HEB
HURST - EULESS - BEDFORD
Independent School District

2024-2029 STRATEGIC PLAN

VISION

Empowering Today to Excel Tomorrow

MISSION

Provide high-quality educational opportunities which promote excellence through innovative learning experiences to prepare students for success in an ever-changing world.

CORE VALUES

INTENTIONAL

HEB ISD makes purposeful and strategic decisions.

RESPECTFUL

HEB ISD recognizes value in all individuals and their unique perspectives.

LEARNER-CENTERED

HEB ISD prioritizes learning for students, employees, and families.

RESPONSIBLE

HEB ISD fulfills its ethical and social obligations with integrity.

SAFETY-FOCUSED

HEB ISD commits to fostering a secure and nurturing environment.

DISTRICT PRIORITIES

STUDENT SUCCESS

The District will create a safe, healthy, and nurturing learning environment that promotes sustained growth for all students.

QUALITY INDICATORS:

- Academic Rating of the District
- Early Literacy and Numeracy
- Federal and State Accountability
- College, Career, and/or Military Ready
- Learning Opportunities beyond Core Academics

EMPLOYEE SUCCESS

The District will recruit and retain quality employees by providing a workplace culture that promotes their development and growth.

QUALITY INDICATORS:

- Employee Engagement and Retention
- Employee Recruitment

SAFETY AND WELLBEING

The District will continuously monitor, update, and adjust all aspects of campus and District safety to support the mental, physical, and emotional wellbeing of students and staff.

QUALITY INDICATORS:

- Texas School Safety Standards
- Wellbeing for all Students and Staff

EFFECTIVENESS AND EFFICIENCY

The District will establish and implement systemic (district-wide) and systematic (process-driven) procedures to align resources with its vision, mission, core values, priorities, and goals.

QUALITY INDICATORS:

- Continuous Improvement Approach to Performance Excellence
- Efficient use of District Resources
- Improvement, Evaluation, and Innovation Processes
- Efficient Use of Technology Resources

FAMILY AND COMMUNITY PARTNERSHIPS

The District will grow and maintain family and community connections to support student and employee success.

QUALITY INDICATORS:

- Stakeholder Satisfaction
- Stakeholder Engagement

HURST-EULESS-BEDFORD ISD
2024-2029 Strategic Plan

VISION
Empowering Today to Excel Tomorrow

MISSION
Provide high-quality educational opportunities which promote excellence through innovative learning experiences to prepare students for success in an ever-changing world

CORE VALUES
- Intentional: *HEB ISD makes purposeful and strategic decisions.*
- Respectful: *HEB ISD recognizes value in everyone and their unique perspectives.*
- Learner-centered: *HEB ISD prioritizes learning for students, staff, and families.*
- Responsible: *HEB ISD fulfills its ethical and social obligations with integrity.*
- Safety-focused: *HEB ISD commits to fostering a secure and nurturing environment.*

2024-2029 DISTRICT PRIORITIES

Priority: Student Success
The District will create a safe, healthy, and nurturing learning environment that promotes sustained growth for all students.
Quality Indicators:
1 - Academic Rating of the District
2 - Early Literacy and Numeracy
3 - Federal and State Accountability
4 - College, Career, and/or Military Ready
5 - Learning Opportunities beyond Core Academics

Priority: Employee Success
The District will recruit and retain quality employees by providing a workplace culture that promotes their development and growth.
Quality Indicators:
1 - Employee Engagement and Retention
2 - Employee Recruitment

Priority: Safety and Wellbeing
The District will continuously monitor, update, and adjust all aspects of campus and District safety to support the mental, physical, and emotional wellbeing of students and staff.
Quality Indicators:
1 - Texas School Safety Standards
2 - Wellbeing for all Students and Staff

Priority: Effectiveness and Efficiency
The District will establish and implement systemic (district-wide) and systematic (process-driven) procedures to align resources with its vision, mission, core values, priorities, and goals.
Quality Indicators:
1 - Continuous Improvement Approach to Performance Excellence
2 - Efficient use of District Resources
3 - Improvement, Evaluation, and Innovation Processes
4 - Efficient Use of Technology Resources

Priority: Family and Community Partnerships
The District will grow and maintain family and community connections to support student and employee success.
Quality Indicators:
1 - Stakeholder Satisfaction
2 - Stakeholder Engagement

Priority: Student Success

Description: The District will create a safe, healthy, and nurturing learning environment that promotes sustained growth for all students.

Quality Indicator 1: Academic Rating of the District

Goal 1: All students will achieve Meets Grade Level or higher on the State of Texas Assessment of Academic Readiness (STAAR).

Data Source(s):

- Texas Academic Performance Report

Goal 2: All students will Meet or Exceed Expected Progress in Reading Language Arts (RLA) and Mathematics as reported on the Texas Academic Performance Report (TAPR).

Data Source(s):

- Texas Academic Performance Report

Goal 3: The District and all campuses will earn all applicable distinctions as defined by the state accountability system.

Data Source(s):

- Texas Education Agency (TEA) Distinction Designation Report

Goal 4: The District and all campuses will achieve a 97% or more student attendance rate to support student academic growth.

Data Source(s):

- Public Education Information Management System (PEIMS) Reports

Quality Indicator Key Actions:

- The District will utilize the Curriculum Management Plan to achieve the highest academic rating for the District.
  - The Curriculum Department will monitor, revise, and refine the District curriculum to ensure alignment with the Texas Essential Knowledge and Skills (TEKS) and to ensure College, Career, and/or Military Readiness.
  - Principals will ensure the teaching of the curriculum with fidelity across grade levels and campuses to guarantee every student access to a quality education.
  - District leaders will utilize local, state, and national assessments to direct curriculum, instruction, and professional development.
- The Assistant Superintendents of Elementary and Secondary Administration will ensure each campus is utilizing progress monitoring of all students, which includes a plan for remediation, intervention, and/or extension, depending on individual student needs.
- District leaders will utilize data analysis processes to ensure ongoing communication between campuses and District employees.
- The Educational Operations Leadership Team will collaborate with the Coordinator of Assessment and Accountability to refine and implement strategies to educate students, parents, and the District on STAAR assessments and state accountability requirements.
- The Educational Operations Leadership Team will monitor and refine the Multi-Tiered System of Support (MTSS) plan and collaborate with campus principals to implement it with fidelity.
- The Educational Operations Leadership Team will work in conjunction with campus principals to implement and monitor a plan to address the performance of all student groups on all state assessments.
- The Assistant Superintendents of Elementary and Secondary Administration will continue to monitor student attendance every six weeks.

Quality Indicator 2: Early Literacy and Numeracy

Goal 1: All Pre-Kindergarten (Pre-K) students will meet end-of-year targets as defined by Pre-K assessment instruments in English and/or Spanish.

Data Source(s):

- District Performance Objectives Report
- Prekindergarten District-approved assessment instruments

Goal 2: All Kindergarten, 1st, and 2nd grade students will meet end-of-year targets as defined by early reading assessment instruments in English and/or Spanish.

Data Source(s):

- District Performance Objectives Report
- District-approved K-2 early reading assessment instruments

Goal 3: All Kindergarten, 1st, and 2nd grade students will meet end-of-year targets as defined by early math assessment instruments in English and/or Spanish.

Data Source(s):

- District Performance Objectives Report
- District-approved K-2 early math assessment instruments

Quality Indicator Key Actions:

- The Executive Director of Curriculum & Instruction will collaborate with the Coordinator of Pre-Kindergarten to monitor and adjust Pre-K curriculum based on early literacy and numeracy data.
- The Executive Director of Curriculum & Instruction will collaborate with the Coordinators of Elementary Language Arts and Elementary Mathematics to monitor and adjust the K-2 curriculum and intervention program based on early literacy and numeracy data.
- Elementary principals will ensure teachers identify and support students through MTSS using early literacy and numeracy data.
- Curriculum coordinators will work in conjunction with elementary principals to refine and implement a process for screening/assessing students new to the District throughout the school year to determine instructional needs for appropriate placement in an intervention program.

Quality Indicator 3: Federal and State Accountability

Goal 1: 90% or more of Bilingual/English as a Second Language (ESL) Results-Driven Accountability (RDA) indicators will receive a rating no greater than 1.

Data Source(s):

- RDA Report

Goal 2: 90% or more of Other Special Populations (OSP) RDA indicators will receive a rating no greater than 1.

Data Source(s):

- RDA Report

Goal 3: 90% or more of Special Education RDA indicators will receive a rating no greater than 1.

Data Source(s):

- RDA Report

Goal 4: 100% of Title 1 campuses will meet federal targets as outlined in the Every Student Succeeds Act (ESSA).

Data Source(s):

- TEA Accountability Report

Goal 5: 90% or more of the performance measures in the Texas State Plan for the Education of Gifted/Talented Students will meet the accountability standard.

Data Source:

- Texas State Plan for the Education of Gifted/Talented Students checklist

Quality Indicator Key Actions:

- The Educational Operations Leadership Team will collaborate with program coordinators and directors to develop, implement, and monitor a plan to address RDA indicators.
- The Assistant Superintendents of Elementary and Secondary Administration will ensure campuses have developed and implemented a plan to address any federal target not met.
- The Assistant Superintendents of Elementary and Secondary Administration will collaborate with the Coordinator of Advanced Academics to ensure that the district and campuses develop a written plan specifying actions and timelines for achieving compliance for any standard of service that does not meet the accountability standard.

Quality Indicator 4: College, Career, and/or Military Readiness (CCMR)

Goal 1: All graduates will be college, career, and/or military-ready.

Data Source(s):

- TEA Accountability Report

Goal 2: All students will have the opportunity to take an advanced CCMR academic course.

Data Source(s):

- Advanced CCMR Student Course Report

Goal 3: All students will have the opportunity to earn certifications and licensures through participation in Career and Technical Education (CTE) courses.

Data Source(s):

- CTE Certification and Licensure Report

Goal 4: All students will have the opportunity to take the Armed Services Vocational Aptitude Battery (ASVAB) and/or participate in the Junior Reserve Officer Training Corps (JROTC).

Data Source(s):

- PEIMS military data

Quality Indicator Key Actions:

- The Assistant Superintendent of Secondary Administration will implement a specific monitoring plan to increase the percentage of students who are College, Career, and/or Military Ready Graduates.
- The Assistant Superintendent of Secondary Administration will develop the Advanced CCMR Student Course Report.
- Secondary principals will collaborate with counselors and teachers to identify and intervene with students who have not met Texas Success Initiative (TSI) criteria.
- The Educational Operations Leadership Team will collaborate with secondary principals to develop, implement, and monitor a plan to increase the percentage of students scoring at or above the national average on the SAT and/or ACT exams.
- The Educational Operations Leadership Team will collaborate with secondary principals to develop, implement, and monitor the plan to increase the percentage of students achieving a score of 3 or higher on Advanced Placement (AP) exams.
- The Educational Operations Leadership Team will collaborate with secondary principals to develop, implement, and monitor the plan to increase the percentage of students achieving a score of 4 or higher on International Baccalaureate (IB) exams.
- The Assistant Superintendent of Secondary Administration and the Executive Director of Curriculum & Instruction will develop, implement, and monitor a plan to increase the number of dual credit course offerings.

- The Assistant Superintendent of Secondary Administration will collaborate with the Director of Career & Technical Education/CCMR to develop, implement, and monitor a plan to ensure an annual increase in the percentage of students obtaining industry certification and licensures within the career and technical education programs.
- The Assistant Superintendent of Secondary Administration will collaborate with the Director of Career & Technical Education/CCMR to ensure the alignment of career and technical education programs with TEA Programs of Study.
- The Assistant Superintendent of Secondary Administration will collaborate with the Coordinator of Guidance and Counseling to facilitate opportunities for students to gain awareness of military career options.

Quality Indicator 5: Learning Opportunities beyond Core Academics

Goal 1: All campuses will provide students opportunities to participate in clubs, organizations, or enrichment activities.

Data Source(s):

- HEB ISD Student Survey Results

Goal 2: 60% or more of all varsity athletic teams will advance to postseason competition.

Data Source(s):

- University Interscholastic League (UIL) Results

Goal 3: All varsity band, choir, and orchestra groups will earn a Division 1 rating at the UIL.

Data Source(s):

- UIL Results

Goal 4: All Schools of Choice programs will operate at 90% of target student capacity.

Data Source(s):

- Schools of Choice Capacity Expectation Document/Enrollment Report and Waiting Lists

Goal 5: All World Language Programs will have a standard Memorandum of Understanding (MOU) with an international sister school.

Data Source(s):

- Approved and filed MOUs

Goal 6: All secondary students will have access to travel opportunities for the purpose of cultural enrichment.

Data Source(s):

- School Board-approved student travel
- Student Travel Report

Quality Indicator Key Actions:

- The Educational Operations Leadership Team will collaborate with campus principals to increase student and parent awareness of enrichment programs and opportunities that address students' needs beyond core academics.
- The Assistant Superintendent of Secondary Administration will collaborate with the Director of Athletics to provide competitive athletic programs to promote satisfaction through positive experiences that build self-esteem, self-discipline, and character.
- The Assistant Superintendents of Elementary and Secondary Administration will collaborate with the Director of Visual and Performing Arts to provide quality performing arts programs to promote satisfaction through positive experiences that build self-esteem, self-discipline, and character.
- The Educational Operations Leadership Team will collaborate with the Coordinator of Research and Data Analysis to monitor Schools of Choice programs that are at or above target capacity to identify unmet demand.
- The Educational Operations Leadership Team will collaborate with the Coordinator of Research and Data Analysis to monitor Schools of Choice programs that are below

target capacity to determine sufficient return on investment as measured by defined criteria.

- The Executive Director of Curriculum & Instruction will collaborate with the Coordinator of World Languages, Global Initiatives, and Spanish Immersion to develop standard sister school host processes and parameters for international travel programs.
- The Executive Director of Curriculum & Instruction will collaborate with the Coordinator of World Languages, Global Initiatives, and Spanish Immersion to review travel processes on a yearly basis.

Priority: Employee Success

Description: The District will recruit and retain quality employees by providing a workplace culture that promotes their development and growth.

Quality Indicator 1: Employee Engagement and Retention

Goal 1: The District will increase employee retention to meet or exceed the following percentages:
Teachers- 90%
Non-Teaching Professionals- 90%
Paraprofessionals- 80%
Auxiliary- 80%

Data Source(s):

- Retention Data

Goal 2: The District will develop and implement a District Professional Development Plan to ensure ongoing and meaningful training and growth opportunities are consistently provided to 100% of employees.

Data Source(s):

- Professional Development (PD) Frameworks
- Onboarding Documents
- Training Agendas
- PD Sign-in Sheets
- PD Monitoring System

Quality Indicator Key Actions

- The Executive Leadership Team will equip District leaders to positively impact employee retention through training on engagement and retention best practices.
- The Executive Leadership Team will annually gather data from local districts to compare compensation, benefits, and fringe benefit offerings and will identify, recommend, and implement expansion opportunities to positively impact employee retention and to remain competitive with surrounding districts.
- The Executive Leadership Team will develop, communicate, and monitor Professional Development expectations for ongoing training, development, and support growth for all employee groups.
- Department and campus leaders will conduct stay interviews with key staff according to the District process.
- Department and campus leaders will create, implement, and monitor onboarding documents for all employee groups.
- Department and campus leaders will develop, deliver, and document ongoing training for all employee groups offered throughout the year.
- Employees will complete District-required Beginning-of-Year (BOY) training within the first two weeks in the position.
- Designated District staff will review and update Professional Development Frameworks annually.
- The Coordinator of Professional Development will collaborate with the Educational Operations Leadership Team to monitor, evaluate, and expand the District's Mentor Program for teachers new to the profession and/or District.
- The Human Resources Department will expand and formalize the District's Grow Your Own program and annually communicate opportunities for employees to pursue teacher certification.
- The Assistant Superintendent of Human Resources will continue to monitor employee attendance every six weeks.

Quality Indicator 2: Employee Recruitment

Goal 1: The District will achieve and maintain a 95% quarterly average fill rate for all positions.

Data Source(s):

- Quarterly Vacancy Reports (August, November, February, May)

Quality Indicator Key Actions:

- The Executive Leadership Team will develop and deploy strategies to increase applicants in hard-to-fill areas annually.
- District leaders will monitor fill rates for their departments and campuses.
- District leaders will promote HEB ISD workforce branding for employee recruitment through targeted marketing strategies.
- District leaders will utilize targeted recruitment events in high-need areas to consistently provide opportunities for District leaders to interview and recommend candidates throughout the school year.
- The Human Resources Department will develop, document, implement, and monitor a formalized Employee Referral Process.
- The Human Resources Department will develop, document, implement, and monitor a formalized Priority Candidate Process.
- The Executive Leadership Team will annually gather data from local districts to compare compensation, benefits, and fringe benefit offerings and will identify, recommend, and implement expansion opportunities to positively impact employee recruitment and to remain competitive with surrounding districts.

Priority: Safety and Wellbeing

Description: The District will continuously monitor, update, and adjust all aspects of campus and District safety to support the mental, physical, and emotional wellbeing of students and staff.

Quality Indicator 1: Texas School Safety Standards

Goal 1: All campuses will meet and maintain compliance with the TEA school safety standards.

Data Source(s):

- Texas School Safety Center Audits
- Facility Safety Assessment
- Facility Conditions Assessment
- The District Emergency Operation Plan (EOP)
- District Audit Reporting Tool

Goal 2: All campuses will conduct required safety drills as outlined in the Emergency Operations Plan (EOP).

Data Source(s):

- Texas School Safety Center Audits
- The District Emergency Operation Plan (EOP)
- District Audit Reporting Tool

Goal 3: All facility safety concerns will be documented and scheduled for repair within 72 hours.

Data Source(s):

- Maintenance and Operations Computerized Maintenance Management System (CMMS)
- Facility Condition Assessment
- Facility Safety Assessment

Quality Indicator Key Actions:

- Campus leaders will complete weekly exterior door audits.
- Campus leaders will log and monitor all required emergency drills through a visitor management system.
- The Director of Safety and Security will ensure all Random Intruder Audits (RIA) are completed, corrected, and reported to the Board of Trustees and the TEA within 90 days of RIA.
- The Director of Safety and Security will ensure the EOP includes support departments such as Transportation, Child Nutrition Services, etc. to ensure student safety.
- The Director of Safety and Security will collaborate with campus principals to ensure all EOP information is submitted to the Superintendent one month prior to the TEA deadline for each review.
- The Director of Safety and Security will work in conjunction with the Maintenance and Operations Department to ensure facility deficits related to Safety and Security are reviewed and acted upon within 24 hours.
- The Maintenance and Operations Department will conduct annual facility assessments.
- The Maintenance and Operations Department will conduct yearly inspections on storm shelters throughout the District.

Quality Indicator 2: Wellbeing for All Students and Staff

Goal 1: All students and staff will have access to ongoing preventative measures and interventions to support their physical, mental, and emotional wellbeing when necessary.

Data Source(s):

- Student/Employee Satisfaction Survey
- Threat Assessment Team Data
- Crisis Intervention Team Data

- Number of "hits" on the District's Wellbeing website

Goal 2: All students will receive required health services as evidenced by state-mandated screenings, immunization compliance, and individualized healthcare plans for students with chronic health conditions within six weeks of enrollment.

Data Source(s):

- State Reports for annual screenings and immunizations
- School clinic audits

Goal 3: The District will ensure that all employees experiencing physical or emotional health crises will have access to the necessary resources to support employee wellness within 48 hours of being reported.

Data Source(s):

- Number of "hits" on the District's Wellbeing website
- Threat Assessment Team Data
- Crisis Intervention Team Data

Quality Indicator Key Actions:

- The Public Relations & Marketing Department, in conjunction with the Human Resources Department, will annually review the Employee Satisfaction Survey.
- The Coordinator of Health Services will collaborate with campus nurses to refer families to outpatient resources for required immunizations.
- The Human Resources Department will analyze Exit Interviews for trends related to wellbeing and will collaborate with the Executive Leadership Team to address them.
- The Coordinator of Guidance and Counseling, in conjunction with the Crisis Intervention Team, will host substance abuse and suicide prevention awareness events multiple times per school year.
- The Coordinator of Health Services will ensure clinic audits are performed annually to verify emergency action plans and individual health plans are in place for students requiring care.
- The Coordinator of Health Services will ensure screening teams are scheduled annually at each campus to accomplish vision, hearing, and spinal assessments.
- The Threat Assessment Team will conduct weekly reviews of assessments and communicate with appropriate staff when there is an immediate safety concern.
- The Crisis Intervention Team will review data daily and share it with appropriate family, staff, and leaders to take action according to current best practices.
- The Human Resources Department will monitor anonymous usage data from the Employee Assistance Program (EAP).
- The Coordinator of Guidance and Counseling will ensure all staff meet TEA requirements for Mental Health Training.

Priority: Effectiveness and Efficiency

Description: The District will establish and implement systemic (district-wide) and systematic (process-driven) procedures to align resources with its vision, mission, core values, priorities, and goals.

Quality Indicator 1: Continuous Improvement Approach to Performance Excellence

Goal 1: 100% of campus and department leaders will systematically utilize a systems approach to continuous improvement.

Data Source(s):

- Continuous Improvement Leadership Self-Assessment

Goal 2: 100% of teachers will systematically utilize a systems approach to continuous improvement.

Data Source(s):

- Continuous Improvement Teacher Self-Assessment

Goal 3: 100% of support employees will systematically utilize a systems approach to continuous improvement.

Data Source(s):

- Support Employee Self-Reflection Process

Quality Indicator Key Actions:

- District and campus leaders will align department and campus plans to the District's Strategic Plan and communicate the plan to staff.
- District and campus leaders will utilize information from the Continuous Improvement Leadership Self-Assessment to identify strengths and opportunities in leading to performance excellence using a systems approach to continuous improvement.
- Teachers will utilize information from their respective Continuous Improvement Self-Assessment to improve performance in their current assignment.
- Support employees will utilize information from their Employee Self-Reflection Process to determine strengths and opportunities for improvement in their implementation of continuous improvement.

Quality Indicator 2: Efficient Use of District Resources

Goal 1: Achieve the highest rating on the state financial accountability system.

Data Source(s):

- Financial Integrity Rating System of Texas

Goal 2: 100% of non-general operating funds are self-sustaining.

Data Source(s):

- Annual Comprehensive Financial Report (Annual Audit)

Goal 3: Maintain District-level student/teacher ratio greater than 16:1.

Data Source(s):

- Fall PEIMS submission

Goal 4: Maintain a minimum of five months of operating expenditures in the general operating fund balance.

Data Source(s):

- District financial data

Quality Indicator Key Actions:

- The Deputy Superintendent of Business Operations will collaborate with the Director of Finance and Budget Coordinator to develop, deploy, and monitor a plan to ensure the District achieves the highest rating on the state financial accountability system.
- The Deputy Superintendent of Business Operations will collaborate with the Director of Finance and Budget Coordinator to monitor non-general operating funds to ensure they remain self-sustaining.
- The Human Resources Department and Assistant Superintendents of Elementary and Secondary Administration will develop, implement, and monitor documented processes to ensure the appropriate student/teacher ratios are maintained.
- The Executive Leadership Team will monitor productivity trends as identified on the Education Resource Group (ERG) matrix.
- The Executive Director of Technology will monitor education and software programs to ensure District resources are being used efficiently and effectively.

Quality Indicator 3: Evaluation, Improvement, and Innovation Processes

Goal 1: The Evaluation, Improvement, or Innovation Process will be completed and documented for 100% of projects and/or purchases according to process criteria.

Data Source(s):

- Process Criteria: Evaluation of an Existing Program Process, Improvement of an Existing Program Process, or Innovation for New Programming
- Documented Evaluation of an Existing Program Process, Improvement of an Existing Program Process, or Innovation for New Programming Process

Quality Indicator Key Actions:

- The Executive Leadership Team will communicate with District and campus leaders the expectations for using the Evaluation, Improvement, and/or Innovation Processes.
- The Executive Leadership Team will determine and communicate the procedure for appropriate personnel to access the guide and template for use in the Evaluation, Improvement, and/or Innovation Processes.
- The Coordinator of Research and Data Analysis will train and support appropriate personnel in their understanding and use of each of the Evaluation, Improvement, and/or Innovation Processes.
- The Executive Leadership Team will develop, document, and implement criteria for determining existing programs to be evaluated.
- The Executive Leadership Team will develop, document, and communicate expectations and procedures for the documentation and retention of completed Evaluation, Improvement, and/or Innovation Processes.

Quality Indicator 4: Efficient Use of Technology Resources

Goal 1: 100% of classroom teachers will demonstrate proficiency in using technology to design student-centered lessons.

Data Source(s):

- Texas Teacher Evaluation and Support System (T-TESS) evaluation data from Domains 1.1 and 1.4
- Mobile device management data, currently adopted Learning Management System (LMS), and Single Sign On (SSO) data.
- T-TESS evaluation data from Domains 2.1, 2.2, and 2.4
- LMS usage and interaction data

Goal 2: 100% of employees will complete annual security awareness training resulting in a 90% reduction in phishing simulation failures.

Data Source(s):

- Security platform analytics

Quality Indicator Key Actions:

- The Executive Director of Technology will collaborate with the Information Services and Instructional Technology Departments to develop, deploy, and monitor a student technology replacement cycle.
- The Executive Director of Technology will collaborate with the Helpdesk to develop, deploy, and monitor a plan to track and report trouble ticket data.
- The Executive Director of Technology will collaborate with the Technology Specialists to establish District expectations for technology efficiencies.
- The Executive Director of Technology will collaborate with the Coordinator of Professional Development to develop, deploy, and monitor a Technology Professional Development Framework.

Priority: Family and Community Partnerships

Description: The District will grow and maintain family and community connections to support student and employee success.

Quality Indicator 1: Stakeholder Satisfaction

Goal 1: 90% or more of survey respondents will assign the District a positive rating on the annual District Parent Survey.

Data Source(s):

- HEB ISD Parent Survey

Goal 2: 90% or more of survey respondents will assign the District a positive rating on the annual District Staff Survey.

Data Source(s):

- HEB ISD Staff Survey

Goal 3: 90% or more of survey respondents will assign the District a positive rating on the annual District Student Survey.

Data Source(s):

- HEB ISD Student Survey

Goal 4: 90% or more of survey respondents will assign the District a positive rating on Community Partnership Surveys.

Data Source(s):

- HEB ISD Community Partnership Survey

Quality Indicator Key Actions:

- The Public Relations & Marketing Department will align survey questions to the District Strategic Plan.
- The Public Relations & Marketing Department will maintain survey stability to track trend data.
- The Executive Leadership Team will monitor and adjust a process to communicate survey results to applicable stakeholders.
- District and campus leaders will use survey data to identify opportunities for improvement and take appropriate actions.
- District and campus leaders will utilize survey results in District, department, and campus improvement planning.

Quality Indicator 2: Stakeholder Engagement

Goal 1: Maintain 8,000 or more active volunteers per year.

Data Source(s):

- Visitor Management System Volunteer Report

Goal 2: Maintain 200 or more adopters per year.

Data Source(s):

- Adopter Report
- Board-approved community donations report from the Business Operations Department

Goal 3: 15% or more of campus student enrollment as of PEIMS Snapshot date will participate in the annual parent and community survey.

Data Source(s):

- Annual District survey using PEIMS Snapshot data

Goal 4: Provide at least one District-wide family/community engagement event annually.
Data Source(s):
- Implementation plan and evaluation data for at least one District-wide event

Goal 5: Maintain at least one “Campus Champion” adopter per school.
Data Source(s):
- Campus Champions Report

Goal 6: Achieve annual social media footprint equivalent to 250 impressions per student snapshot enrollment.
Data Source(s):
- Social Media statistical data

Quality Indicator Key Actions:
- The Public Relations & Marketing Department will develop, document, and communicate the definition of “active” volunteer.
- The Public Relations & Marketing Department will monitor processes for the recruitment and retention of active volunteers, adopters, and engaged stakeholders.
- The Public Relations & Marketing Department will recognize campuses achieving 15% or more of student enrollment participating in the annual parent and community survey.
- The Educational Operations Leadership Team will collaborate with program coordinators and directors to develop and deploy District-wide family engagement events.
- The Public Relations & Marketing Department will encourage and enable adopters to step up to Campus Champion commitment.