



# Media Release

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**Board of Education Approves New Strategic Plan and Land Exchanges with the City of Green Bay**

**Green Bay, WI - March 17, 2025-** At the March 17, 2025 Board of Education meeting, the Board approved several significant actions.

**Strategic Plan**

The Board of Education approved the following:

- To continue with the District’s current mission statement, “The Mission of the Green Bay Area Public School District is to educate all students to be college, career and community ready, inspired to succeed in our diverse world.”
- A vision statement: “Green Bay Area Public School District graduates will be academic achievers, communicators and connectors, architects of their own success, leaders and teammates, empowered to navigate their own life’s journey. The vision is communicated through the [Portrait of a Graduate](#), which is a collective vision of the skills, traits and characteristics each student should obtain prior to graduation.
- The Strategic Plan priorities and goals for the next five years:

| Strategic Priority   | Strategic Goals (to be achieved by June 2030)  |
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| <p><b>Academic Excellence</b> is the continuous pursuit of acquiring knowledge and skills, where students demonstrate intellectual growth and achieve their highest potential in their</p> | <ol style="list-style-type: none"> <li>1. ELA performance (grades 3-11) will meet or exceed the annual State average as measured by State assessments</li> <li>2. Math performance (grades 3-11) will meet or exceed the annual State average as measured by State assessments</li> <li>3. The district average ACT composite score will be 20 or higher</li> <li>4. The district graduation rate will be 90% or higher</li> </ol> |

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| <p>learning endeavors.</p>  | <ol style="list-style-type: none"> <li>5. The percentage of students earning a dual-credit or AP credit will be 73% or higher with a reduction in our greatest disproportionality by at least 50% from a 2024 baseline</li> <li>6. At least 45% of our students will earn an Industry Credential upon graduation</li> </ol>   |
| <p><b>A Thriving Student Body</b> is one in which all students are able to achieve academically, develop relationships with others and their community, and grow their sense of self.</p>   | <ol style="list-style-type: none"> <li>1. Increase student favorable perceptions in the area of ‘social and emotional’ wellness as determined by Panorama survey baseline established in Spring 2025</li> <li>2. Increase student favorable perceptions in the areas of ‘sense of belonging’ by 25 percentage points for elementary students and by 35 percentage points for secondary students as determined by Panorama survey</li> <li>3. Increase student favorable perceptions in the areas of “student-teacher relationships” by 10 percentage points for elementary students and by 32 percentage points for secondary students’ as determined by Panorama survey</li> <li>4. Participation in clubs, teams and activities will increase by at least 8.5% points for middle school and high school students</li> <li>5. Student attendance will meet or exceed state average for percent of students <i>persistently present</i></li> <li>6. At least 12% of students will graduate with proficiency in multiple languages</li> <li>7. 100% of secondary students will have a customized success plan that includes an academic plan with preliminary career identification and personal pursuits</li> </ol> |
| <p><b>A Thriving Workforce</b> is one where all employees are authentically engaged, have the ability to grow professionally, are embraced for their unique talents and gifts, and are passionately committed to student success.</p> | <ol style="list-style-type: none"> <li>1. 90% or more of staff will be <i>persistently present</i> on student contact days</li> <li>2. Average years of experience within the district will increase by 10% across all workgroups</li> <li>3. 100% of full-time staff working the full school year will participate in relevant professional learning aligned to district priorities</li> <li>4. 95% or more of staff will be injury or accident-free during the school year</li> <li>5. The percentage of staff earning another degree, license, certification or credential will increase annually as determined by baseline established in 2025</li> </ol>   |
| <p><b>Family &amp; Community Engagement</b> requires intentional partnership among families, district staff, and community partners to advance children’s learning and</p>  | <ol style="list-style-type: none"> <li>1. 100% of district schools will have a Family/Parent Engagement component in their School Success Plan, actively monitored with data</li> <li>2. Increase in favorable responses from families regarding engagement as determined by baseline established in 2025</li> <li>3. 100% of district schools will have a Community Partnership component in their School Success Plan, actively monitored</li> </ol>  |

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| development, from birth through school and beyond. | with data<br>4. Increase in favorable responses from community partners regarding school and/or district collaboration as determined by baseline established in 2025 |
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**Land Swap Agreement with City of Green Bay**

The Board of Education approved an agreement between District administration and the City of Green Bay regarding property exchanges. The school district was once a part of the City of Green Bay, and over the years the District and the City have worked to continue to clean up property lines. Included in this land swap are several parcels that were exchanged for that purpose. The agreement includes:

- The District acquires land around Beaumont Elementary School, Chappell Elementary School, Fort Howard Elementary School, Jefferson Head Start Learning Center, Nicolet Elementary School, and Sullivan Elementary School.
- The District would deed 1.26 acres near Keller Elementary and the MacArthur Elementary School property. The District will pay for the demolition of the school building. The cost was included in the November 2024 Referendum.
- The District will provide the City of Green Bay exclusive negotiating rights for 9-months for the development of the Tank Elementary and Elmore Elementary properties. The 9-month plan will not begin until the conclusion of the 2025-26 school year for Elmore Elementary. The District will have final say over the sale of the Tank and Elmore properties.

View the [Board memo](#).

Founded in 1856 with the opening of the Sale School, the Green Bay Area Public School District is more than 150 years old. A unified school district of 92 square miles, it covers the city of Green Bay, all of the village of Allouez, the village of Bellevue, the town of Scott, as well as part of the towns of Ledgeview, Eaton, Green Bay and Humboldt. For more information, visit the district website <http://www.gbaps.org>.