

Strategic Plan | Specific Result Report

Goal 7 Action Plan Year 3 Priorities – 2019-2020

Goal 7:

Katy ISD will develop intentional strategic partnerships which capitalize on the strengths, resources and talents of all stakeholders in order to engage the entire community.

Specific Result:

7.2 Replace Katy ISD school-business partnership program with an activity driven business and community partnership model that engages all stakeholders.

Summary Report:

Centralize recruiting efforts with an online portal/app matching business and community partners to schools:

- Partners in Education (PIE) will coordinate design, manage content, train users.

Following a week-long Strategic Design Workshop in 2018 with key partners, administrators and PIE Liaisons, market research was conducted to find an online tool that met the needs of our partners and campuses and satisfied Goal 7.2. It was found that such a tool to centralize the District's recruiting efforts was not currently available on the market. In the Fall 2019, PIE and Technology contracted VOLY.org, a national provider of volunteer recruitment and management software, to assist in creating a platform to consolidate our partnership efforts in order to match business and community partners with schools.

Using the results of the workshop, PIE worked closely with VOLY to ensure the software met the needs of schools and business partners. By the start of December 2019, a beta version of the Partner Portal was live and being tested by PIE for functionality, efficiency, ease of use and ability to manage content. Katy.voly.org went live in December 2019 and VOLY staff personally came to the ESC to train campus PIE Liaisons and the PIE admin team on the software. In January 2020, a select group of key partners, including those who participated in the Strategic Design workshop, were trained by PIE in the ESC computer labs. It's important to note that all Partners must be approved to gain access to the Partner Portal and all content posted by Partners is subject to approval by PIE admin. Requests posted by campuses are audited on a regular basis.

The Katy ISD Partner Portal was softly launched at the end of March 2020 to facilitate communication and assistance for our struggling partners and campuses as a result of the massive shutdowns due to COVID-19. PIE admin continues to work closely with VOLY on system maintenance and issues as they arise, as well as recording possible improvements to the Partner Portal for version 2.0.

Support campus leadership of program with specific protocols and guidelines for partner/campus interaction:

In December 2019, a beta version of the Partner Portal was live and being tested by PIE for functionality, efficiency, ease of use and ability to manage content. Along with the feedback from the Strategic Design Workshop and PIE Liaisons who were trained in use of the Partner Portal, PIE admin drafted, completed and distributed the Partner Portal Standards and Practices to all users. These guidelines and protocols were written and launched along with the Partner Portal.

Partner Portal Standards and Practices detail the foundations for how the tool is to be run on a day-to-day basis as well as the principles of what qualifies as partnership and appropriate requests and offers when working with Katy ISD. These documents will be posted on the PIE website as well as the Partner Portal for ease of reference and to facilitate a better understanding the ways of working between Katy ISD and partner organization. PIE admin monitors the Partner Portal closely and all protocols and guidelines are subject to change at any time.

Rebranding - Completely redesign look and feel of program:

In Fall 2019, Mungo Creative was contracted to assist in a rebrand of PIE and all its programs. Mungo has worked with PIE for a number of years and has a deep understanding of the PIE personality and the intricacies of each unique program. The goal was to create a professional, refined and streamlined brand family to project a consistent brand image.

In conjunction with PIE, Mungo designed a family of logos, exclusive color palette and fonts for PIE. The overall design concept for the PIE logo features three interlocking shapes, representing the exchange of ideas and communication among diverse groups. A portfolio of the PIE rebrand was submitted to District leadership in early May 2020. PIE plans to publicize the rebrand in the Summer of 2020, culminating in a PIE Launch in September 2020, highlighting a number of the Strategic Design 7.2 accomplishments for PIE, including the new logos and showcasing the Partner Portal.

Enhanced business/community partnership katyisd.org presence:

- Create a clear path for business engagement with the District. Consolidate opportunities into *one-stop-shop* page on katyisd.org;
- Feature business/community engagement activities.

In February 2020, PIE began research into other school districts' websites to find the most user-friendly ways for businesses and community organizations to interact with districts; examples were compiled from across the state. Based on this research and regular enquiries to the PIE office, we identified the key business engagement opportunities to be featured on the Katy ISD *one-stop-shop* for enhanced business and community partnership presence as follows: Business & Community Partnerships (PIE), Vendor Information, Marketing and Advertising, Staff Discounts and Facility Reservations.

In early May 2020, PIE submitted a Website Reorganization Road Map to Katy ISD Communications and our recommendation was supported by the Communications team. The Website Reorganization Road Map suggests adding a new item called 'Business & Community Connections' to the Community tab on the Katy ISD homepage. PIE also provided advice on the layout of the *one-stop-shop* with examples; text and links for all the key pathways listed above were also detailed. This document was sent to Technology with the support of Communications; though we have not received confirmation, PIE expects the website to be live in the Summer of 2020.

Enhanced partner recognition:

- Develop and implement communications plan, including but not limited to video stories, social media posts. Share with Katy ISD Communications for inclusion in Katy ISD social media, board president and superintendent videos;
- District (PIE) sponsored rallies gathering businesses and campus representatives each semester. Re-vamp our current PIE Open House format;
- Communicate business engagement opportunities with greater consistency and clarity;
- Enhanced, ongoing training for campus PIE liaisons.

Enhancing recognition of our Katy ISD partners is and continues to be an ongoing goal for Partners in Education. In the 2019-20 school year, a major focus to achieving this result was developing and implementing the Partner Portal, and then inviting and training a select group of preferred partners to help roll it out. With the soft launch of the Partner Portal in mid-March, Partners in Education is actively incentivizing Katy ISD campuses to positively engage with our partners. PIE will continue to promote the use of the Partner Portal as a tool to recognize partner efforts.

A number of training opportunities, including meet-and-greets with select PIE liaisons, were offered with the launch of the Partner Portal starting in January 2020. The continued roll-out and promotion of this tool will necessitate ongoing training, great opportunities for engagement and recognition. 'Partner Portal 101' will be a regular calendar fixture in the 2020-21 school year, as well as a PIE Launch planned for September 2020, which will highlight the PIE rebrand and redefine what partnership looks like for Katy ISD, as well as showcase the Partner Portal.

The unusual circumstances around COVID-19 saw PIE rallying behind our partners to show support in the same way they consistently support our schools. #PartnerStrong was hatched in March 2020 as a social media campaign to honor those partners who continually align themselves with Katy ISD campuses. As part of this effort, PIE asked their liaisons to encourage campus colleagues to frequent those local business partners, snap a photo with the #PartnerStrong tag and share positive reviews. Partners in Education contacted over 100 local business partners in March and April 2020 to offer support and advise them about #PartnerStrong. #PartnerStrong continues to be an ongoing effort as long as the need exists.