access and space ● Student and staff technology ● Student transportation ● Food service program ● Staff and student training ● Student activities ● Special education and intervention services <p>FEEDBACK LOOPS: Develop and use continuous improvement feedback loops to modify approaches as necessary across all identified areas</p> <p>DECISION TOOLS: Apply decision tools in conjunction with public health and medical professionals to inform actions during the school year related to the identified areas above</p>
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<p>4. Successfully Reopen Coleytown Middle School</p>	<ul style="list-style-type: none"> ● Transition plan to receive CMS developed and implemented ● Building based student transition plan developed and implemented 	<p>OFFICIALLY RECEIVE BUILDING: In conjunction with town planning authorities, develop and implement transition plan to receive CMS from the building committee</p> <p>STUDENT TRANSITION PLAN: In collaboration with building administration and faculty, develop and implement comprehensive plan for student transition for reentry into CMS (programming, scheduling, communication, etc.)</p>
<p>5. Expand and increase diversity, equity, and inclusion</p>	<ul style="list-style-type: none"> ● Equity study conducted and shared publicly ● Vision statement developed and included in district wide strategic plan (Anticipated Summer 2021) ● Informed PD and training delivered to parents and staff 	<p>EQUITY STUDY: Conduct an equity study with focus on:</p> <ul style="list-style-type: none"> ● access to programs ● areas of curricula, ● district policies ● professional development/training ● hiring and retention ● school culture <p>DEI VISION STATEMENT: In collaboration with wider school community, develop district-wide vision statement on diversity, equity, and inclusion in our schools</p> <p>PROFESSIONAL DEVELOPMENT: Based on Equity Study, identify and provide professional development for faculty and staff focused on increasing awareness of diversity, equity, and inclusion issues</p> <p>PARENT EDUCATION: Identify and provide parent education on issues of diversity, equity, and inclusion</p>

<p>6. Excel at Communication</p>	<ul style="list-style-type: none"> ● Comprehensive communications plan developed and shared publicly ● Website redesigned ● Social media presence established ● Web analytics identified and employed to establish initial benchmarks 	<p>COMMUNICATIONS PLAN DEVELOPMENT: Develop a communications plan that is</p> <ul style="list-style-type: none"> ● Timely and responsive to stakeholders, ● coordinated throughout ALL levels of the system (i.e. district level, individual schools, individual faculty and administrators, etc.) ● Efficient and consumable for the reader/viewer ● Accessible in a wide variety of outlets (i.e. website, social media, video, etc.) ● Consistent in delivering accurate/critical information and positive news about the school district <p>REFRESH DISTRICT WEBSITE:</p> <ul style="list-style-type: none"> ● Modernize website appearance by providing a digital “facelift” in order to improve ease of use and prioritization of communication messages ● Redesign functionality for ease of access to timely and critical information, as well as positive district news ● Optimize cross website functions and uses (i.e. district site and individual school sites) ● Establish, monitor and frequently update COVID-19 communications page ● Develop and implement district Q & A function <ul style="list-style-type: none"> ○ list of district FAQs, ○ responsive Q & A function illustrating chain of communication and
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system of question
submission/answer
delivery

SOCIAL MEDIA:

- Establish social media presence to match preferences of targeted audiences (e.g parents, community at large, etc.)
- Provide effective communication redundancy via social media for critical messages and positive district news

EMPLOY ANALYTICS:

- Identify and use web analytics to improve traffic flow, optimize timing and nature of messages, and establish feedback loops to continually improve methods and substance of communications