STRATEGIC PRIORITY 1

EMBODYING NEWARK EXCELLENCE

OBJECTIVE

Reimagine and reinvigorate the ideal of 'The Village' as a space created by the community, for the community, to improve the community.

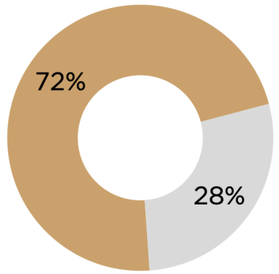
Rationale

As New Jersey's largest independent, Black-led public charter school, MPTCS is designed to exemplify and magnify the excellence that runs deep within the Newark community. We aspire to channel the cultural and historical pride that is charateristic of HBCUs. The ideal of the Village, which has shaped our educational philosophy since the school's inception, continues to resonate. Transforming that ethos into practice means something different in 2022 than it did in 1999, and fulfilling our mission over the next five years will require us to define and communicate a new vision for the Village with precision.

As a three-campus network, it is essential that we operate with cohesion and clarity, critically examining the thematic orientations of our individual schools and aligning our programming and our resources in support of our vision. In Newark's saturated public school landscape, and with teacher shortages afflicting systems across the country, it is imperative that we be able to differentiate ourselves honestly and authentically when communicating with families and educators whose presence would enhance and enrich our community. Accordingly, when considering both our internal structures and the external conditions in which we are operating, establishing a shared vision and a common language are necessary preconditions for executing on the remaining strategic priorities identified in this plan.

> "In the beginning, my teachers were our kids' parents. Teachers were really into The Village, the spirit of we want to do this together. The motto speaks.
>
> *Parent of an MPTCS Scholar*

Black & Latin(x) Excellence



72% of respondents agree or strongly agree that the way MPTCS recognizes and celebrates Black and Latin(x) excellence sets it apart in a positive way

1 EMBODYING NEWARK EXCELLENCE

FOCUS AREAS

SHARED VISION	COHESION & CONSISTENCY	STUDENT & STAFF RECRUITMENT
Articulate and broadly communicate a shared vision of a school community characterized by student-centered, supportive, and progressive learning environments	Reestablish school-wide core values and strengthen the systems and support structures that equip community members to exemplify them	Hone outreach to prospective families and educators who embrace our shared vision

COMMITMENTS

WE WILL...

- Review campus-level themes and invest in programming that supports the vision for MPTCS-wide excellence
- Showcase student achievement in academics and the arts
- Engage all school stakeholders in an effort to develop and codify a set of MPTCS core values to reshape our approach to school culture
- Routinely collect data to assess the degree to which our core values are understood, lived, and embraced
- Create authentic learning experiences for students to understand their history, to engage in action civics on issues of importance to themselves and their families, and to give back to the community with purpose
- Revise and periodically review family- and educator-facing recruitment materials to emphasize our Village identity and strengths
- Develop comprehensive recruitment campaigns by creating marketable messages and leveraging all relevant platforms
- Implement a web and social media facelift and communicate our 'wins' proudly and proactively across platforms