

**Canutillo Independent School District**  
**Bill Childress Elementary School**  
**2022-2023 Goals/Performance Objectives/Strategies**



# Mission Statement

To provide high quality educational opportunities that will inspire all students to acquire and use the knowledge and skills needed to become leaders and productive citizens in a culturally diverse and technologically sophisticated world.

## Vision

Bill Childress Elementary will provide a quality and rigorous education that will enhance the diverse talents and needs of our population. Every child will be challenged to set productive goals for the future and will be given the opportunity to achieve those goals in our ever-changing technological society.

## Canutillo Ethics

Student Centered Focus

Trustworthiness in Stewardship

Commitment to Service

Equity in Attitude

Honor in Conduct

Integrity of Character

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



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# Goals

**Goal 1:** DISTRICT OPERATIONS WILL MEET CANUTILLO ISD NEEDS TO OPTIMIZE A FUNCTIONAL, SECURED AND ENGAGING LEARNING ENVIRONMENT.

**Performance Objective 1:** By June 2023, campus will systematically monitor the surveillance security system, alarm access control, emergency application, and Anonymous Alerts on a daily basis.









**Evaluation Data Sources:** A list of priorities and inventory of possible Surveillance Security System













Strategy 1 Details	Reviews			
<p><b>Strategy 1:</b> Campus administration will utilize the various systems (campus surveillance , Annonymous Alerts) to support campus safety.</p> <p><b>Strategy's Expected Result/Impact:</b> Campus safety.</p> <p><b>Staff Responsible for Monitoring:</b> Campus administration</p>	Formative			Summative
	Nov	Jan	Mar	June
	N/A			
Strategy 2 Details	Reviews			
<p><b>Strategy 2:</b> By June 2023, campus will purchase upgrades to ensure cleanliness of the building including vacuumns, scrubbers and custodial supplies.</p> <p><b>Strategy's Expected Result/Impact:</b> Improved cleanliness of the building</p> <p><b>Staff Responsible for Monitoring:</b> Administration &amp; Head Custodian.</p>	Formative			Summative
	Nov	Jan	Mar	June
	N/A	N/A	N/A	
<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  No Progress         </div> <div style="text-align: center;">  Accomplished         </div> <div style="text-align: center;">  Continue/Modify         </div> <div style="text-align: center;">  Discontinue         </div> </div>				

**Goal 1:** DISTRICT OPERATIONS WILL MEET CANUTILLO ISD NEEDS TO OPTIMIZE A FUNCTIONAL, SECURED AND ENGAGING LEARNING ENVIRONMENT.

**Performance Objective 2:** By May 2023, BCE will increase positive discipline strategies (PBIS) to foster a positive school climate and decrease the number of referrals by 3% during the 22-23 school year.

**Evaluation Data Sources:** discipline data

Strategy 1 Details	Reviews			
<p><b>Strategy 1:</b> Campus monthly SEL themes (kindness, respect, courage etc) will be utilized to recognize when students were caught doing something good. Students will receive a certificate from Character Strong. A Nomination form will be used to track student recognition.</p> <p><b>Strategy's Expected Result/Impact:</b> Positive climate for students; decrease student referrals</p> <p><b>Staff Responsible for Monitoring:</b> Counselor</p> <p><b>TEA Priorities:</b> Improve low-performing schools</p> <p>- <b>ESF Levers:</b> Lever 1: Strong School Leadership and Planning, Lever 3: Positive School Culture</p>	Formative			Summative
	Nov	Jan	Mar	June
				
Strategy 2 Details	Reviews			
<p><b>Strategy 2:</b> Student of the Month will be implemented by the PBIS team. Students will be recognized by their classroom teacher for demonstrating SEL strands (respect, courage, kindness).</p> <p><b>Strategy's Expected Result/Impact:</b> Increase in positive school climate</p> <p><b>Staff Responsible for Monitoring:</b> Counselor</p> <p><b>TEA Priorities:</b> Improve low-performing schools</p> <p>- <b>ESF Levers:</b> Lever 1: Strong School Leadership and Planning</p>	Formative			Summative
	Nov	Jan	Mar	June
				

Strategy 3 Details	Reviews			
<p><b>Strategy 3:</b> PBIS matrix will be posted throughout the school building to model expectations.</p> <p><b>Strategy's Expected Result/Impact:</b> Positive school climate;</p> <p><b>Staff Responsible for Monitoring:</b> Counselor, PBIS team</p> <p><b>TEA Priorities:</b>            Improve low-performing schools            - <b>ESF Levers:</b>            Lever 3: Positive School Culture</p>	<b>Formative</b>			<b>Summative</b>
	<b>Nov</b>	<b>Jan</b>	<b>Mar</b>	<b>June</b>
				
Strategy 4 Details	Reviews			
<p><b>Strategy 4:</b> PBIS Rewards</p> <p><b>Strategy's Expected Result/Impact:</b> Decrease office Referrals. Increase attendance. Schoolwide token economy.</p> <p><b>Staff Responsible for Monitoring:</b> Principal. AP, PBIS Coach</p> <p><b>TEA Priorities:</b>            Improve low-performing schools            - <b>ESF Levers:</b>            Lever 3: Positive School Culture</p>	<b>Formative</b>			<b>Summative</b>
	<b>Nov</b>	<b>Jan</b>	<b>Mar</b>	<b>June</b>
				
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**Goal 2: CANUTILLO ISD STUDENTS WILL SHOW ANNUAL MEASURABLE GROWTH IN ALL SUBJECT AREAS.**

**Performance Objective 1:** By Spring 2023, 3rd, 4th, and 5th grade students will increase their overall achievement scores from 74% approaches to 80%, 33% meets to 38%, and 15% masters to 20%. This includes Special Education increase overall achievement scores in STAAR from 31% approaches to 45%, 9% meets to 50%, and 0% to 20% masters and ELL students in the Dual Language Program passing all STAAR assessments from 75% to 77%.

Overall Domains will increase as follows:

D1: Student Achievement from 74% to 80%

School Progress from 96% to 100%




D2A: Academic Growth from 96% to 100%







D2B - Relative Performance from 80% to 83%

D3 - Closing the Gaps from 86% to 90%

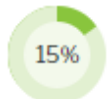






**HB3 Goal**

**Evaluation Data Sources:** STAAR DATA

Strategy 1 Details	Reviews			
<p><b>Strategy 1:</b> All English Language Learners (EB) will effectively use ELPS and Sheltered Instructions Strategies. Data will be reviewed and analyzed throughout the year to standards. Training in ELPS and La Cosecha will be used to increase teacher efficacy with Emergent Bilinguals.</p> <p><b>Strategy's Expected Result/Impact:</b> increase TELPAS proficiency levels and meet STAAR performance. Increased student achievement for ELL's and an increase in self esteem. increase performance and close the gap.</p> <p><b>Staff Responsible for Monitoring:</b> Teachers, Instructional Coach, Administrative Team.</p> <p>- <b>TEA Priorities:</b> Build a foundation of reading and math, Improve low-performing schools</p> <p>- <b>ESF Levers:</b> Lever 5: Effective Instruction</p> <p><b>Funding Sources:</b> Professional Learning Communities Institute - 211-Title I-Part A - \$709</p>	Formative			Summative
	Nov	Jan	Mar	June
	N/A			

Strategy 2 Details	Reviews			
<p><b>Strategy 2:</b> Provide effective instruction through small group instruction to increase student academic performance. Teachers will use programs such as Stem Scopes, I-Ready, Reading A to Z, to provide high dosage tutoring to students. Materials will be used to provide small group instruction. These materials will included whiteboards, sentence strips, magnetic letters, markers, clear sleeves, dice, stickies, whisper phones, color overlays, binders, index cards, highlighters &amp; copy paper. Tutoring and planning time to analyze data and plan will also be included.</p> <p><b>Strategy's Expected Result/Impact:</b> Increase student performance, close achievement gaps, students closer to reading at grade level as measured on a monthly basis.</p> <p><b>Staff Responsible for Monitoring:</b> Teachers, IC, Admin Team</p> <p><b>TEA Priorities:</b> Build a foundation of reading and math</p> <p><b>- ESF Levers:</b> Lever 5: Effective Instruction</p> <p><b>Funding Sources:</b> Small Group Instruction - 185-State Compensatory Education - \$1,732.44, AT RISK personnel - 185-State Compensatory Education - \$139,409, I Ready Curriculum &amp; Associates - 185-State Compensatory Education - \$7,774, STEM Scopes - 211-Title I-Part A - \$4,430</p>	Formative			Summative
	Nov	Jan	Mar	June
	N/A			
Strategy 3 Details	Reviews			
<p><b>Strategy 3:</b> Teachers will implemented blending learning in the classrooms using ipads, student devices and Interactive Display Boards.</p> <p><b>Strategy's Expected Result/Impact:</b> Increase student engagement and learning. Students will be more motivated in their classrooms to help close learning gaps.</p> <p><b>Staff Responsible for Monitoring:</b> Librarian, Instructional Coach, Administration</p> <p><b>ESF Levers:</b> Lever 4: High-Quality Instructional Materials and Assessments, Lever 5: Effective Instruction</p> <p><b>Problem Statements:</b> Student Learning 4</p> <p><b>Funding Sources:</b> Interactive white/flat panel - 185-State Compensatory Education - \$4,002, Small group instruction items - 185-State Compensatory Education - \$1,732.44, Reading A-Z - 211-Title I-Part A - \$4,236, ELB - technology equipment - 211-Title I-Part A - \$37,944</p>	Formative			Summative
	Nov	Jan	Mar	June
	N/A			



Strategy 4 Details	Reviews			
<p><b>Strategy 4:</b> Girls that Code Club, UIL 7 Kids Excel to support student achievement and college readiness. After school &amp; during the day enrichment to support student achievement.</p> <p><b>Strategy's Expected Result/Impact:</b> Increase in the amount of Meets and Masters for students in grades 4/5. Increase in enrichment opportunities for students after school.</p> <p><b>Staff Responsible for Monitoring:</b> Principal, AP, Librarian, Instructional Coach</p> <p><b>TEA Priorities:</b> Connect high school to career and college, Improve low-performing schools</p> <p><b>- ESF Levers:</b> Lever 3: Positive School Culture</p> <p><b>Problem Statements:</b> Demographics 1 - Student Learning 4</p>	Formative			Summative
	Nov	Jan	Mar	June
	N/A			
<div style="display: flex; justify-content: space-around; align-items: center;"> <span> No Progress</span> <span> Accomplished</span> <span> Continue/Modify</span> <span> Discontinue</span> </div>				

**Performance Objective 1 Problem Statements:**













Demographics
<p><b>Problem Statement 1:</b> Students in all grade levels are failing below the district average on multiple assessments including I-Station, STAAR. <b>Root Cause:</b> We need to continue to strengthen our Tier one instruction because students are still experiencing learning loss.</p>
Student Learning
<p><b>Problem Statement 4:</b> Our classrooms need more technology equipment such as Interactive boards, devices to support blended classrooms. <b>Root Cause:</b> We lack the technology &amp; training available on campus to support blended learning in the classrooms.</p>

**Goal 2: CANUTILLO ISD STUDENTS WILL SHOW ANNUAL MEASURABLE GROWTH IN ALL SUBJECT AREAS.**

**Performance Objective 2:** By June 2023, 100% of PK-2 students will meet reading of year expectations (fluency, accuracy, comprehension).

**HB3 Goal**













**Evaluation Data Sources:** I-station, running records, guided reading binders, TPRI/TEJAS Lee

Strategy 1 Details	Reviews			
<p><b>Strategy 1:</b> By June 2023, a culture of foundational reading (as identified in TEA's learning acceleration) will be established on the campus. Additional support will be provided to support guided reading to include utilizing a resource THE NEXT STEP In GUIDED READING. Various strategies will be utilized from the book to support reading instruction. Teachers will using Reading A to Z guided reading books to support differentiated instruction. Additional books for library use will be purchased to generate student interest.</p> <p><b>Strategy's Expected Result/Impact:</b> During observations and walkthroughs, centers will be well stocked with activities, classrooms will display anchor charts, etc.</p> <p><b>Staff Responsible for Monitoring:</b> Instructional Coach, Assistant Principal, reading specialist.</p> <p>- <b>TEA Priorities:</b> Build a foundation of reading and math</p> <p><b>Funding Sources:</b> Resources for Guided Reading - 185-State Compensatory Education - \$2,180.81, El Paso Office Product - items for small group instruction - 185-State Compensatory Education - \$713.60, Supplies for small instruction - 185-State Compensatory Education - \$2,180.81, Amazon - materials for small group instruction - 185-State Compensatory Education - \$713.10, Amazon - items for small group instruction - 185-State Compensatory Education - \$735.94</p>	Formative			Summative
	Nov	Jan	Mar	June
				
Strategy 2 Details	Reviews			
<p><b>Strategy 2:</b> Various programs to support student achievement and close student gaps such as IReady, Stem Scopes, Progress Learning will be utilized. These programs will be used to improve Tier one instruction as well as small group instruction.</p> <p><b>Strategy's Expected Result/Impact:</b> Increase Student Performance; Improvement in Tier One instruction.</p> <p><b>Staff Responsible for Monitoring:</b> Teachers, IC, Admin. Team</p> <p><b>TEA Priorities:</b> Build a foundation of reading and math</p> <p>- <b>ESF Levers:</b> Lever 5: Effective Instruction</p>	Formative			Summative
	Nov	Jan	Mar	June
				
<p>  No Progress                           Accomplished                           Continue/Modify                           Discontinue                 </p>				

**Goal 2: CANUTILLO ISD STUDENTS WILL SHOW ANNUAL MEASURABLE GROWTH IN ALL SUBJECT AREAS.**

**Performance Objective 3:** By June 2023, all instructional staff will be trained in Professional Learning Communities. Campus staff will be trained during the year to include the PLC institute. Follow up training will be ongoing.

**Evaluation Data Sources:** PLC meetings, sign in sheets, Guiding Coalition meetings









Strategy 1 Details	Reviews			
<p><b>Strategy 1:</b> A campus guiding coalition will be created to support the principles of PLC. The team will include campus administration, teachers and members of the leadership team. Members will attend ongoing training to include but not limited to TALAS conference, AU conference and other additional regional trainings to support student achievement.</p> <p><b>Strategy's Expected Result/Impact:</b> Increase of student achievement,  <b>Staff Responsible for Monitoring:</b> Campus administration, leadership team</p> <p><b>TEA Priorities:</b>                      Build a foundation of reading and math, Improve low-performing schools                      - <b>ESF Levers:</b>                      Lever 1: Strong School Leadership and Planning, Lever 3: Positive School Culture, Lever 5: Effective Instruction</p>	Formative			Summative
	Nov	Jan	Mar	June
	 20%	 20%	 35%	 100%
Strategy 2 Details	Reviews			
<p><b>Strategy 2:</b> 90 minute weekly PLC meetings will be implemented to support in depth planning and data analysis.</p> <p><b>Staff Responsible for Monitoring:</b> Campus administration , Instructional leadership team,</p> <p><b>TEA Priorities:</b>                      Build a foundation of reading and math, Improve low-performing schools                      - <b>ESF Levers:</b>                      Lever 1: Strong School Leadership and Planning, Lever 3: Positive School Culture, Lever 5: Effective Instruction</p>	Formative			Summative
	Nov	Jan	Mar	June
	 20%	 20%	 45%	 100%
<p style="text-align: center;">  No Progress                           Accomplished                           Continue/Modify                           Discontinue                 </p>				

**Goal 2: CANUTILLO ISD STUDENTS WILL SHOW ANNUAL MEASURABLE GROWTH IN ALL SUBJECT AREAS.**

**Performance Objective 4:** By June 2022, campus attendance will increase to 98% in all grade levels.

**HB3 Goal**

**Evaluation Data Sources:** Attendance reports

Strategy 1 Details	Reviews			
<p><b>Strategy 1:</b> Incentives to improve student attendance (tardies, absences) will be implemented starting 2nd 9 Weeks. System will be implemented to progress monitor chronic absences.</p> <p><b>Strategy's Expected Result/Impact:</b> Increase student attendance</p> <p><b>Staff Responsible for Monitoring:</b> Principal, AP, Attendance clerk, attendance committee</p>	Formative			Summative
	Nov	Jan	Mar	June
				
<p style="text-align: center;">  No Progress                   Accomplished                   Continue/Modify                   Discontinue           </p>				

**Goal 2: CANUTILLO ISD STUDENTS WILL SHOW ANNUAL MEASURABLE GROWTH IN ALL SUBJECT AREAS.**



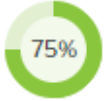





**Performance Objective 5:** By Spring 2023, 100% of all students will show growth in all content areas.

**Evaluation Data Sources:** TEA accountability reports, I-Station reports, PLC meetings, data review meetings

Strategy 1 Details	Reviews			
<p><b>Strategy 1:</b> Teachers will implement a student class tracker to monitor student progress in the area of reading for PK-2. 3-5 teachers will focus on tested subject areas.</p> <p><b>TEA Priorities:</b> Improve low-performing schools <b>- ESF Levers:</b> Lever 1: Strong School Leadership and Planning</p>	Formative			Summative
	Nov	Jan	Mar	June
Strategy 2 Details	Reviews			
<p><b>Strategy 2:</b> Campus Goal setting dates will be implemented to have students and staff goal set.</p> <p><b>Strategy's Expected Result/Impact:</b> Increased student achievement; <b>Staff Responsible for Monitoring:</b> Counselor, Principal, AP, Instructional Coach</p>	Formative			Summative
	Nov	Jan	Mar	June
<p>  No Progress                 Accomplished                 Continue/Modify                 Discontinue         </p>				

**Goal 3:** CANUTILLO ISD STAFF AND STUDENTS WILL BE HIGHLY EFFECTIVE AND BE WELL SUPPORTED TO INCREASE TEACHER AND STUDENT PERFORMANCE.

**Performance Objective 1:** By Spring 2023, all students will explore and be exposed to college, career, and military pathways and post secondary opportunities .

Strategy 1 Details	Reviews			
<b>Strategy 1:</b> College Week Celebration to include teachers adopting a college of their choice and having students research it and create a presentation. The week-long celebration may include dresse-up days, lessons on "school path" , including the choices they have for higher education. (colleges/military etc.).	Formative			Summative
	Nov	Jan	Mar	June
				
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**Goal 3:** CANUTILLO ISD STAFF AND STUDENTS WILL BE HIGHLY EFFECTIVE AND BE WELL SUPPORTED TO INCREASE TEACHER AND STUDENT PERFORMANCE.

**Performance Objective 2:** By June 2023, BCE will provide professional development opportunities on social emotional learning. Character Strong will be our school SEL program for 22-23. Bi-monthly lessons will be conducted by counselor. Classroom teachers will implement the SEL program during the day.









**Evaluation Data Sources:** Guidance lesson, classroom walkthroughs

Strategy 1 Details	Reviews			
<p><b>Strategy 1:</b> To support social emotional learning, Character Strong will be utilized to support students.</p> <p><b>Strategy's Expected Result/Impact:</b> SEL awareness; positive school culture;  <b>Staff Responsible for Monitoring:</b> Counselor, campus administration</p> <p><b>TEA Priorities:</b>                      Recruit, support, retain teachers and principals, Improve low-performing schools                      - <b>ESF Levers:</b>                      Lever 1: Strong School Leadership and Planning, Lever 3: Positive School Culture</p>	Formative			Summative
	Nov	Jan	Mar	June
Strategy 2 Details	Reviews			
<p><b>Strategy 2:</b> SEL connections will be implemented for a home school connection to include an after school club. Monthly letters to parents will sent out by the school counselor and included in the parent update.</p>	Formative			Summative
	Nov	Jan	Mar	June
<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> No Progress</div> <div style="text-align: center;"> Accomplished</div> <div style="text-align: center;"> Continue/Modify</div> <div style="text-align: center;"> Discontinue</div> </div>				

**Goal 4:** CANUTILLO ISD FAMILIES WILL BE ENGAGED IN A MEANINGFUL PARENT PARTNERSHIP LINKED TO THEIR CHILD'S EDUCATION.

**Performance Objective 1:** By June 2023, BCE will increase parent participation to expand parent engagement opportunities through monthly parental classes and trainings directly connected to increasing student achievement. Hospitality will be provided such as muffins, juice, coffee, waters, granola bars and other light snacks.

**Evaluation Data Sources:** Flyer, Sign -In, Calendar of events.

Strategy 1 Details	Reviews			
<p><b>Strategy 1:</b> Parent Liaison will help parents and students in need of assistance through training, home visits, school supplies, information, uniforms, etc. Create partnerships with organizations that assist our students throughout year.</p> <p><b>Strategy's Expected Result/Impact:</b> Help and assistance for our struggling parents. Parents will be attracted to the school and begin serving either as a volunteer or as a member of the PTO.</p> <p><b>Staff Responsible for Monitoring:</b> Parent Liaison Administration</p> <p><b>Funding Sources:</b> Liaison personnel - 211-Title I-Part A - \$33,298</p>	Formative			Summative
	Nov	Jan	Mar	June
	 5%	 15%	 25%	 100%
<p style="text-align: center;">  No Progress                 Accomplished                 Continue/Modify                 Discontinue         </p>				



**Goal 4: CANUTILLO ISD FAMILIES WILL BE ENGAGED IN A MEANINGFUL PARENT PARTNERSHIP LINKED TO THEIR CHILD'S EDUCATION.**

**Performance Objective 2:** By May 2023, Bill Childress will increase parent engagement and parent leadership through active participation in decision making (ie. Language Proficiency Assesment Committee (LPAC), Campus Improvement Committee (CIC), Parent advisory groups, Positive Behavior Interventions and support Committee









**Evaluation Data Sources:** Parent Liaison records of parent volunteers as approved by the district. Meetings addressing the initiation efforts of a PTO.

Strategy 1 Details	Reviews			
<p><b>Strategy 1:</b> Various sessions to increase student achivement, inform parents with various updates/support will be offered. Campus events such as CIC, Parent Engagement Policy and School- Parent Compact, PAC meetings, Coffee with the Principal, etc. will be offered.</p> <p><b>Strategy's Expected Result/Impact:</b> Increased parent participation at events with sign in sheets and survey responses.</p> <p><b>Staff Responsible for Monitoring:</b> Principal, Assistant Principal, Parent Liaison, Counselor, Classroom teachers</p> <p>- <b>Additional Targeted Support Strategy</b></p>	<b>Formative</b>			<b>Summative</b>
	<b>Nov</b>	<b>Jan</b>	<b>Mar</b>	<b>June</b>
Strategy 2 Details	Reviews			
<p><b>Strategy 2:</b> Visit families in their homes, to support and inform parents of available services such as community closet, parent university, technology at school, etc.</p> <p><b>Strategy's Expected Result/Impact:</b> Increase parent knowledge and engagement in the area of school policy.</p> <p><b>Staff Responsible for Monitoring:</b> Principal, Assistant Principal, Parent Liaison, Counselor</p>	<b>Formative</b>			<b>Summative</b>
	<b>Nov</b>	<b>Jan</b>	<b>Mar</b>	<b>June</b>
Strategy 3 Details	Reviews			
<p><b>Strategy 3:</b> Provide refreshments, hospitality, for parent and school, community meetings/events, training, and workshops.</p> <p><b>Strategy's Expected Result/Impact:</b> Increase understanding, knowledge and engagement in the area of school policy.</p> <p><b>Staff Responsible for Monitoring:</b> Principal, Assistant Principal, Counselor and Parent Liaison.</p> <p><b>Funding Sources:</b> parent snacks for meetings and trainings - 211-Title I-Part A</p>	<b>Formative</b>			<b>Summative</b>
	<b>Nov</b>	<b>Jan</b>	<b>Mar</b>	<b>June</b>
<p>  No Progress                 Accomplished                 Continue/Modify                 Discontinue         </p>				

**Goal 5: CANUTILLO ISD WILL CONVEY AND SHARE A POSITIVE IMAGE AND CULTURE.**

**Performance Objective 1:** By May 2023, Bill Childress will collaborate and continue building Community Outreach Partnerships to include but not limited to UTEP as a partnership in education, Vinton Town Council, Food Banks at least twice a semester.





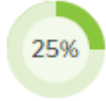



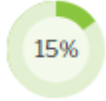







**Evaluation Data Sources:** Parent Calendar, newsletter, flyers, sign in sheets

Strategy 1 Details	Reviews			
<p><b>Strategy 1:</b> Bill Childress Elementary school personnel will support community projects by participating in a minimum of 2 events (such as the River clean-up, and the health fair) through student groups such as MD-FS, Student Council, and Safety Patrol.</p> <p><b>Strategy's Expected Result/Impact:</b> Increase representation in the community</p> <p><b>Staff Responsible for Monitoring:</b> Principal, Teachers,</p>	Formative			Summative
	Nov	Jan	Mar	June
				
<p style="text-align: center;">  No Progress                   Accomplished                   Continue/Modify                   Discontinue           </p>				

**Goal 5: CANUTILLO ISD WILL CONVEY AND SHARE A POSITIVE IMAGE AND CULTURE.**

**Performance Objective 2:** By May 2023, BCE will maintain campus website with current and relevant information for all internal and external CISD stakeholders and design a promotional campaign to highlight the campus educational programs and achievements on a monthly basis.

**Evaluation Data Sources:** Campus Website, pamphlets, Twitter Posts, Facebook posts

Strategy 1 Details	Reviews			
<p><b>Strategy 1:</b> Acknowledgement positive achievement of students and staff.  <b>Strategy's Expected Result/Impact:</b> Positive culture.  <b>Staff Responsible for Monitoring:</b> Administration, Counselor</p>	Formative			Summative
	Nov	Jan	Mar	June
				
Strategy 2 Details	Reviews			
<p><b>Strategy 2:</b> Offer more activities in the school, invite parents to attend events that will be offered in the morning and in the evening such Winter Gala Dance and Friendship Dance, Father-Daughter Mother-Son Dance.  <b>Strategy's Expected Result/Impact:</b> Positive Culture and a sense of belonging and welcoming environment.  <b>Staff Responsible for Monitoring:</b> Administration.</p>	Formative			Summative
	Nov	Jan	Mar	June
				
Strategy 3 Details	Reviews			
<p><b>Strategy 3:</b> Provide resources and opportunities for FUND RAISING Activities through various committees for students, staff and community incentives.  <b>Strategy's Expected Result/Impact:</b> Finance Approval of Fund Raisers and indicated with purpose. Close with Recaps.  <b>Staff Responsible for Monitoring:</b> Administration</p>	Formative			Summative
	Nov	Jan	Mar	June
				
<p>  No Progress                       Accomplished                       Continue/Modify                       Discontinue             </p>				

**Goal 5:** CANUTILLO ISD WILL CONVEY AND SHARE A POSITIVE IMAGE AND CULTURE.

**Performance Objective 3:** By May 2023, BCE will increase its positive image through the use of social media (Twitter, Facebook and Instagram) by 3% annually.

**Evaluation Data Sources:** Facebook posts, twitter posts,