



Strategic Plan 2024-2029

Safety, Integrity, and Well-Being

Catawba County School is committed to enhancing safety, fostering a culture of integrity, and promoting the well-being of all stakeholders in our district. We are committed to promoting ethical decision-making, responsible digital citizenship, and improving attendance through proactive engagement strategies. This comprehensive approach supports the whole child, ensuring their physical, emotional, and academic well-being.

Goals

- CCS will develop, teach, and implement comprehensive safety protocols addressing physical, mental, and online safety concerns within our educational and community environment.
 - Related SMART Goal: By 2029, CCS will develop, teach, and implement comprehensive safety protocols addressing physical, mental, and online safety concerns within our educational and community environment. Specifically, we aim to achieve a 100% completion rate of safety training modules by all staff and students, with 90% reporting increased confidence in identifying and addressing safety issues across all domains.
- Develop clear, measurable standards and expectations for behavior, academic performance, attendance, and participation, and ensure consistent enforcement across all classrooms and programs.
 - Related SMART Goal: By 2029, CCS will develop clear, measurable standards and expectations for behavior, academic performance, attendance, and participation and ensure consistent enforcement across all classrooms and programs. CCS will achieve 100% compliance with the new standards, as evidenced by regular audits and feedback from teachers, parents, and students.

Strategies

- Provide ongoing training for staff and students on safety procedures, conflict resolution, and cyberbullying prevention.
- Establish regular mental health professional development sessions for staff to increase awareness, recognition, and response to mental health challenges

among students and community members.

- Continue implementing initiatives to provide additional support and resources for students facing socio-economic, cultural, or other barriers to success.
- Strengthen training programs (Portrait of a Graduate, Second Steps) and workshops to promote safety, integrity, and well-being among students, staff, and community members.
- Audit our master facilities plan to identify disparities in access to services and facilities and develop targeted strategies to address these inequities.
- Provide regular training on ethical decision-making and communication skills for all staff members, emphasizing the importance of integrity, honesty, and transparency in all interactions (Teaching Code of Ethics).
- Continue implementing a comprehensive digital citizenship curriculum to educate students on the safe, responsible, and ethical use of technology and social media platforms.
- Implement proactive strategies to address attendance issues, including early intervention and support for students at risk of chronic absenteeism.
- Collaborate with community partners to provide resources and incentives to promote regular attendance and active engagement in learning activities.

Student Development and Achievement

CCS is committed to growing students academically while providing opportunities through a supportive, comprehensive, and inclusive education environment. This will ensure students reach their full potential by engaging in various career pathways to develop life skills for a rapidly changing world.

Goals

- CCS will graduate students who possess various life skills and are prepared to enroll in post-secondary institutions, enlist in a military branch, or seek employment.
 - Related SMART Goal: By 2029, 100% of CCS students will graduate and have a post-secondary plan that includes military enlistment, post-secondary education, or full-time employment.
- All CCS schools will meet or exceed growth according to the state accountability model.
 - Related SMART GOAL: By 2025 and beyond, 100% of CCS schools will meet or exceed growth annually.

Strategies

- Incorporate the NC Portrait of a Graduate Durable Skills into instructional practice.
- Focus on literacy across all content areas through the implementation of the

North Carolina Literacy Instruction Standards.

- Incorporate higher-order thinking activities in daily instruction.
- Teachers commit to planning and providing students with high-engagement activities.
- All students will create career development plans to guide course choices.
- Explore providing students with innovative learning opportunities such as dual language immersion, College and Career Promise, High School Scholars Academy, Online Catawba, Challenger Early College, and internships.
- Provide professional development to close the academic gaps present among identified subgroups.
- Provide personalized professional development to teachers through the instructional coaching model.
- Develop and implement generative AI literacy among staff and students.
- Expose students to a variety of extra-curricular opportunities that encourage collaboration and teamwork.

Recruitment and Retention

Recruitment and retention of employees are vital for maintaining high-quality education standards. Effective recruitment ensures schools attract talented teachers, administrators, and support staff who mirror our student population. At the same time, strong retention efforts foster stability, experience, and a positive work environment, ultimately benefiting student learning outcomes and overall school success.

Goals

- Catawba County Schools will provide systems of support to ensure all employees have opportunities to develop as professionals across their careers.
 - Related SMART Goal: By 2029, Catawba County Schools will provide systems of support to ensure 100% of employees have opportunities to develop as professionals across their careers.
- Catawba County Schools students will have the opportunity to learn from and engage with qualified staff members who are representative of the student population.
 - Related SMART Goal: By 2029, 100% of Catawba County Schools students will have the opportunity to learn from and engage with qualified staff members who are representative of the student population.

Strategies

- CCS will continue to build partnerships with community colleges and universities to increase the qualified applicant pool.
- CCS will increase the number of high school students enrolling in NC Teacher Cadet classes and the Teacher Assistant Apprenticeship program.

- Administrators will conduct “Stay Interviews” with all classes of employees across the school year and utilize the information to amplify the positives, thereby enhancing overall job satisfaction and increasing retention rates.
- Develop and share clear career leadership pathways for all employees.
- Continue to recruit a workforce representative of student enrollment by leveraging a variety of organizations, including local, state, national, and international recruiting and hiring agencies.
- Ensure all staff have the skills necessary to build and maintain a culture of inclusive practices and belonging for all employees.
- Create a systematic approach to telling the CCS story to increase the number of qualified applicants.
- Enhance partnerships with community organizations to promote staff well-being.

Stakeholder Relationships

Catawba County Schools values all stakeholders, effective communication, positive relationships, and strong community and business partnerships to become the heart of our community. Staff, students, and families become involved in schools where they feel engaged, inspired, and empowered.

Goals

- CCS will develop and maintain positive and supportive relationships between staff, students, and families district-wide.
 - Related SMART Goal: By 2029, CCS will achieve a 90% satisfaction rate among staff, students, and families district-wide by implementing and maintaining positive and supportive relationships as measured by Teacher Working Conditions surveys, regular communication initiatives, and targeted support programs.
- CCS will continue growing partnerships with local businesses and organizations that benefit our staff, students, and families.
 - Related SMART Goal: By 2029, CCS will establish and sustain partnerships with at least 50 local businesses and organizations, creating programs and opportunities that directly benefit our staff, students, and families, as measured by annual partnership growth and engagement reports.

Strategies

- Sustain a uniform communication framework across the district and schools by providing ongoing training and support to ensure it remains user-friendly, accessible, and engaging for the community.
- Ensure that all media and communication within our school district are ADA-compliant and accessible according to Web Content Accessibility

Guidelines (WCAG) 2.1, fostering stronger stakeholder relationships through inclusivity and accessibility.

- Engage local media to cover school and district events and enhance visibility.
- Facilitate at least four district-wide community engagement events in collaboration with the Education Foundation for Catawba County Schools, and each school will hold at least two community engagement events per year with an effort to plan for a variety of locations.
- Establish and enhance strategic partnerships with local businesses, higher education institutions, and the Chamber of Commerce through networking and event coordination in collaboration with the Education Foundation for Catawba County Schools.
- Offer training and resources to staff and families to help them develop strong relationships supporting all students' success and well-being.
- Foster and develop a comprehensive volunteer program to encourage community engagement in our schools throughout the district.
- Continue to strive for 100% participation in the Purple Star School Program to support military-impacted students and families by becoming a Purple Star District.
- Explore and implement an internal communication resource to promote and share successes and celebrations and communicate information among all district staff.