Katy Independent School District

Strategic Plan | Specific Result Report

Goal 7 Action Plan Year 2 Priorities – 2023-2024

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:

7.3 Build awareness around the importance of campus community engagement.

Summary Report:

Community partnership messaging and engagement undergoes evaluation throughout the year based on feedback from our stakeholders: district and campus leaders plus community members engaged in each program. Comprehensive revisions, if needed, take place each summer in preparation for the upcoming school year. Then, following each school year activity, an informal evaluation is conducted. Feedback is then immediately applied to the next activity for that specific program. Ongoing enhancements include:

1. Measuring our effectiveness via a robust system for tracking PIE program data. That data includes audience size, audience engagement and program results (funds raised, time given, number of participants in each program) plus a comprehensive roster of participants for district access.

2. Continually sharpening our recruitment efforts striving for increased geographic and demographic diversity in our programs.

3. Ambitious production schedule driving all PIE communications, both internal and external, with intentional, cohesive messaging across all PIE programs, including KEYS Mentoring, Business & Community Partnerships, Volunteers in Public Schools (VIPS), Food for Families, Leadership Katy ISD, and Sister Schools.

4. Comprehensive theme development across all programs leading to a global, districtwide message spotlighting the value and ongoing impact of community engagement.