

2018-2023

# STRATEGIC PLAN



ON THE WINDS OF SUCCESS

# MISSION STATEMENT

The mission of the Gulfport School District is to inspire each student to become a problem solver, lifelong learner, and productive member of society.

---

# BELIEF STATEMENTS

## **We believe that...**

- All people are responsible for the choices they make.
- Family is the most powerful influence on children and society.
- All people can learn but at different rates and in different ways.
- Self-worth and self-respect are essential to self-fulfillment.
- High expectations yield higher achievement.
- There is a basic worth in every individual.
- Education provides access to unlimited opportunities.
- Learning is a life long process.



---

# STRATEGIC RESULTS

## By 2023...

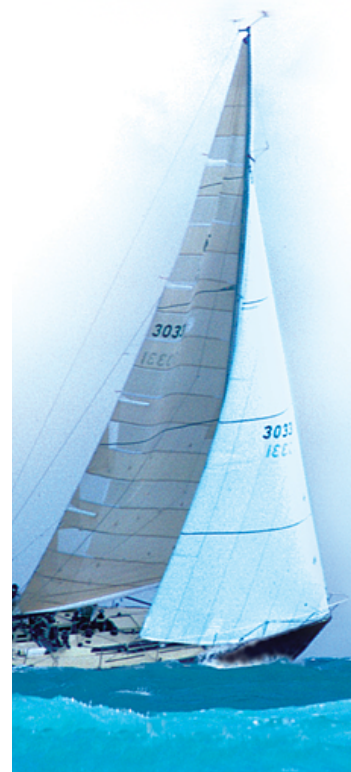
- All students will be pursuing their goals of further education, vocational training, military engagement, or other chosen endeavor within one year of leaving high school.
- All students will actively and continuously choose to set and achieve their goals.
- All students will systematically solve problems in their school and personal lives and accept responsibilities for their choices.
- All students will meet or exceed the academic requirements of the local, state, and federal accountability standards.

---

# STRATEGIES

## We will...

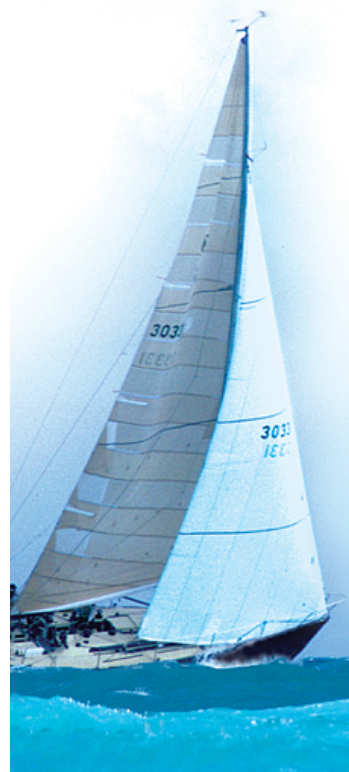
- Develop ongoing funding and budgeting processes to achieve our Strategic Results.
- Develop, through families, community agencies and child-centered facilities, trust, acceptance, and continued support of and a contribution to our Strategic Results and Mission.
- Hire, inspire, and retain personnel, including leaders at all levels that exemplify the skills, attitudes, and behaviors necessary to achieve our Strategic Results.
- Implement any changes in our organizational structure, which may be necessary to achieve our Strategic Results.



# STRATEGIC DELIMITERS

## **We will not:**

- Allow or accept any new program or initiative that is:
  - Not consistent with or does not contribute to our Mission
  - Not accompanied by the means to assess its effectiveness
- Recruit, employ, or retain staff unless they embrace our belief statements and work toward the achievement of our Mission.





---

# COMMITTEE 1

The Gulfport School District  
will provide an opportunity  
of choice for Pre-K.



**“The Gulfport School District will provide an opportunity of choice for Pre-K.”**

**Strategy 1:** Fund and develop a Pre-K program in the Gulfport School District

**Strategic Result:** The Gulfport School District will implement a Pre-K program with pilot classes at various sites.

**Goal Statement:** By 2023, the Gulfport School District will implement a Pre-K program to prepare 100% of our enrolled students for kindergarten success by the end of the school term.

Action Steps	Timeline	Cost	Person(s) Responsible
Acquisition of Title I or other funding sources to cover expenses: <ul style="list-style-type: none"> <li>● \$55,000 - director/other salary</li> <li>● \$17,900 benefits for director/other</li> <li>● \$38,025 per teacher (2) based on GSD pay scale for a teacher with 5 years of experience</li> <li>● \$14,000 benefits per teacher (2)</li> <li>● \$13,381 per assistant (2)</li> <li>● \$7,855 benefits per assistant</li> <li>● \$12,000 per class to furnish and set up each classroom</li> <li>● \$4,000 per class for consumables and curriculum, \$8,000 per class for technology</li> </ul>	2018-2023 *Pending available funding sources	Approximately \$267,422	<ul style="list-style-type: none"> <li>● Personnel Department</li> <li>● Finance Department</li> <li>● Federal Programs Coordinator</li> </ul>

<p>Select a Design Team to:</p> <ul style="list-style-type: none"> <li>● Create a district standard operating procedure for a full-day Pre-K program (based on MDE Pre-K guidelines)</li> <li>● Select research-based curriculum</li> <li>● Select state approved Pre-K assessments (MKAS Pre-K)</li> <li>● Create enrollment selection process</li> <li>● Create a parent/community program evaluation form</li> </ul>	2018-2020	No Cost	<p>Design Team to be selected by the Superintendent and Director of Instructional Programs.</p> <p>The Design Team will be made up of:</p> <ul style="list-style-type: none"> <li>● Teachers with early childhood education experience</li> <li>● Other educators</li> <li>● Community stakeholders</li> <li>● Administrators from participating pilot schools</li> <li>● Federal Programs Coordinator</li> </ul>
<p>Explore and research options for student transportation.</p>	2018-2020	No Cost	<ul style="list-style-type: none"> <li>● Design Team</li> <li>● Superintendent</li> <li>● Transportation Manager</li> </ul>
<p>Establish a pilot program and collect data to track the growth of the students and determine effectiveness of the program:</p> <ul style="list-style-type: none"> <li>● MKAS2</li> <li>● Skill checklists</li> <li>● Pre-assessments and post-assessments</li> <li>● Parental/community evaluation of the program</li> </ul>	Summer 2021	Approximately \$267,422	<ul style="list-style-type: none"> <li>● Director of Instructional Programs</li> <li>● Pre-K Director</li> <li>● Principals</li> <li>● Certified Teachers</li> </ul>

<p>After establishment of pilot program, reassess the program needs after the first year including:</p> <ul style="list-style-type: none"> <li>● Transportation</li> <li>● Clerical staff</li> <li>● Curriculum</li> <li>● Any additional expenses</li> </ul>	2021-2022	No Cost	<ul style="list-style-type: none"> <li>● Director of Instructional Programs</li> <li>● Pre-K Director</li> <li>● Principals</li> <li>● Certified Teachers</li> <li>● Federal Programs Coordinator</li> <li>● Transportation Manager</li> </ul>
<p>Expand site-based Pre-K to all Gulfport School District schools over the 5-year period to possibly include multiple classes at each eligible elementary school.</p>	2022-2023	\$100,000 per classroom	<ul style="list-style-type: none"> <li>● Superintendent</li> <li>● Pre-K Director</li> <li>● Principals</li> <li>● Federal Programs Coordinator</li> </ul>



---

## COMMITTEE 2

The Gulfport School District  
will recruit, develop, and  
retain high-quality teachers.



**“The Gulfport School District will recruit, develop, and retain high-quality teachers.”**

**Strategy 1:** Recruit High-Quality Teachers

**Strategic Result:** All certified teaching positions will be filled by high-quality teachers.

**Goal Statement:** By 2023, the Gulfport School District will be viewed as the district of choice for high-quality teacher candidates.

Action Steps	Timeline	Cost	Person(s) Responsible
<p>Increase visibility at local, state, and regional job fairs to promote the Gulfport School District:</p> <ul style="list-style-type: none"> <li>● Assemble teams of administrators, teachers, and central office personnel to recruit high-quality teachers.</li> <li>● Utilize technology to showcase the benefits of working for the Gulfport School District and collect information on prospective employees.</li> </ul>	<p>2018-2023</p> <p>2018-2023</p>	<p>Travel, lodging, substitute teacher pay</p> <p>Technology, promotional items, display materials</p>	<p>Personnel Department</p> <p>Personnel Department</p>
<p>Consider establishing a committee of administrators, teachers, and central office personnel to virtually recruit high-quality teachers through online job fairs.</p>	<p>2018-2023</p>	<p>Advertising cost, technology cost</p>	<p>Personnel Department</p>
<p>Establish partnerships with universities to make connections with high-quality teacher candidates.</p> <ul style="list-style-type: none"> <li>● Schedule visits with teacher education programs at regional universities to promote the Gulfport School District both in person and online.</li> <li>● Invite high-quality teacher candidates to</li> </ul>	<p>2018-2023</p> <p>2018-2023</p>	<p>Travel and lodging</p> <p>Promotional items</p>	<p>Personnel Department</p> <p>Personnel Department</p>

<p>Gulfport to showcase the benefits of working for the Gulfport School District. Provide hospitality to highly recommended prospects by providing lunch and touring the community for possible living arrangements, etc.</p> <ul style="list-style-type: none"> <li>● Focus on recruiting teacher candidates from the Mississippi Excellence in Teaching Program (METP) and Teacher Assistant Program (TAP).</li> </ul>	2018-2023	Promotional items	Personnel Department
<p>Explore the possibility of growing and investing in the Teacher Academy program to recruit high-quality teachers.</p> <ul style="list-style-type: none"> <li>● Develop a Teacher Academy club at the middle schools.</li> <li>● Consider establishing a signing bonus to reward Teacher Academy alumni who become teacher assistants with at least four years of experience in the Gulfport School District and remain in the district as certified teachers.</li> <li>● Consider establishing a loan forgiveness program to reward Teacher Academy alumni for returning to the district as a certified novice teacher for three consecutive years with consideration of teacher evaluations.</li> </ul>	<p>Fall 2018</p> <p>Summer 2019</p> <p>Summer 2022</p>	<p>No Cost</p> <p>To Be Determined</p> <p>To Be Determined</p>	<ul style="list-style-type: none"> <li>● Teacher Academy Instructor</li> <li>● Administrators</li> </ul> <p>Finance Department</p> <p>Finance Department</p>

**“The Gulfport School District will recruit, develop, and retain high-quality teachers.”**

**Strategy 2:** Develop High-Quality Teachers

**Strategic Result:** The Gulfport School District will have resources and incentives in place to promote high-quality development for all teachers.

**Goal Statement:** By 2023, the Gulfport School District will provide high-quality professional development to increase student achievement.

Action Steps	Timeline	Cost	Persons(s) Responsible
Develop a district-wide professional development website to include the following: <ul style="list-style-type: none"> <li>● video bank of GSD teachers modeling best practices</li> <li>● video bank of professional development videos</li> <li>● resources (e.g. model lesson plans, links, activities, articles)</li> <li>● collaborative platforms (e.g. blogs, video conference, book club, feedback)</li> </ul>	2018-2023	Technology Cost (audio/video equipment)	<ul style="list-style-type: none"> <li>● Director of Instructional Programs</li> <li>● Technology Support Services</li> </ul>
Explore the possibility of establishing a graduate school tuition assistance program for Gulfport School District teachers with a stipulation to work in the Gulfport School District for 5 consecutive years upon earning a graduate level degree.	Summer 2022	To Be Determined	<ul style="list-style-type: none"> <li>● Personnel Department</li> <li>● Finance Department</li> </ul>

Continue providing National Board-Certified Teacher financial assistance to first-time candidates as previously established.	2018-2023	Continuation of Funding	Finance Department
Establish co-teaching partnerships between novice teachers and high-quality veteran mentors or retired teachers.	Fall 2018	Stipend/Hourly Pay	<ul style="list-style-type: none"> <li>● Personnel Department</li> <li>● Finance Department</li> </ul>

**“The Gulfport School District will recruit, develop, and retain high- quality teachers.”**

**Strategy 3:** Retain High-Quality Teachers

**Strategic Result:** The Gulfport School District will increase the retention rate of high-quality teachers.

**Goal Statement:** By 2023, The Gulfport School District will have incentives in place to retain high-quality teachers.

Action Steps	Timeline	Cost	Person(s) Responsible
Develop a committee at each school site to improve or maintain a positive school climate.	Fall 2018	No Cost	Site-level Administrators
Establish and promote partnerships with local businesses to provide discounts and/or incentives for Gulfport School District teachers.	Ongoing	No Cost	Community Relations Coordinator
Explore the possibility of providing childcare for all teachers. <ul style="list-style-type: none"> <li>● Complimentary or discounted after-school care</li> <li>● Low cost day care</li> </ul>	Fall 2018  To be determined	To Be Determined  To Be Determined	Finance Department  Finance Department



---

## COMMITTEE 3

The Gulfport School District will explore and provide options for the social and cultural development for all students.



**“The Gulfport School District will explore and provide options for the social and cultural development of all students.”**

**Strategy 1:** Bridge the gap between community and campus with Hispanic and African American customers

**Strategic Result:** The Gulfport School District will provide district staff and parents/stakeholders with structured opportunities to support education.

**Goal Statement:** By 2023, Gulfport School District students will achieve greater results academically and will thrive socially.

Action Steps	Timeline	Cost	Person(s) Responsible
<p>Plan and implement growth opportunities for district staff.</p> <ul style="list-style-type: none"> <li>● Provide introductory training for all district staff on the cultural and social awareness of our customers.               <ul style="list-style-type: none"> <li>● Where do our customers come from?</li> <li>● What obstacles do they face?</li> </ul> </li> <li>● Promote cultural and social awareness in our schools through the re-introduction of Ruby Payne.</li> </ul>	<p>Fall 2018 Essential Pieces</p> <p>2018-2023</p>	<p>\$3,000-\$5,000 (Cost of trainer/training for Essential Pieces)</p> <p>\$5,000-\$7,000 (Materials)</p>	<p>Director of Instructional Programs</p> <ul style="list-style-type: none"> <li>● Federal Programs Coordinator</li> <li>● Director of Instructional Programs</li> <li>● Administrators and/or designees</li> </ul>

**“The Gulfport School District will explore and provide options for the social and cultural development of all students.”**

**Strategy 2:** Bridge the gap between community and campus with Hispanic/English-Learner customers

**Strategic Result:** Provide district staff and parents/stakeholders with structured opportunities to support education.

**Goal Statement:** Students will achieve greater results academically and will thrive socially.

<b>Action Steps</b>	<b>Timeline</b>	<b>Cost</b>	<b>Person(s) Responsible</b>
Survey English-Learner students/parents to identify problem areas and use information to plan professional development across the disciplines.	Fall 2018	No Cost	<ul style="list-style-type: none"><li>● Administrators</li><li>● Teachers</li></ul>

**The Gulfport School District will explore and provide options for the social and cultural development of all students.”**

**Strategy 3:** Continue current work with men of color at each school site, with more defined focus areas

**Strategic Result:** The Gulfport School District will provide district staff and parents/stakeholders with structured opportunities to support education.

**Goal Statement:** By 2023, Gulfport School District students will achieve greater results academically and will thrive socially.

Action Steps	Timeline	Cost	Person(s) Responsible
Continue current work with men of color at each school site: <ul style="list-style-type: none"> <li>● Identify team leaders at each site to monitor student progress (grades, discipline, attendance, etc.)</li> <li>● Conduct staff development and professional development for team leaders and administrators</li> <li>● Identify incoming students, being familiar with backgrounds and areas of concern</li> <li>● Recruit mentors-targeting businessmen in the community.</li> </ul>	2018-2023	\$2,000-\$3,000 (Training and professional development)	<ul style="list-style-type: none"> <li>● Administrators</li> <li>● Community Relations Coordinator</li> </ul>

**“The Gulfport School District will explore and provide options for the social and cultural development of all students.”**

**Strategy 4:** Implement foreign language instruction in the early years (elementary schools)

**Strategic Result:** The Gulfport School District will provide exposure of foreign language and cultures from abroad to all students.

**Goal Statement:** By 2023, Gulfport School District students will achieve greater results academically and will thrive socially.

Action Steps	Timeline	Cost	Person(s) Responsible
Conduct extensive research on benefits to decide what offerings would work best for Gulfport students through student/parent surveys at the elementary level.	2018-2019	\$3,000-\$5,000 (Out-of-district site visits and/or professional development)	Director of Instructional Programs
If viable after conducting research, implement foreign language instruction in all elementary schools.	2019-2020	\$250,000-\$300,000	<ul style="list-style-type: none"> <li>● Personnel Department</li> <li>● Director of Instructional Programs</li> <li>● Administrators</li> </ul>

## COMMITTEE 4

The Gulfport School District will provide a broader range of educational and extracurricular opportunities for all students.





**“The Gulfport School District will provide a broader range of educational and extracurricular opportunities for all students.”**

**Strategy 1:** Add Spanish and/or other languages to Gulfport School District middle schools as an elective offering.

**Strategic Result:** The Gulfport School District will add Spanish and/or other languages as elective offerings that will allow students to earn high-school credits in middle school. This will give students more room for electives in high school and will also allow students to reach Advanced Placement Spanish and/or other Advanced Placement language courses.

**Goal Statement:** By 2023, the Gulfport School District will offer Spanish and/or other languages as an elective in each middle school.

Action Steps	Timeline	Cost	Person(s) Responsible
Middle Schools will offer Spanish I and/or other languages to 7 <sup>th</sup> and 8 <sup>th</sup> graders as an elective option.	2018-2020	\$150,000 (teacher salaries)	<ul style="list-style-type: none"><li>• Administrators</li><li>• Director of Instructional Programs</li></ul>

**“The Gulfport School District will provide a broader range of educational and extracurricular opportunities for all students.”**

**Strategy 2:** Create a high-school mentor program for K-8<sup>th</sup> grade students

**Strategic Result:** This will help with K-8<sup>th</sup> grade students who are struggling academically and/or behaviorally.

**Goal Statement:** By 2023, the Gulfport School District will improve student attendance, behavior, and grades through the implementation of a district-wide mentor program.

Action Steps	Timeline	Cost	Person(s) Responsible
High-school students will travel to K-8 <sup>th</sup> grade schools to mentor students who the administration believes would benefit from a mentor program.	2018-2020	Transportation Cost	<ul style="list-style-type: none"><li>● Administrators</li><li>● Gulfport High School Club Sponsors</li><li>● Gulfport High School Coaches</li></ul>

**“The Gulfport School District will provide a broader range of educational and extracurricular opportunities for all students.”**

**Strategy 3:** Improve access to information on available programs offered at Gulfport High School such as: the Academic Institutes, the Middle College program, internships, and Dual Credit and Advanced Placement courses

**Strategic Result:** Gulfport High School improve stakeholder support and student involvement through increased publicity of available programs.

**Goal Statements:** By 2023, the Gulfport School District will promote academic and career-orientated information on the available programs offered at Gulfport High School.

Action Steps	Timeline	Cost	Person(s) Responsible
Create guidelines for all Gulfport High School programs and make them available for middle-school and high-school parent meetings. These guidelines will be posted on the Gulfport School District website.	2018-2019	No Cost	<ul style="list-style-type: none"><li>● Gulfport High School Administrators</li><li>● Gulfport High School Counselors</li><li>● Community Relations Coordinator</li><li>● Technology Support Services</li></ul>

**“The Gulfport School District will provide a broader range of educational and extracurricular opportunities for all students.”**

**Strategy 4:** Explore and add other Advanced Placement courses outside of the math and science fields.

**Strategic Result:** More students will take Advanced Placement courses and, in turn, take more Advanced Placement assessments for college credit.

**Goal Statement:** By 2023, the Gulfport School District will offer students additional Advanced Placement courses, increasing the number of students receiving college credit. More students will earn the Advanced Diploma offered by Gulfport High School.

Action Steps	Timeline	Cost	Person(s) Responsible
Have a teacher trained to teach Advanced Placement Psychology.	2018-2019	One teacher training for Advanced Placement Psychology if there is no current trained staff	Gulfport High School Administrators

**“The Gulfport School District will provide a broader range of educational and extracurricular opportunities for all students.”**

**Strategy 5:** Explore allowing more time for daily recess (free play) as part of every elementary school schedule

**Strategic Result:** Recess will provide a unique contribution to the elementary child’s social, cognitive, and emotional development.

**Goal Statement:** By 2023, the Gulfport School District will explore the option of allowing more time for daily recess to see if increased physical activity will result in increased overall academic performance.

Action Steps	Timeline	Cost	Person(s) Responsible
Devise an action team to explore increasing recess time in grades K-5.	2018-2023	No Cost	<ul style="list-style-type: none"><li>● Superintendent</li><li>● Design Team</li><li>● Director of Instructional Programs</li><li>● Athletic Director</li></ul>

**“The Gulfport School District will provide a broader range of educational and extracurricular opportunities for all students.”**

**Strategy 6:** Add a middle-school intramural sports program at Bayou View Middle School and Gulfport Central Middle School

**Strategic Result:** More students will become involved in the benefits of physical activity and team sports participation.

**Goal Statement:** By 2023, the Gulfport School District will have voluntary intramural sports programs that will create more interest in the offerings of the Gulfport Athletics Department.

Action Steps	Timeline	Cost	Person(s) Responsible
<p>Both middle schools will provide voluntary intramurals sports programs in each of the three sports seasons: fall, winter, and spring.</p> <ul style="list-style-type: none"> <li>● Offerings will include but are not limited to: flag football, volleyball, basketball, soccer, baseball, softball, track &amp; field.</li> <li>● The middle-school faculty at each school will serve as the “coaches” for the various sports. A nominal supplement may be offered to participating teachers.</li> </ul>	<p>Fall 2018</p>	<p>\$5,000</p>	<ul style="list-style-type: none"> <li>● Middle School Administrators</li> </ul>



**“The Gulfport School District will provide a broader range of educational and extracurricular opportunities for all students.”**

**Strategy 7:** Implement extracurricular clubs at Bayou View Middle School and Gulfport Central Middle School.

**Strategic Result:** Middle-school students will have a more well-rounded experience.

**Goal Statement:** By 2023, the Gulfport School District will encourage students to take an active role in forming and managing extracurricular clubs at Bayou View Middle School and Gulfport Central Middle School.

Action Steps	Timeline	Cost	Person(s) Responsible
Middle-school clubs will be formed based on student interests. <ul style="list-style-type: none"><li>● Faculty members will supervise and sponsor clubs.</li><li>● Clubs will be open to all students in 6<sup>th</sup>, 7<sup>th</sup>, and 8<sup>th</sup> grade.</li></ul>	Fall 2018	No Cost	Middle School Administrators

## COMMITTEE 5

The Gulfport School District will explore systems to provide flexible scheduling and structure for schools to meet the needs of all students.



**“The Gulfport School District will explore systems to provide flexible scheduling and structure for schools to meet the needs of all students.”**

**Strategy 1:** Explore the possibility of grade banding in the Gulfport School District

**Strategic Result:** Gulfport School District will explore grade banding in order to decrease the middle-school achievement gap.

**Goal Statement:** By 2023, the Gulfport School District will have explored the possibility of grade banding to ensure consistent academic opportunities in teaching/learning and create one “Admiral Nation.”

<b>Action Step</b>	<b>Timeline</b>	<b>Cost</b>	<b>Person(s) Responsible</b>
Gather and disaggregate data from various resources to determine where gaps exist (e.g. Mississippi Department of Education, iReady, ACT Aspire, etc.)	2018-2022	No Cost	<ul style="list-style-type: none"> <li>● Design Team</li> <li>● Director of Instructional Programs</li> </ul>
Gather data from other school districts that offer grade banding (e.g. Ocean Springs, Biloxi, Long Beach, Poplarville, Pearl River County)	2018-2022	No Cost	Design Team
Gather input from all stakeholders.	2018-2022	No Cost	<ul style="list-style-type: none"> <li>● Design Team or Designated Committee/Group</li> <li>● Leadership Team</li> </ul>
Identify logistics of consolidation: <ul style="list-style-type: none"> <li>● Determine facility and growth options</li> <li>● Determine student population data</li> <li>● Project population growth and staffing needed</li> <li>● Determine status of Gulfport students attending Gulfport schools</li> </ul>	2018-2022	No Cost	<ul style="list-style-type: none"> <li>● Design Team or Designated Committee/Group</li> <li>● Leadership Team</li> </ul>
Decide feasibility of grade banding implementation.	2023	No Cost	<ul style="list-style-type: none"> <li>● Design Team</li> <li>● Leadership Team</li> </ul>

**“The Gulfport School District will explore systems to provide flexible scheduling and structure for schools to meet the needs of all students.”**

**Strategy 2:** Explore the implementation of a modified school calendar/flex schedule.

**Strategic Result:** Gulfport School District will explore the implementation of modified calendars to increase opportunities for academic growth and success for all students.

**Goal Statement:** By 2023, the Gulfport School District will explore the implementation of modified school calendars: to decrease the amount of re-teaching required at the beginning of school due to summer learning loss, increase student attendance, reduce student and teacher burnout.

Action Step	Timeline	Cost	Person(s) Responsible
Determine impact of flex school calendar on district operations (finance, athletics, maintenance/operations, classified staff, transportation, federal programs, etc.)	2018-2022	\$1500 Cost of travel for 6 individuals to visit Corinth School District	<ul style="list-style-type: none"> <li>● Department Heads</li> <li>● Design Team</li> </ul>
Through the GSD Design Design, explore flex scheduling and gather input from all district employees.	2018-2022	No Cost	<ul style="list-style-type: none"> <li>● Design Team</li> <li>● Community Relations Coordinator</li> <li>● Designated Committee/Group</li> </ul>
Through town hall meetings, explore flex scheduling and gather input from community stakeholders.	2018-2022	No Cost	<ul style="list-style-type: none"> <li>● Design Team</li> <li>● Community Relations Coordinator</li> <li>● Designated Committee/Group</li> </ul>

Explore remediation and enrichment plan for flex schedule.	2018-2023	No Cost	<ul style="list-style-type: none"> <li>● Department of Instructional Programs</li> <li>● School Administrators</li> <li>● Teachers</li> <li>● Special Services Department</li> <li>● Design Team</li> </ul>
If viable after stakeholder meetings, develop flex schedule school calendar.	2018-2022	No Cost	<ul style="list-style-type: none"> <li>● Calendar Committee</li> <li>● Design Team</li> <li>● GSD Leadership Team</li> </ul>
If viable after stakeholder meetings, implement flex schedule school calendar.	2023	To be determined by Action Steps 1 and 4	<ul style="list-style-type: none"> <li>● Schools</li> <li>● Sites</li> </ul>

## COMMITTEE 6

The Gulfport School District will devise a committee to investigate and influence educational policy, promote local autonomy, and leverage funding.





**“The Gulfport School District will devise a committee to investigate and influence educational policy, promote local autonomy, and leverage funding.”**

**Strategy 1:** Compose/Create "GSD: Our Choice" Video Presentation

**Strategic Result:** Gulfport School District will provide others (legislators, educators, other stakeholders) with the anecdotal and quantitative evidence of success and innovation in a diverse community seeking success and innovation.

**Goal Statement:** By 2023, the Gulfport School District will have a professional-quality, refined presentation that can be "mass-marketed" on an as-needed basis.

Action Steps	Timeline	Cost	Person(s) Responsible
Develop a group to determine timeline and aspects of story. Choose a narrator and means of production (film, record, etc.)	2019-2023	\$10,000	<ul style="list-style-type: none"><li>● Community Relations Coordinator</li><li>● GHS visual arts students</li><li>● local talent/business people/production companies, etc.</li></ul>

**“The Gulfport School District will devise a committee to investigate and influence educational policy, promote local autonomy, and leverage funding.”**

**Strategy 2:** Host an education forum for local and statewide leaders

**Strategic Result:** Gulfport School District will inform leaders and policy-makers of educational issues.

**Goal Statement:** By 2023, the Gulfport School District will host an educational forum for local and statewide leaders to increase awareness in selected topics.

<b>Action Steps</b>	<b>Timeline</b>	<b>Cost</b>	<b>Person(s) Responsible</b>
Secure a time (beginning of Mississippi Municipal League-type summer meeting), location, slate of presenters, master of ceremonies, literature, and other items as deemed necessary.	Begin planning Fall 2018 for Summer 2019 Mississippi Municipal League-type meeting or target 2019, if necessary.	\$3,000	<ul style="list-style-type: none"><li>● Superintendent's Consortium</li><li>● Personnel Department</li><li>● Local political leaders</li></ul>

**“The Gulfport School District will devise a committee to investigate and influence educational policy, promote local autonomy, and leverage funding.”**

**Strategy 3:** Draft legislation for Mississippi Department of Education to prioritize the audit process, focusing first on lower-level performing school districts and instituting a self-audit policy for consistently higher-performing school districts.

**Strategic Result:** Gulfport School District will draft legislation so that high-performing school districts may focus on educating students as they continue to monitor their policies and procedures, as lower-performing schools receive the attention and support necessary to increase their success.

**Goal Statement:** By 2023, the Gulfport School District will draft legislation outlining a priority audit process and a self-monitoring system will simultaneously focus attention where it is needed and provide some relief in areas where success is consistent.

<b>Action Steps</b>	<b>Timeline</b>	<b>Cost</b>	<b>Person(s) Responsible</b>
<ul style="list-style-type: none"><li>● Draft legislation</li><li>● Request a legislative sponsor</li><li>● Garner support among other high-performing school districts.</li></ul>	2019 Legislative Session	Minimal Cost	GSD School Board Attorney will draft legislation; local legislator with sponsor.

**“The Gulfport School District will devise a committee to investigate and influence educational policy, promote local autonomy, and leverage funding.”**

**Strategy 4:** Explore the possible remedies to relieve overcrowding including redistribution of students.

**Strategic Result:** Gulfport School District will explore the potential of building a new school in order to relieve overcrowding in schools in anticipation of increased student population.

**Goal Statement:** By 2023, the Gulfport School District will form a task force to explore redistribution along with the feasibility and need for a new elementary school, as well as means of securing funding for such a project.

<b>Action Steps</b>	<b>Timeline</b>	<b>Cost</b>	<b>Person(s) Responsible</b>
<ul style="list-style-type: none"><li>● Identify members of the task force.</li><li>● Examine trends in enrollment.</li><li>● Analyze future development and the impact on elementary schools in the area.</li><li>● Make a recommendation in regards to redistribution or location of a new elementary school, grades to be served, and means/methods of funding construction.</li></ul>	Task force work to be completed within 12 months.	Minimal Cost	<ul style="list-style-type: none"><li>● Superintendent</li><li>● Teachers</li><li>● Community members</li><li>● Other stakeholders</li></ul>

---

## COMMITTEE 7

The Gulfport School District will increase community awareness and improve public perception of our schools.



**“The Gulfport School District will increase community awareness and improve the district’s public perception in the community.”**

**Strategy 1:** Increase community awareness among all stakeholders

**Strategic Result:** Gulfport School District will be more involved in the community.

**Goal Statement:** By 2023, the Gulfport School District will have more involvement in the community through outreach and established programming through site and district levels.

Action Steps	Timeline	Cost	Person(s) Responsible
Establish individual neighborhood outreach programming. (e.g. literacy awareness)	August 2018 (annually)	District or Title Funds	Administrators
Revamp our relationship with the City of Gulfport to host events at school sites and increase staff involvement at city events.	2018 - 2023	\$500	<ul style="list-style-type: none"> <li>● Community Relations Coordinator</li> <li>● Administrators</li> </ul>
Improve Parental Involvement on all site levels by establishing a parent/family night or a parent-centered seminar at least once every academic semester.	2018-2023	District or Title Funds	<ul style="list-style-type: none"> <li>● Administrators</li> <li>● Community Relations Coordinator</li> <li>● Federal Programs Coordinator</li> <li>● Director of Instructional Programs</li> </ul>
Strengthen student and staff representation in civic organizations.	2018-2023	No Cost	<ul style="list-style-type: none"> <li>● Administrators</li> <li>● Club Sponsors</li> </ul>

<p>Create a Digital Archives page on the Gulfport School District Website.</p>	<p>2019-2020</p>	<p>No Cost</p>	<ul style="list-style-type: none"> <li>● Community Relations Coordinator</li> <li>● Technology Support Services</li> <li>● GHS Media Class</li> </ul>
<p>Establish a Gulfport School District local businesses partnership program:</p> <ul style="list-style-type: none"> <li>● G signage campaign (e.g. yard signs, local business signs)</li> <li>● Discount program card for faculty/staff</li> <li>● Advertisements for local businesses via the AdmiralNation LiveStream)</li> </ul>	<p>2018-2019</p>	<p>\$5,000</p>	<ul style="list-style-type: none"> <li>● Community Relations Coordinator</li> <li>● Gulfport School District Student Organizations</li> </ul>
<p>Recognize and celebrate sites and employees of the Gulfport School District:</p> <ul style="list-style-type: none"> <li>● Spotlight employees monthly</li> <li>● Celebrate site level successes through recognitions and highlights at board meetings</li> <li>● Nominate teachers and administrators for local, state, and national awards</li> </ul>	<p>2018-2023</p>	<p>\$1,000</p>	<ul style="list-style-type: none"> <li>● Community Relations Coordinator</li> <li>● Superintendent</li> <li>● Administrators</li> </ul>

**“The Gulfport School District will increase community awareness and improve the district’s public perception in the community.”**

**Strategy 2:** Improve the district’s perception in the community

**Strategic Result:** Gulfport School District will streamline in-district communication and will have consistent coverage on all site-levels.

**Goal Statement:** By 2023, the Gulfport School District will have increased transparency through fair, consistent media coverage and streamlined communication plans via district and site levels.

Action Steps	Timeline	Cost	Person(s) Responsible
Ensure that all site-levels receive consistent district and media coverage.	2018- 2023	Current Budget	Community Relations Coordinator
Create a student-led printed newsletter showcasing academics and extracurricular activities that will go out to local businesses.	Once a month or every other month	Current Budget	<ul style="list-style-type: none"> <li>● Community Relations Coordinator</li> <li>● Graphic Design Class</li> <li>● Academic Institutes of Gulfport High School</li> </ul>
Implement an advisory team to include student, teacher, and parent ambassadors. The main goal of this team is to evaluate our current communication tools and explore other effective options. (i.e.- Mobile App, E-Newsletter)	Meet at the beginning of each semester	Future costs to be determined by the findings of the advisory team	Community Relations Coordinator
Expand relationships with the local media, military relocation specialists, and others in order to publicize the benefits of attending Gulfport School District.	2018-2023	Current Budget	Community Relations Coordinator



Establish a tab on the Gulfport School District Website titled "Why Choose Gulfport School District?" (e.g. Bullet positives that are happening in the district, listing graduates attending schools in each state, and promoting awareness of our successes as a diverse school district)	2018 (update annually)	Current Budget	<ul style="list-style-type: none"> <li>● Community Relations Coordinator</li> <li>● Technology Support Services</li> </ul>
Establish relationships with all local realtor groups to provide updated school district information.	2018-2023 (annually)	Current Budget	<ul style="list-style-type: none"> <li>● Community Relations Coordinator</li> <li>● Superintendent</li> </ul>
Streamline all Gulfport School District Site Level website designs through workshops and resources.	2018-2023	Current Budget	<ul style="list-style-type: none"> <li>● Community Relations Coordinator</li> <li>● Technology Support Services</li> <li>● Site-level Media Specialists</li> </ul>
Create a new commercial for Gulfport School District.	2019-2020	Current Budget	<ul style="list-style-type: none"> <li>● Community Relations Coordinator</li> <li>● Academic Institutes of Gulfport High School</li> </ul>
Provide opportunities for students of all ages to present on local podcasts, radio shows, and media day shows to promote their experiences in the Gulfport School District.	2018-2023	Current Budget (travel only)	Community Relations Coordinator
Streamline communication for volunteer opportunities by creating a Gulfport School District Sponsor/Coach Listserv.	2018-2023 (annually)	No Cost	<ul style="list-style-type: none"> <li>● Community Relations Coordinator</li> <li>● Technology Support Services</li> </ul>