

**KEY PILLAR 2: COMMUNITY AND COMMUNICATIONS****PRIORITY AREA: 2.2 Public Relations**

Goal 2.2.A. - Regular Recognition Across All Buildings: Develop a cohesive, districtwide recognition initiative in which each school building regularly honors at least one student and one staff member. This program will represent all departments and grade levels, consistently promoting a positive and supportive culture among students, staff, and families.

Strategy/Action	Champion (person(s) responsible)	Performance Measures	Resources Needed/Source of Funding	Start Date	Completion Date
2.2.A.a. Teacher Proud Tuesday at EACH Building.	Building Administration Communication Department	Quantity - One per month per building/ Certified One per month per building/Non-Certified	District Funding	Fall 2025	Spring 2026
2.2.A.b. Building Staff “Team” highlights.	Communication Department Communication Coordinators	One team per month per building	District Funding Community Sponsors	Fall 2026	Spring 2027
2.2.A.c. Tiger “Staff” Shout Outs.	Communication Department	Number of shout outs per building, Staff feedback surveys	District Funding Community Sponsors	Fall 2026	Spring 2027



Goal 2.2.B. Community Partner Campaign "Community Connections" Develop a program that facilitates and supports the collaboration of Ozark businesses and all school buildings. This program will magnify the opportunities between our District and our thriving business community.

Strategy/Action	Champion (person(s) responsible)	Performance Measures	Resources Needed/Source of Funding	Start Date	Completion Date
2.2.B.a. Walk & Talks with Community/ Business Partners.	Communication Department Superintendent	1 Per Semester (Year 1) 2 Per Semester (Year 2)	District Budget	Spring 2026	Spring 2028
2.2.B.b. Intentional Involvement with Community Regarding School Initiatives.	Communication Department Superintendent	1 Per Semester (Year 1) 2 Per Semester (Year 2)	District Budget	Spring 2026	Spring 2028
2.2.B.c. Re-establish an Adopt-A-Class Program.	Communication Department	Number of classrooms adopted Frequency of interactions per classroom Student Engagement Survey	District Budget Community Sponsors	Fall 2026	Spring 2027
2.2.B.d. Business Bank - List of willing businesses who want to partner and get more involved in Ozark Schools.	Communications Director of Academies	Growth of Participating Businesses Number of businesses enrolled in the Business Bank Number of new business partnerships added quarterly or annually Number of partnership types offered, such as internships, guest speaking, mentorship, sponsorship, or donations	District Funding	Spring 2026	Fall 2029



2.2.B.d. <i>cont.</i> Business Bank List of willing businesses who want to partner and get more involved in Ozark Schools.		Participation rate of listed businesses in at least one school event, program, or initiative			
2.2.B.e. Realtor/Chamber Connection Campaign.	Communication Department	1-2 New Features Annually	District Budget	Fall 2026	Spring 2028
2.2.B.f. Enhance District Website Navigation to Better Engage and Attract New Families.	Communication Department	1-2 New Features Annually	District Budget	Fall 2027	Spring 2030