

Strategic Plan | Specific Result Report

Goal 7 Action Plan Year 5 Priorities - 2021-2022

Call to Action:

Katy ISD learners, through active engagement, achieve individual success while making positive contributions in an ever-changing world.

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:

7.4 Advance Katy ISD stakeholders groups into enthusiastic well-informed advocates.

Summary Report:

This Specific Result focused on identifying and defining the various Katy ISD stakeholders, their current level of engagement, how well they feel informed by the District and campuses, and best practices to meet their informational needs and encourage further engagement. The stakeholders identified included districtwide parents, campus teams, volunteers, those involved in the District's Leadership Katy program; and business leaders.

Parent Stakeholders and Campus Teams

In alignment with Specific Result 7.5, during the 2018-19 academic school year, the District's existing campus- and district-level parent engagement opportunities were examined and measured through a three-part study, guided by the assistance of our strategic planning consultants, Engage2Learn. Part One included an electronic survey designed to determine the types of parent engagement opportunities already available on campuses. This was completed by all 66 principals in September 2018. At that same time, a similar survey was administered to parents across the district to examine their understanding and perception of existing engagement opportunities. Part Two of the study took place in October of that year, wherein the District hosted four parent focus group meetings in each quadrant of Katy ISD. These meetings were designed to gather supplemental and anecdotal data directly from parents. Finally, survey and focus group findings were shared and presented to principals in February 2019. Following the presentation of findings and group discussions on best practices, principals began working with their campus teams to develop a strategy for addressing parent engagement in their annual Campus Improvement Plans (CIPs). This has remained a component of the CIP development process for the past three years.

Volunteer Stakeholders

The COVID-19 pandemic has forced school districts and staff to engage in new and innovative ways with stakeholders. To increase messaging capacity, as well as engagement among our parent volunteer group, the PIE office collaborated with the Deputy Superintendent's office and Katy Council of PTA's to develop cohesive messaging around parent volunteer involvement during COVID-19 Phase One Safety Protocol. PIE and Katy Council released messaging simultaneously through each organization's social media channels.

Leadership Katy Stakeholders

By design, Leadership Katy connects members with district leaders on a regular basis providing a behind-the-scenes look at different facets of District operations. Member engagement is enhanced by face-to-face conversation with presenters. The program itself is evaluated as an agenda item twice per year then by end of year survey. District and campus leaders are provided each year's Leadership Katy roster with encouragement to further engage Leadership Katy alumni in both district and campus initiatives.

Business Partner Stakeholders

Our online partner portal (Specific Result 7.2) has served as the springboard for increased District engagement of business partners. Portal activity informed District messaging allowing for enhanced definition of partners as supporters and advocates of the district through their relationship with individual campuses. Partners were engaged through Partner Portal 101 training, Partner Appreciation Month, "Easy Wins" campaigns featuring portal match opportunities and Partner Portal spotlight campaigns highlighting impactful business/campus connections. In addition, the in-person Business Partner Open House was returned to the district calendar as an annual event.