



HINSDALE TOWNSHIP
HIGH SCHOOL DISTRICT 86

Strategic Plan: Goal 4 Kickoff

OUR GOALS AND STRATEGIES

Goal One	Goal Two	Goal Three	Goal Four	Goal Five
Student Growth and Achievement	Learning Environment	Work Environment	Family and Community Connections	Resources
All students are engaged in a rigorous education resulting in college, career, and life readiness	The learning environment promotes student well-being	Systems promote staff engagement, collaboration, innovation, satisfaction, and accountability	Families and the community are engaged as valued partners in the education process	Financial, facility, and technological resources align with District goals strategies and core values
Key Performance Measures will be established for all goals and strategies to monitor and report progress.				
High Priority Strategies	High Priority Strategies	High Priority Strategies	High Priority Strategies	High Priority Strategies
<p>1. Course and instructional units include common critical competencies, aligned assessments between the two high schools, and multiple measures of success</p> <p>2. Students explore big ideas, leverage technology, make real-world connections, and use authentic ways to demonstrate their knowledge and interests</p> <p>3. Students use their individual data to shape decisions about career and life readiness</p>	<p>4. Optimize the school day and calendar to meet individual student needs and promote student well-being</p> <p>5. Students have opportunities for participating in school decisions, engagement, and responsibility for school outcomes</p> <p>6. Best practices improve student social and emotional skills, and reduce excessive stress</p>	<p>7. Staff have new opportunities for engagement and input into critical decisions that lead to improved collaboration, communication, professional development, and system coherence</p> <p>8. A meaningful data and information system improves goal setting, analysis, progress monitoring, and reporting of performance across all functions</p> <p>9. District 86 and sender K-8 districts collaborate to inform instruction and to develop a pathway linking elementary, middle, and high school experiences</p>	<p>10. Communication and collaboration with families and the community give them voice and opportunities for engagement and input and create new partnerships, all of which build trust and unity in the District 86 community</p> <p>11. Partnerships with the community enhance student vocational, career, and life readiness</p>	<p>12. Resources are equitably distributed to meet the needs of all students as well as achieve the mission, vision, goals and strategies of the strategic plan</p> <p>13. Facilities make both schools equitable and optimal for teaching and learning practices</p> <p>14. Infrastructure, accessibility, and safety deficiencies are addressed</p> <p>15. A sustainable maintenance and technological infrastructure plan is implemented</p>



Goal Four

Family and Community Connections

Families and the community are engaged as valued partners in the education process

High Priority Strategies

10. Communication and collaboration with families and the community give them voice and opportunities for engagement and input and create new partnerships, all of which build trust and unity in the District 86 community

11. Partnerships with the community enhance student vocational, career, and life readiness



Goal 4 Team Leaders

- Chris Jasculca, Director of Communications and Goal Champion
- Bill Walsh and Arwen Pokorny Lyp, Principals and Building Champions
- Lynn Hatzikostantis, Director of Student Activities (South)
- Dan Jones, Athletic Director (Central)
- Deb Kedrowski, Administrative Chief of Staff
- Tina Kinsey, Department Chair for the Transition Center; Co-Leader for Strategy 11
- Chris Koutavas, Communications Coordinator
- Patrick Maag, Art and Music Department Chair; Leader for Strategy 10
- John Madden, Department Chair for Career and Technology Education; Co-Leader for Strategy 11
- Kelly Owens, Social Studies Teacher and ELL Coordinator
- Sally Phillip, Director of Student Activities (Central)



Key Performance Indicators (KPIs) for 19-20 School Year

- Work this year is focused primarily on establishing expectations for communication; collecting baseline data we can use in subsequent years to help measure the effectiveness of our efforts and aid the implementation of our strategies (no real industry standards for data, so focus will be on district trends)
- KPIs for this year include:
 - Constant Contact – Average open rate and average number of clicks for First Look, Board Briefs and Updates from 86
 - Facebook – Lifetime post reach (number of people who had a post enter their screen), lifetime post impressions (number of times a post entered a person's screen) and lifetime engaged users (number of unique people who engaged in certain ways with a post – e.g., commenting on, liking, sharing or clicking)
 - Twitter – Visits (number of times users visited your profile page), impressions (number of times users saw a tweet on Twitter) and engagements (total number of times a user interacts with a tweet) for Twitter



Areas of Focus/Emphasis for 2019-20

- Introduction of new or changes/updates to existing communication tools or resources; start to create new norms in terms of frequency and content
 - Updates from 86 weekly email – sent to all D86 students, staff and parents/guardians, as well as nearly 1,000 community members (non-D86 families), feeder superintendents and local media
 - More detailed Board Briefs – expanded explanation of items discussed during board meetings; inclusion of links to additional information
 - Two print newsletters – being sent to all taxpayers in January and June/July
 - Website – currently cleaning up outdated content across the district’s family of sites
 - Social media – expand the use of Facebook and Twitter to highlight the positive things that are happening across the district
- Begin to shift the amount of time spent on positive/proactive communication versus reactive communication
- Research communication strategies and resources that are being effectively used by other school districts; explore how they might improve/enhance how we communicate in D86



Areas of Focus/Emphasis for 2019-20 Continued

- Assess/analyze the baseline data we collect to determine if modifications need to be made to the way we communicate with key internal and external stakeholders (e.g., day and time update emails are sent, amount of content included in our messages, greater use of images or visuals in social media posts, etc.)
- Begin to develop short- and long-term action plans for strategies 10 and 11; identify ways to get building staff involved in the work on both strategies
 - Examples of possible ideas for strategy 11 include: getting a baseline of our current community partnerships for career training/job shadowing so we can identify ways to build on our successes and increase opportunities; determining the number of community vocational resources we currently utilize to support students with career/trade acquisition/training post high school and seek to expand these resources



86Forward

HINSDALE TOWNSHIP HIGH SCHOOL DISTRICT

Defining excellence.