

Wilson School District #7
5 Year Strategic and Tactical Plan 2021-2026

Strategic Plan

Statement of Issue:
Why?

Wilson School District strives to build strong relationships with students, families, and the community

Statement of Goal:
What?

Build strong relationships with students, families, and the community to increase trust, shared responsibility

Innovation Area

Family and Community Engagement

Date to be Completed:

Ongoing

Responsible Party:

Family and Community Engagement Committee

Tactical Plan of Action

Objectives –Sub Goals <i>What?</i>	Critical Work Activities CWA <i>How?</i>	Responsible Person(s) <i>Who?</i>	Human Resource/ Physical Resource Required	FTE / Materials - Estimated Cost	Start (S) Completion Date <i>When?</i>	Evidence of Accomplishment
<p><u>Communication</u></p> <p>Goal 1: Wilson School District will foster effective and transparent communication in a timely manner.</p> <p>Goal 2: Develop a communication plan.</p>	<ol style="list-style-type: none"> 1. Letters, updates to websites, and other platforms same day of an occurrence 2. Monthly Community Forums, both live and WebEx 3. Monthly District Newsletter 4. Secure a platform that will consolidate the various communication platforms. (Twitter, Instagram, Facebook) 5. Scheduled social media posting to provide consistency 6. Weekly updates to families by principals 7. Paper Flyers 8. Final Site 	<p>Technology Supervisor</p> <p>Media Specialist</p> <p>Coordinator for Community Relations</p> <p>Superintendent Admin Assistant</p> <p>Human Resource</p> <p>Principals</p>		<p>Smore \$150 annually</p> <p>Robly- No cost to district</p> <p>Final Site</p>	<p>August 2022 and ongoing</p> <p>August 2022 and ongoing</p> <p>Fiscal Year updates</p> <p>Weekly/Monthly updates</p> <p>Communication plan completed – March 2022</p> <p>Robly 2023-2024 Fiscal Year</p>	<p>Using an effective survey during Parent/Teacher Conferences to ask how satisfied individuals are with communication.</p> <p>Increase in views, visits to all social media platforms, review yearly.</p> <p>Board approved Communication Plan – March 2022.</p>

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<p>Marketing</p> <p>Goal 1: Develop and implement a community relationship and communication plan.</p> <p>Goal 2: Produce a marketing plan to increase and maintain student enrollment.</p> <p>Goal 3 – Enhance teacher recruitment and retention marketing plan.</p>	<p>1. Wilson School District will use every available resource to gain “buy-in” from and within the community by such means as:</p> <ul style="list-style-type: none"> • E-mail • Websites • Newsletters • Speeches • Social Media • PowerPoint Presentations • Mass Media/Niche Media • Marquee • Tours • Smore • Robly • QR Codes • Billboards • Magazines • Movie Theaters • Mailers • Door to Door flyers <p>2. Wilson School District will enhance the website as follows:</p> <ul style="list-style-type: none"> • Professional Photos • Staff Biography • Staff Group Photo • Photo Waiver Form • Newsletter Link • Facebook link 	<p>Media Specialist</p> <p>Superintendent Admin Assistant</p> <p>Technology Supervisor</p> <p>Coordinator for Community Relations</p> <p>Principals</p> <p>School Resource Officer</p>	<p>Sup. Admin Technology Supervisor Media Specialist Coordinator for Community Relations Principals</p>	<p>Smore \$150 annually</p> <p>Marketing Budget \$10,000</p> <p>Social Media</p>	<p>August 2022 and ongoing</p> <p>August 2022 and ongoing</p> <p>Fiscal Year updates</p> <p>Marquee Weekly Updates</p> <p>Marquee training completed May 2023</p> <p>Tour Process by Summer 2023</p> <p>Completed Communication Plan Spring 2022</p> <p>Security barriers completed Summer 2023</p>	<p>Increase in student enrollment each school year and retention rate</p> <p>Increase in new staff and retention of current staff</p> <p>Increase in new partnerships</p> <p>Communication plan approved by the board – March 2022</p>

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	<ul style="list-style-type: none"> • YouTube Link • User friendly • Implement online registration and forms for parents, students, and staff. (Infinite Campus) 3. Create communication plan 4. Security barrier at Elementary office <ul style="list-style-type: none"> • Safety Doors 					
<p><u>Partnerships</u></p> <p>Goal 1: Expand, collaborate and maintain partnerships with surrounding businesses and organizations to support growth and expansion.</p> <p>Goal 2: Acknowledgements of partnerships throughout the community.</p>	1. Give tours of the school to businesses and organizations to showcase what Wilson has to offer. Implement the tour process. 2. Give shout outs on all our social media platforms and newsletters 3. Banners to show appreciation for any donor 4. Celebration event at end of year for all stakeholders. 5. Create levels of sponsorships based on contribution. 6. Maintain sponsorship for all classrooms for holiday program.	Superintendent Principals Coordinator for Community Relations Assistant Principals Principals Secretaries Human Resource Technology Supervisor Media Specialist PTO Wilson Foundation	Human Resource to provide Wilson swag/gift bags Banners	Banner paper \$500 Wilson swag/gift bags not to exceed \$1,000	August 2022 and ongoing August 2022 and ongoing Tour process Summer 2023 Monthly Shoutouts to Staff and students Celebration for stakeholders July 2023- annually	Participation from different organizations in school/community events Continued support from established partners Yearly updated to board Cabinet notice as needed

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		Wilson Coalition				
<p><u>Community Center</u></p> <p>Goal 1: Provide Sustainability through research of programming and funding.</p> <p>Goal 2: Meet the needs of all members of the community by promoting social equity.</p>	<p>1. Searching and applying for any grants and available funding to help sustain the programs and center.</p> <p>2.Establish relationships with organizations that offer free or reduced programs/workshops/classes</p> <p>3.Having the resources available to all that seek assistance at the community center</p> <p>4.Being active both in-school events and outside events</p>	<p>Grants Coordinator</p> <p>Community Center Liaison</p> <p>Coordinator for Community Relations</p> <p>Superintendent</p> <p>McKinney Vento Liaison</p> <p>Technology Supervisor</p> <p>Media Specialist</p>	<p>Paper for flyers</p> <p>Tablecloths</p>	<p>Marketing Budget \$10,000</p>	<p>August 2022 and ongoing</p> <p>August 2022 and ongoing</p>	<p>Grants and funding being allocated to the community center</p> <p>Increase participation from all members of the community through sign-in sheets, virtual attendance and in-person meetings.</p>

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<p>Family Engagement</p> <p>Goal 1: Increase opportunities for multi-cultural events.</p> <p>Goal 2: Increase volunteer opportunities throughout the year.</p> <p>Goal 3: Revise Volunteer Process.</p>	<p>1. Create a calendar of events that include:</p> <ul style="list-style-type: none"> • PTO • Community Forums • Board Meetings • Family Culture Nights? (CG) • Parent/Teacher Conferences • Festivals <p>2. Review and train on current volunteer process.</p> <p>3. Recognizing families, students and community members for their outstanding participation within the community</p> <p>4. Increase translating of documents/meetings to all Wilson family languages.</p> <ul style="list-style-type: none"> • All home languages spoken • Final Site • Language Identify 	<p>Community Center Liaison</p> <p>Coordinator for Community Relations</p> <p>Human Resource</p> <p>Principals</p>	<p>Human Resource to provide Wilson swag/gift bags</p> <p>Paper for flyers</p> <p>PTO to provide gift items</p> <p>App or weblink for volunteer registration</p> <p>Students-anyone needing to volunteer</p>	<p>Translation services cost – from \$150-\$450 and hour</p>	<p>August 2022 and ongoing</p> <p>August 2022 and ongoing</p> <p>Volunteer process Summer 2023</p>	<p>Volunteerism increases through sign-in sheets, virtual attendance and in-person.</p> <p>Revised volunteer process brought forth to Cabinet members and the community.</p>
<p>Education/Programs</p> <p>Goal 1: Empowering families and the community with opportunities to learn and grow.</p>	<p>1. Provide new classes/workshops that supplement the needs of the community through surveys.</p> <p>2. Working in collaboration with the Maricopa Community Colleges and Universities to offer higher education to students, staff and the community.</p>	<p>Community Center Liaison</p> <p>Coordinator for Community Relations</p> <p>Grants Coordinator</p>	<p>Superintendent</p> <p>Community Center Liaison</p> <p>Coordinator for Community Relations</p> <p>Technology Supervisor</p>	<p>Marketing Budget \$10,000</p> <p>Tuition waiver/reduced cost</p>	<p>August 2022 and ongoing</p> <p>August 2023 and ongoing</p> <p>July 2011 and</p>	<p>Personal and professional growth increases through certification of classes/workshops</p> <p>Graduation rate increase</p>

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<p>Goal 2: Provide opportunities/supports for attaining a higher education for students and staff.</p>	<p>3. Maintain a yearly budget for programs. 4. Partner with community organizations to provide adult learning opportunities. 5. Educate parents and students regarding scholarship opportunities administered by Wilson and outside organizations. 6. Work with Phoenix Union High School District (Union, High School, and Private School Districts) in ensuring more students apply for scholarship opportunities.</p>	<p>Budget Accounting Specialist Superintendent Technology Supervisor Media Specialist Human Resource</p>	<p>Media Specialist Director of Curriculum & Instruction Grants Coordinator Human Resource Budget Accounting Specialist</p>		<p>ongoing adult learning opportunities August 2000 and ongoing scholarship opportunity for former students</p>	<p>Yearly budget approved by the board Increase in former Wilson students applying/attending college.</p>
<p>Wellness</p> <p>Goal 1: Promote a healthy and safe environment by incorporating health and wellness resources and classes.</p> <p>Goal 2: Provide and maintain safety awareness.</p>	<p>1. Provide the students, staff and community with access to physical activities such as:</p> <ul style="list-style-type: none"> • Yoga • Zumba • Walking Club • SWET • Girls on the Run • Sports • Block Watch Grant- Open Playground/Open Library • Healthy cooking <p>2. Maintain classes/workshops that enhance the knowledge and growth of the community through:</p>	<p>Superintendent Community Center Liaison Coordinator for Community Relations Principals School Resource officer Community</p>	<p>Provide incentives for participation in certain programs/classes</p>	<p>Block Watch Grant</p>	<p>August 2022 and ongoing August 2022 and ongoing Wellness Committee June 2022 and yearly</p>	<p>Show the increase of participation from all members of the community through sign-in sheets, virtual attendance and in-person meetings Survey of before and after and how the class/workshop has helped. Wellness Policy approved by Board June 2022.</p>

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	<ul style="list-style-type: none"> • Coffee with a Cop • School Resource Officer • Nutrition & garden • Staff training on programs • Community Action Officer • Forums • Coffee with the Superintendent/Principals <p>3. Create a wellness committee assigned by the Superintendent.</p>	<p>Action Officer</p> <p>Wilson Coalition</p> <p>Technology Supervisor</p> <p>Media Specialist</p> <p>Southwest Food Service Site Manager</p> <p>Wilson School District Food Service Clerk</p> <p>Business Director</p>				