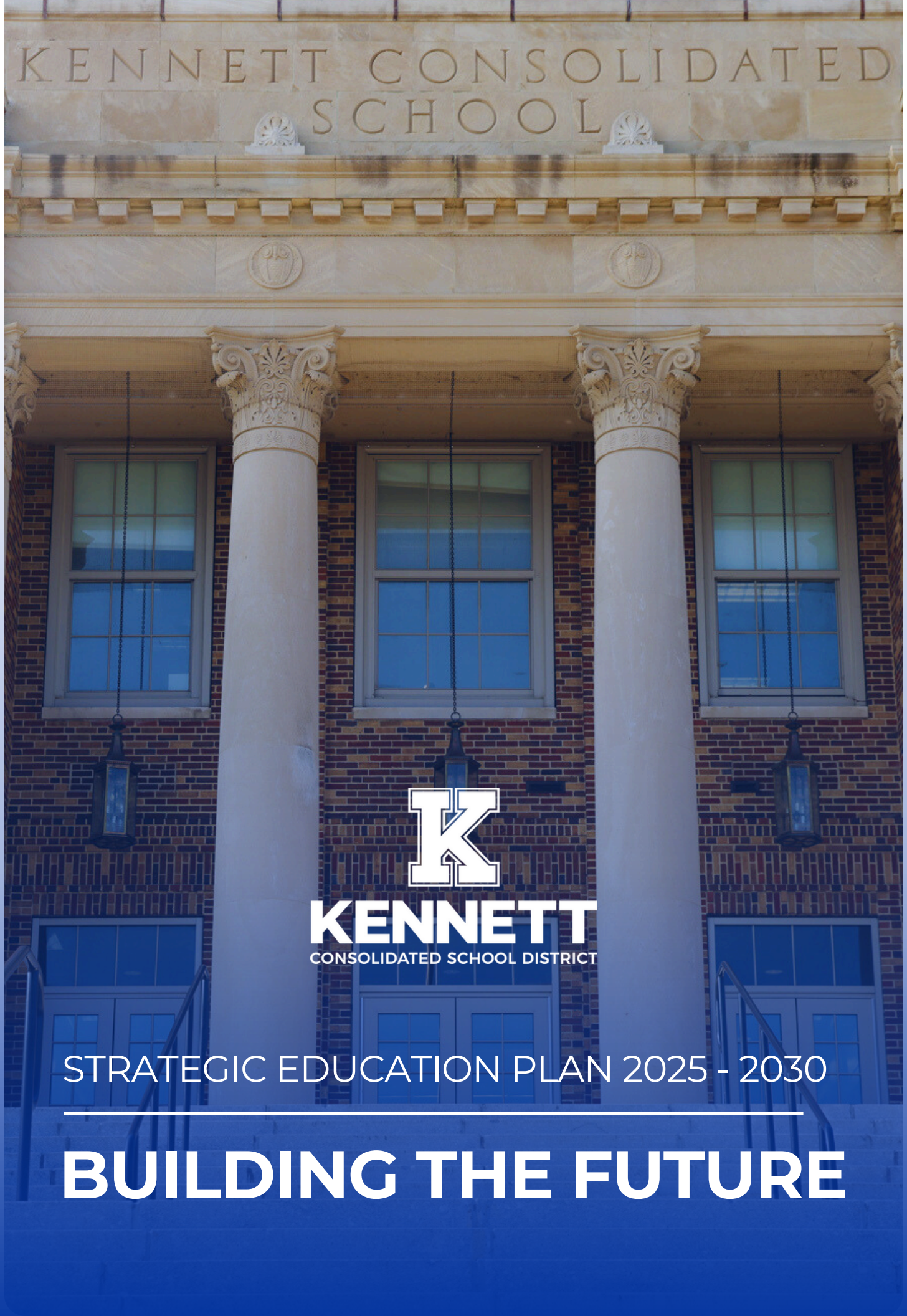


KENNETT
CONSOLIDATED SCHOOL DISTRICT

STRATEGIC EDUCATION PLAN 2025 - 2030

BUILDING THE FUTURE

Letter from the Superintendent



August, 2025

Dear Kennett Consolidated School District Community:

I am proud to share the result of our year-long collaboration to explore what makes Kennett uniquely special. Thanks to your generous time and dedication, we have created a strategic plan that builds on our strengths while addressing our challenges.

Through many interviews, focus groups, surveys, observations, events, subcommittee meetings, and careful analysis, we have developed a plan aligned with our District's vision: to nurture, prepare, and empower all students.

I want to sincerely thank our students, parents, staff, teachers, administrators, and community partners for their thoughtful contributions throughout this process. Your commitment to the success of our educational community and its students is truly inspiring.

Please take a moment to review the five priorities we've identified, along with their goals and action steps, which will guide our path forward. These summaries represent key guideposts within a more detailed plan that we will continue to refine. We look forward to sharing ongoing progress toward delivering:

- **A Future-Ready Student Experience**
- **High-Quality Teaching and Learning**
- **Impactful and Empowered Educators**
- **An Informed, Engaged, and Supported Community**
- **A 21st Century Learning Environment**

Our success will be measured by clear targets that allow us to track and adjust our efforts. We are committed to keeping you informed with regular updates and data as we move ahead.

Thank you for entrusting us with the education of your children and the care of our community. Our success will be reflected in the innovative thinkers we inspire, the inclusive relationships we build, and the meaningful educational experiences we provide to help every learner reach their full potential.

With gratitude,
Dr. Kimberly Rizzo Saunders
Superintendent

Our Past Informs Our Future

The Kennett Consolidated School District (KCSD), located in southeastern Chester County, Pennsylvania, serves approximately 3,800 students across six schools—from a dedicated Kindergarten Center to Kennett High School. At the heart of our 34-square-mile district lies the historic Borough of Kennett Square, proudly known as the Mushroom Capital of the World. This rich cultural and agricultural heritage shapes the vibrant character of our schools and community.

Founded on a legacy of educational excellence dating back to 1930, when Pierre S. du Pont funded the creation of Kennett High School, KCSD remains committed to preparing students for success in a rapidly changing world. Our strength lies in the dedication of our educators and the diversity of our community: many of our students are Hispanic and speak Spanish at home, enriching our district with multilingual and multicultural perspectives.

KCSD offers robust academic and extracurricular programs, a strong partnership with the Chester County Technical College High School, and the innovative Kennett Future Ready initiative, which provides students with access to dual enrollment, industry credentials, and real-world learning experiences.

Looking to the future, KCSD is investing in modern learning environments, with two new elementary schools opening in 2026, and continuing to expand access to high-quality programs and facilities, such as the Legacy Fields Complex. Together with our families and community partners, we are building a 21st-century educational experience that honors our past and empowers every learner for the future.

The Planning Process

In August 2024, Superintendent Dr. Kimberly Rizzo Saunders introduced her 90-Day Entry Plan—*Listen, Learn, Lead*—as a framework to guide her initial months as Superintendent of the Kennett Consolidated School District. During this time, she visited schools and classrooms, engaging in thoughtful conversations with a broad range of stakeholders, including students, staff, families, teachers, administrators, board members, former superintendents, and community leaders. Through interviews, focus groups, and surveys, she gathered valuable insights into the District's strengths as well as areas for continued growth.

In January 2025, Dr. Rizzo Saunders presented her Entry Plan Report, which laid the groundwork for the District's new five-year strategic education plan. A communication audit was also completed by the Chester County Intermediate Unit.

To build on this foundation, administrative leadership convened a steering committee of 70 stakeholders—including administrators, teachers, parents, and community members—charged with analyzing the data and identifying the District's most pressing strengths, challenges, and opportunities. From January through May 2025, this group participated in ten 90-minute collaborative workshops. Facilitated by District leaders, subcommittees focused on six priority areas:

- Curriculum, Instruction, and Assessment
- Student supports
- Facilities, fFnance, and Operations
- Technology
- Communication
- Human Resources

Using a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis, each subcommittee refined its focus, developing problem statements, defining success criteria, and establishing evaluation metrics.

The findings from this process informed the final roadmap, developed by the Superintendent and Leadership Team. The resulting strategic plan presents a clear vision for a future-ready student experience—anchored in high-quality teaching and learning, supported by a strong and collaborative educational team, and strengthened through meaningful community engagement. It aims to ensure safe, innovative, and inclusive environments where all Kennett students are prepared to thrive in a dynamic, connected 21st-century world.



**25% of participants were representative of the Spanish-speaking community demonstrating an increased level of engagement that will reflects a continued effort to engage the Hispanic community in Kennett.*

Acknowledgements

Thank You

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Chris Farmer
Veronica Gamboa
Lynsey Gibbons
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Victoria Gehrt
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Megan Greener
Scott Grimes
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Elizabeth Weaver

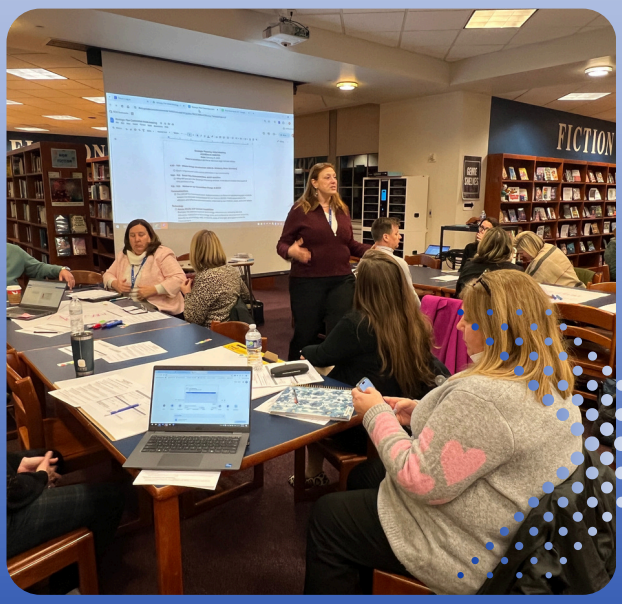
1 STEERING COMMITTEE

6 SUBCOMMITTEES

50 STAFF

4 BOARD MEMBERS

16 COMMUNITY MEMBERS/ PARENTS



Vision, Mission, and Core Values

The Kennett Consolidated School District (KCSD) is an inclusive community that nurtures, prepares and empowers ALL, showing everyone they matter in their journey to succeed in the world.

To inspire innovative thinkers by fostering inclusive, supportive relationships, and developing resiliency through rigorous, relevant, educational experiences.

Integrity
Resilience
Student-Centered
Accountability
Collaboration

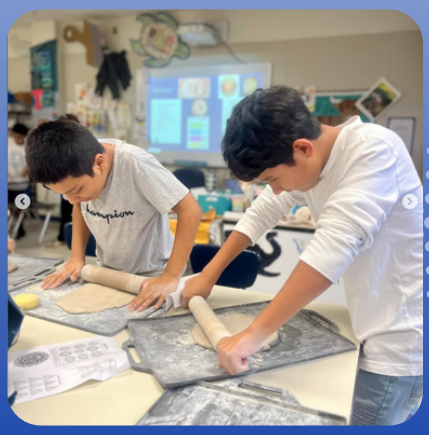






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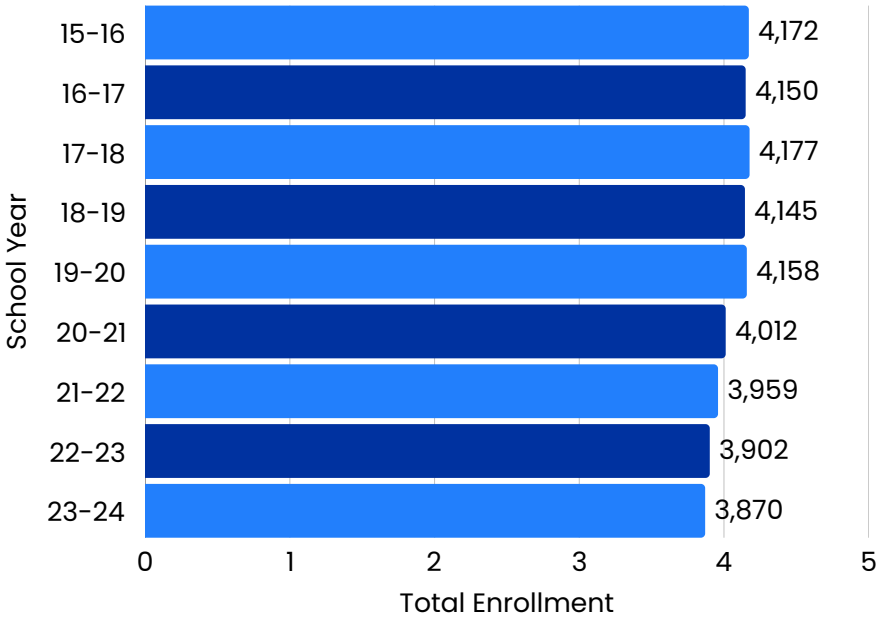


Data

The Steering Committee reviewed and analyzed data captured by the Entry Plan Report, the Communication Audit, as well as student data related to academic performance, academic growth, attendance, passing rates, employee diversity, and student enrollment. Here are some examples of data that informed our work.

Enrollment





3870 TOTAL ENROLLMENT

6 TOTAL SCHOOLS

173 ENROLLMENT IN TECHNICAL HS

34.17 MILES GEOGRAPHIC SIZE

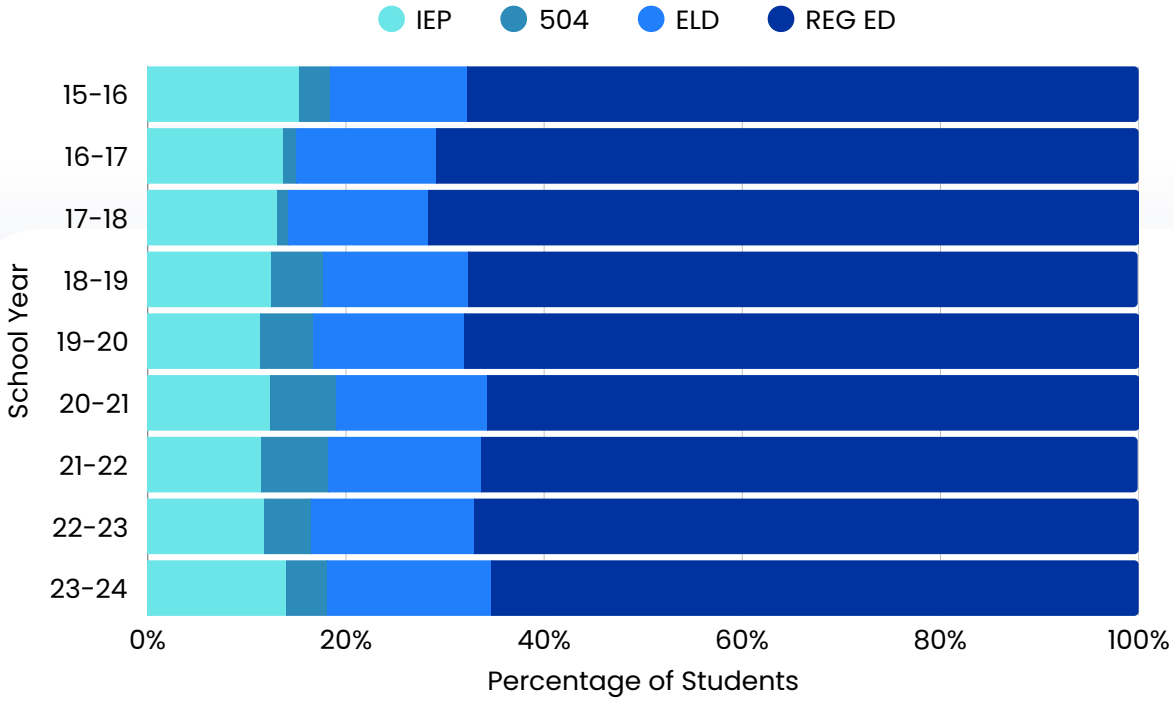
**Data is from the 2023 - 2024 school year*







Special Education



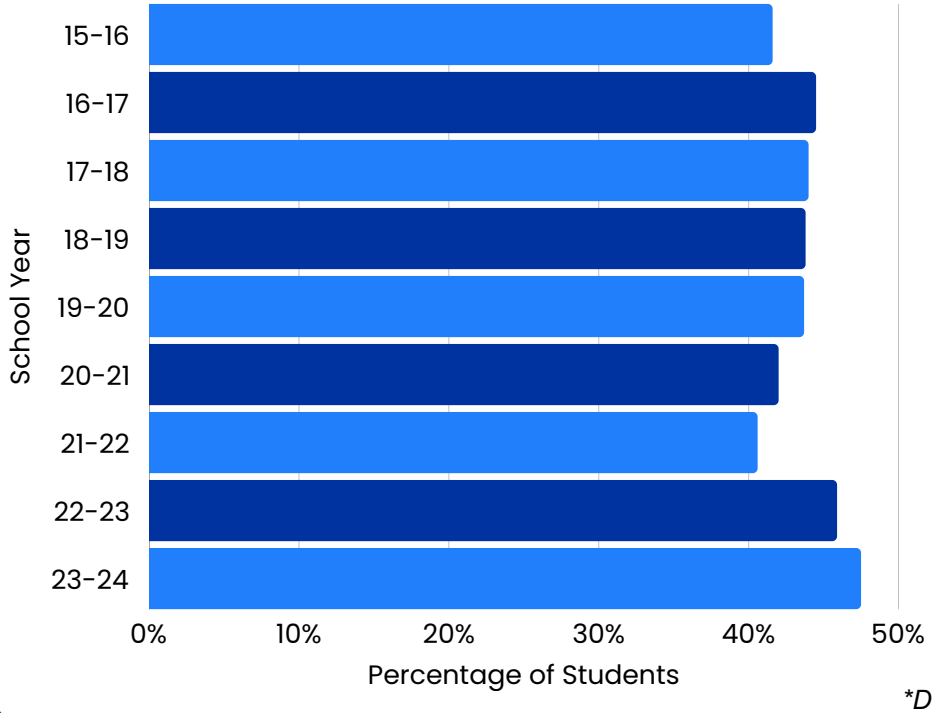
14.3% SPECIAL EDUCATION

16.6% ENGLISH LEARNERS

47.5% ECONOMICALLY DISADVANTAGED STUDENTS

6.3% HOMELESS

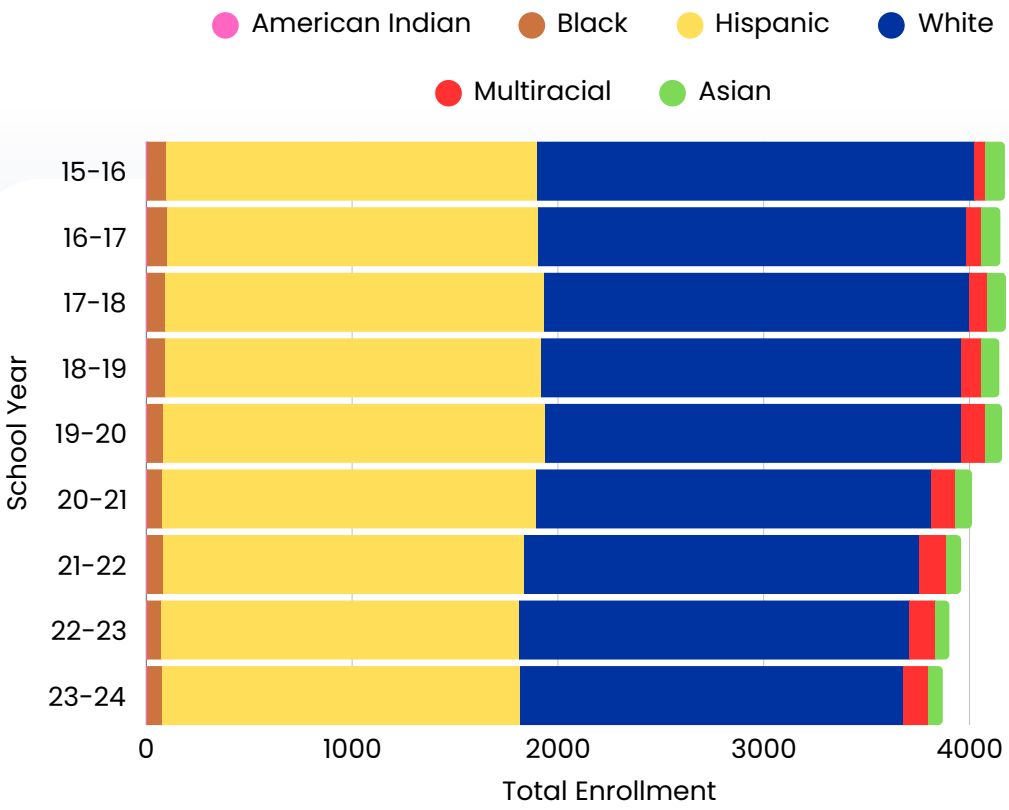
Economically Disadvantaged





**Data is from the 2023 - 2024 school year*

Racial Makeup



48% WHITE

45% HISPANIC

3% MULTIRACIAL

2% ASIAN

2% BLACK

**Data is from the 2023 - 2024 school year*



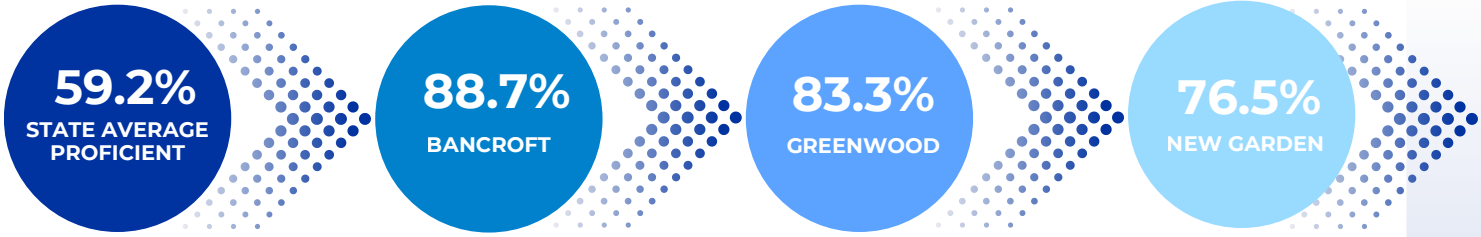




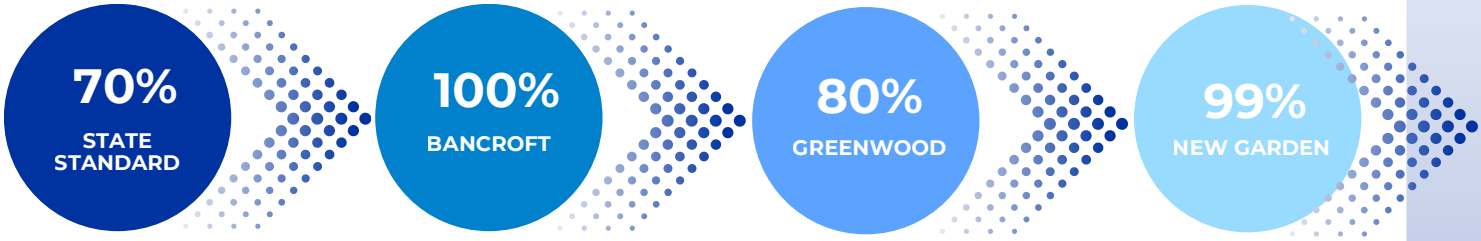
Strengths to Build On

*As evidenced by the Pennsylvania Future Ready Index**

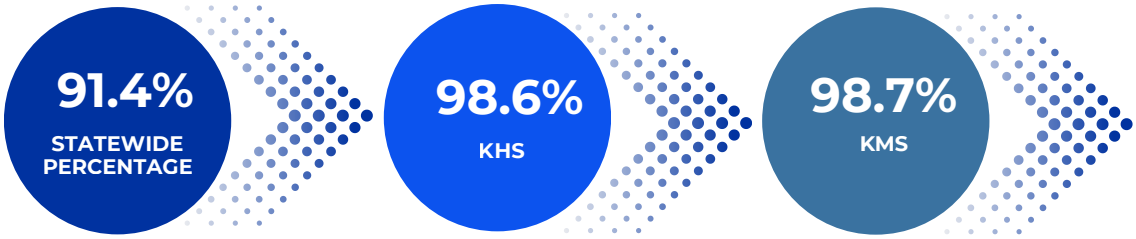
Overall Elementary Performance in Science



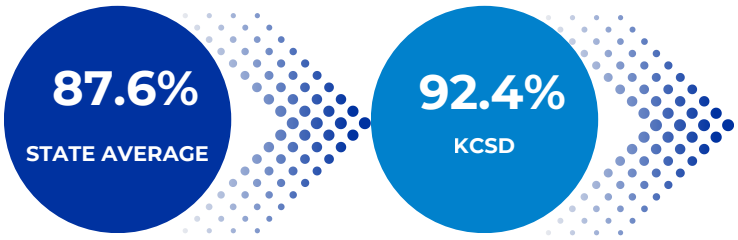
Overall Elementary ELA Growth Metric Score



Percent Attaining Career Standards Benchmark



Over All Student 4-Year Cohort Graduation Rate



**Data is from the 2023 - 2024 school year. District and school data as measured by the Future Ready PA Index can be found at futurereadypa.org*

Our Priorities

Each priority is supported by goals and action steps to be monitored and measured over the life of the plan.

High-Quality Teaching and Learning sustained through ongoing, comprehensive professional development that fosters continuous growth and targets key areas for improvement.

Impactful and Empowered Educators acquired and retained with strategic recruitment practices and competitive compensation.

A Future-Ready Student Experience defined by equitable access to a guaranteed, viable, and culturally relevant curriculum for all students, and supported by a District-wide Multi-Tiered System of Support (MTSS).

Informed, Engaged and Supported Community empowered and partnered to build our future.

21st Century Learning Environment that delivers a secure and safe physical and digital environment accessible to all.

Priority 1

A Future-Ready Student Experience

Goals

1. Develop a guaranteed and viable curriculum to ensure that all students have equitable access to instruction in essential, standards-based content and skills.
2. Strengthen the district's use of data to guide decision-making by setting up data teams, increasing staff skills in working with data, and implementing consistent assessment tools and procedures to improve student outcomes.
3. Establish an integrated Multi-Tiered System of Support (MTSS) across all KCSD schools to provide equitable access to academic, social-emotional, and behavioral interventions for all students.
4. Conduct an audit across the entire educational system to assess access to resources and support for all students.
5. Evaluate readiness for implementing a Dual Immersion Program.

A Future-Ready Student Experience

Priority 1 Goal 1

Develop a guaranteed and viable curriculum to ensure that all students have equitable access to instruction in essential, standards-based content and skills.

Action Steps

Curate and Adopt Evidence-Based Curriculum Resources

Establish a clear process to identify, evaluate, and adopt research-based programs and materials that support diverse learners, including students with disabilities and English Language Learners.

Establish and Implement the Seal of Biliteracy Program

Develop policies, criteria, and processes to recognize bilingual proficiency through outreach, application, and award procedures.

Develop a Future-Ready Profile of a Graduate and Instructional Model

Define essential competencies through “Profile of a Graduate” and aligned “I Can” statements. Design an instructional model and implement Cornerstone Experiences to support authentic, flexible learning.

Conduct Curriculum Audit and Develop Aligned Curriculum Framework

Audit existing curriculum to identify gaps, then design a vertically and horizontally aligned framework with clear learning outcomes, common assessments, and instructional support through walkthroughs and coaching.

Implement a Six-Year Curriculum Review Cycle with Equity Focus

Establish a structured review cycle that embeds culturally responsive practices, closes achievement gaps, and engages diverse stakeholders in curriculum planning and evaluation.

Enhance Professional Development, Technology, and Enrichment Strategies

Strengthen tech infrastructure and training to support AI-enhanced, data-informed, and culturally responsive instruction. Embed enrichment and age-appropriate AI education by Grade 8, with sustainable planning aligned to classroom realities.

A Future-Ready Student Experience

Priority 1 Goal 2

Strengthen the District's use of data to guide decision-making by setting up data teams, increasing staff skills in working with data, and implementing consistent assessment tools and procedures to improve student outcomes.

Action Steps

Define Data Teams and Establish Uniform Protocols.

Clarify data team roles and create consistent protocols to support collaborative, data-driven decision-making.

Provide Role-Specific and Comprehensive Data Training

Deliver targeted training on data management, reporting, and intervention, plus broad training to equip educators in assessment administration and interpretation.

Develop and Implement Progress Monitoring Guidelines

Establish clear guidelines on purpose, procedures, frequency, roles, tools, goals, and data analysis for consistent progress monitoring across tiers.

Adapt Data Management Systems and Set Rollout Milestones

Customize data systems for timely access, create dashboards, align MTSS procedures, and set annual rollout milestones with clear timelines.

Establish Clear Referral Pathways and Staff Training

Develop referral pathways incorporating universal screening, Early Warning System indicators, and streamlined staff referral processes. Provide staff training to ensure consistent understanding, communication, and documentation of these pathways.

Implement Intervention Procedures, Coaching, and Evaluation

Ensure timely student movement through tiers with clear criteria and decision rules. Define intervention plans and accountability, establish coaching supports, and maintain ongoing evaluation via audits and feedback.

A Future Ready Student Experience

Priority 1 Goal 3

Establish an integrated Multi-Tiered System of Support (MTSS) across all KCSD schools to provide equitable access to academic, social-emotional, and behavioral interventions for all students.

Action Steps

Develop and Implement a K-12 Tier 2 Intervention Framework

Create and maintain an evidence-based Tier 2 framework, differentiating supports for K–8 and 9–12, while ensuring effective supplementation of Tier 1. Establish systematic Tier 1 supports at the secondary level.

Establish Standardized Tier 2 Protocols and Professional Development

Set clear Tier 2 protocols for group size, frequency, monitoring, and escalation criteria. Deliver ongoing training on evidence-based practices like explicit instruction and gradual release.

Develop an Evidence-Based Tier 3 Intervention Framework and Protocols

Design a Tier 3 framework aligned with Tiers 1 and 2, with standardized protocols for group size, frequency, monitoring, and escalation to problem-solving teams.

Deliver Specialized Tier 3 Training and Support

Offer targeted training on Tier 3 delivery, focusing on fidelity, explicit instruction, individualized supports, data use, and family engagement.

Restructure Collaborative Meetings for Data-Driven Intervention Adjustments

Redesign meetings to review intervention data regularly, including interdisciplinary team members to guide responsive, evidence-based decisions.

Implement SEL Screening and Strengthen Behavioral Frameworks with Training

Launch SEL screening for early identification, update behavioral frameworks regularly, and provide ongoing training in restorative practices for all staff, including new teachers.

A Future Ready Student Experience

Priority 1 Goal 4

Conduct an audit across the entire educational system to assess access to resources and support for all students.

Action Steps

Establish an Audit Oversight Team and Define Goals

Form a diverse oversight team and clearly define audit goals focused on resources, support services, and curriculum access.

Select a Qualified Third-Party Auditor

Identify and partner with an experienced external organization to plan and conduct the opportunity audit.

Collect and Analyze Quantitative and Qualitative Data

Gather data on resources, demographics, and services, and collect stakeholder feedback to assess opportunities and experiences.

Review Curriculum and Instructional Practices

Assess curriculum for inclusivity and accessibility, and evaluate effectiveness of instructional methods for all learners.

Identify Gaps and Develop Recommendations

Analyze findings with the auditor to identify opportunity gaps and develop actionable recommendations to address them.

Share Results and Create an Implementation Plan

Present findings to stakeholders and develop a clear action plan with timelines, responsibilities, and resource allocations.

A Future Ready Student Experience

Priority 1 Goal 5

Evaluate readiness for implementing a Dual Immersion Program.

Action Steps

Assess Current Language Programs and Student Demographics

Collect and analyze data on language programs and student proficiency to identify gaps and needs.

Engage Stakeholders and Collect Community Feedback

Hold meetings and gather input via surveys and focus groups to gauge interest and address concerns about Dual Immersion.

Evaluate Staffing and Recruitment Needs

Assess bilingual staff qualifications, identify gaps, plan recruitment, and explore professional development to build capacity.

Review Curriculum and Resource Alignment

Evaluate curriculum materials for Dual Immersion alignment and identify needed resources for effective implementation.

Develop Partnerships and Provide Targeted Training

Build partnerships with universities and organizations for training and recruitment, and deliver focused Dual Immersion strategy training to staff.

Establish Oversight and Pilot Program

Form a committee to oversee readiness, staffing, and recruitment. Launch pilot classrooms to monitor implementation and student outcomes.

A Future Ready Student Experience

Priority 1

2030 Target Summary

DESCRIPTION	BASELINE	TARGET	TIMELINE	MEASURE
Percentage of students in kindergarten at or above grade level in ELA (Tier 1)	79%	89%	2030	AIMSWEB
Percentage of students in grades 1 - 2 at or above grade level in ELA (Tier 1)	61%	81%	2030	AIMSWEB
Percentage of students in grades 3 - 5 at or above grade level in ELA (Tier 1)	74%	84%	2030	AIMSWEB
Percentage of students in grades 6 - 8 at or above grade level in ELA (Tier 1)	74%	84%	2030	AIMSWEB
Percentage of kindergarten students at or above grade level (Tier 1) for achievement targets on benchmark assessments Math	72%	82%	2030	iREADY
Percentage of grade 1 - 2 students at or above grade level (Tier 1) for achievement targets on benchmark assessments Math	58%	78%	2030	iREADY
Percentage of grade 3 - 5 students at or above grade level (Tier 1) for achievement targets on benchmark assessments Math	60%	80%	2030	iREADY
Percentage of grade 6 - 8 students at or above grade level (Tier 1) for achievement targets on benchmark assessments Math (does not include KMS Alg 1 or Geometry students)	43%	63%	2030	iREADY
Percentage of 3 - 8 students proficient or advanced on PSSA ELA	55%	70%	2030	PA FUTURE READY

A Future Ready Student Experience

Priority 1

2030 Target Summary

DESCRIPTION	BASELINE	TARGET	TIMELINE	MEASURE
Percentage of 3 - 8 students proficient or advanced on PSSA Math	47%	62%	2030	PA FUTURE READY
Graduation Rate	92.7%	97.7%	2030	Diploma
Literature Keystone Exam	51% proficient or advanced	66% proficient or advanced	2030	Keystone Scores
Algebra Keystone Exam	46% proficient or advanced	61% proficient or advanced	2030	Keystone Scores
Biology Keystone Exam	43% proficient or advanced	58% proficient or advanced	2030	Keystone Scores







Priority 2

High-Quality Teaching and Learning

Goals

1. Foster a collaborative culture that empowers teachers and staff to take an active leadership role in shaping and guiding professional development decisions.

2. Develop and implement a comprehensive plan that provides educators with targeted opportunities to acquire and apply the skills necessary for high-quality teaching and learning.

3. Ensure consistent, high-quality teaching across all buildings through aligned instructional practices, targeted professional development, and ongoing monitoring and support.







High-Quality Teaching and Learning

Priority 2 Goal 1

Foster a collaborative culture that empowers teachers and staff to take an active leadership role in shaping and guiding professional development decisions.

Action Steps

Establish a Professional Development Committee (PDC)

Form a diverse committee representing teachers, administrators, and staff; define its purpose, scope, roles, responsibilities, and governance structure to ensure transparency.

Develop Governance and Communication Structures

Set clear meeting schedules and communication protocols to keep staff informed and engaged in professional development planning.

Create Subcommittees for Key Focus Areas

Launch Collaborative Assessment Plan (CAP) and Evaluation subcommittees to address teacher evaluation processes and instructional alignment.

Adopt a Shared Vision and Instructional Framework

Collaboratively define the PDC's vision and mission and select an instructional framework aligned to district goals and best practices.

Standardize Evaluation Procedures

Implement consistent evaluation methods using tools like the Danielson Rubric and Perform platform to ensure fairness and instructional coherence.

Deliver Targeted Professional Learning

Provide training on curriculum mapping software and other district initiatives to support instructional planning and teacher development.

High-Quality Teaching and Learning

Priority 2 Goal 2

Develop and implement a comprehensive plan that provides educators with targeted opportunities to acquire and apply the skills necessary for high-quality teaching and learning.

Action Steps

Create and Maintain a Multi-Year PD Schedule

Develop and annually update a professional development calendar (2025–2028) aligned with KCSD's Instructional Focus, incorporating in-service days, Monday PD, team time, and key review dates.

Ensure Compliance with Mandated Trainings

Track and deliver all required PDE trainings (e.g., Act 48, Act 126, Act 71, Title IX) using inclusive, accessible formats tailored to educator roles.

Align PD to Instructional Priorities and Equity

Center all professional learning around evidence-based practices in literacy, math, SEL, and restorative practices—grounded in the KCSD Instructional Focus and "I can" learning statements, with attention to diverse learner needs.

Deepen Practice Through Differentiated Learning

Offer role-specific PD that builds capacity in UDL, classroom management, early literacy, and cross-content literacy skills, while upholding equity and high expectations.

Build Internal Capacity for Sustainability

Launch a Train-the-Trainer model, expand instructional coaching, and empower teacher leaders and administrators to model and mentor high-impact practices.

Redesign Induction and Elevate Staff Voice

Strengthen onboarding for new teachers with foundational training and mentoring, while promoting educator input and ownership through choice-based PD, feedback loops, and shared success stories.

High-Quality Teaching and Learning

Priority 2 Goal 3

Ensure consistent, high-quality teaching across all buildings through aligned instructional practices, targeted professional development, and ongoing monitoring and support.

Action Steps

Identify Target Staff Groups

Analyze educator roles and student data to prioritize staff groups for differentiated, job-specific professional development.

Develop a Comprehensive PD Menu

Create a professional learning menu aligned with district goals and curriculum, emphasizing clear objectives and evidence-based strategies.

Standardize PD Format and Evaluation

Implement a consistent session structure that includes pre- and post-session surveys to measure effectiveness and guide improvements.

Streamline PD Tracking and Reporting

Use PowerSchool to accurately track attendance, engagement, and completion of all professional development, including mandated training.

Elevate Teacher Voice and Inclusivity

Involve teachers in the design and planning of PD to ensure relevance, inclusivity, and alignment with classroom realities.

Support Ongoing Learning and Implementation

Offer follow-up supports like mini-courses, refresher trainings, and coaching to reinforce learning and monitor instructional impact.

High-Quality Teaching and Learning

Priority 2

2030 Target Summary

DESCRIPTION	BASELINE	TARGET	TIMELINE	MEASURE
% of Professional Staff Attendance at PD Days measured by registrations in PowerSchool Professional Learning	2024-25 82% registered	92% (2% per year increase)	2030	Registrations in PowerSchool Professional Learning
% of staff who determine PD relevance: "The content was appropriate for me and my area of responsibility."	2024-25 78.6%	86.6% (2% per year increase)	2030	Professional development survey data







Priority 3

Impactful and Empowered Educators

Goals

1. Recruit high-quality instructional staff to meet the diverse needs of our students.
2. Retain high-quality instructional staff to meet the diverse needs of our students.
3. Create a total compensation package that allows KCSD to stay competitive in Chester County.
4. Update policies and procedures to align with district mission and vision.

Impactful and Empowered Educators

Priority 3 Goal 1

Recruit high-quality instructional staff to meet the diverse needs of our students.

Action Steps

Establish a Teacher Pipeline Program

Launch a secondary-level pipeline initiative that targets underrepresented populations, with a focus on cultivating bilingual and diverse future educators.

Strengthen New Teacher Induction

Enhance the induction program to support early-career educators with targeted mentoring, training, and resources aligned to district priorities.

Recognize Prior Experience

Develop a strategy for crediting prior years of service to make the district more competitive and attractive to experienced candidates.

Form a District Recruitment Team

Create a cross-functional recruitment team including administrators from various levels and departments to lead hiring efforts and represent the district in consortium initiatives.

Collaborate with CCIU and External Partners

Partner with the CCIU recruitment consortium and other organizations to expand outreach and access a broader, more diverse candidate pool.

Impactful and Empowered Educators

Priority 3 Goal 2

Retain high-quality instructional staff to meet the diverse needs of our students.

Action Steps

Strengthen Mentoring and Support Systems

Enhance the mentoring and intensive supervision program to provide new and early-career educators with personalized, ongoing support.

Develop a Comprehensive Staff Feedback and Evaluation Process

Implement a transparent, growth-focused evaluation system that incorporates regular feedback, promotes reflection, and informs professional learning.

Establish a Leadership Development Program

Create pathways for aspiring teacher-leaders and administrators through targeted training, mentorship, and leadership opportunities within the district.

Foster a Culture of Professional Growth

Encourage continuous improvement by aligning support systems with instructional priorities and career advancement goals.

Promote Staff Voice in Decision-Making

Engage educators in shaping retention strategies and district initiatives through surveys, committees, and shared leadership opportunities.

Monitor Retention Data and Trends

Regularly review retention metrics and feedback to identify trends, address concerns proactively, and improve staff satisfaction and support.

Impactful and Empowered Educators

Priority 3 Goal 3

Create a total compensation package that allows KCSD to stay competitive in Chester County.

Action Steps

Conduct a Compensation Analysis

Review and compare KCSD salary and benefits packages with neighboring districts to identify areas for improvement and ensure regional competitiveness.

Establish a Turnover Rate Baseline

Analyze current staff retention data to set a benchmark and track the impact of compensation-related initiatives over time.

Evaluate and Enhance Fringe Benefits

Review existing fringe benefits and explore new offerings to increase overall employee satisfaction.

Implement Premium Pay for High-Need Roles

Offer stipends or enhanced compensation for certified bilingual staff and positions identified as critical-need areas.

Engage Stakeholders in Compensation Planning

Involve staff and leadership in reviewing findings and prioritizing enhancements to ensure transparency and alignment with district goals.

Impactful and Empowered Educators

Priority 3 Goal 4

Update policies and procedures to align with district mission and vision.

Action Steps

Establish a District-Wide Policy Review Cycle

Implement a structured, rotating review schedule that assigns each department responsibility for regularly evaluating and updating relevant policies.

Align Policies with Mission and Vision

Ensure all policy revisions reflect the district's core values, strategic priorities, and commitment to equity, inclusivity, and academic excellence.

Assign Departmental Accountability

Clearly define which departments oversee specific policies and require documentation of review, updates, and stakeholder input.

Review and Approve the District Handbook Annually

Conduct a comprehensive yearly review of the district handbook with administrative input and submit for School Board approval to ensure compliance and relevance.

Engage Stakeholders in Policy Development

Continue to include teachers, families, and community members in policy discussions to ensure diverse perspectives inform decisions.

Maintain Transparent Communication

Publicly share updated policies and procedures and provide clear guidance to staff and families on any changes and their implications.

Impactful and Empowered Educators

Priority 3

2030 Target Summary

DESCRIPTION	BASELINE	TARGET	TIMELINE	MEASURE
Increase quantity of certified applicants per professional job posting	TBD: 2025-2026 baseline not finalized	19% increase overall	2030	Analytics reporting from Powerschool Applicant Tracking
Increase offer acceptance rate	TBD: 2025-2026 baseline not finalized	19% increase overall	2030	Offer acceptance rate
Increase applicant pool of diverse candidates	TBD: 2025-2026 baseline not finalized	19% increase overall	2030	Diverse candidates measured
Increase retention rate (for 3 or more years)	TBD: 2025-2026 baseline not finalized	Increase from 90 - 100%	2030	Retention measured







Priority 4

Informed, Engaged, and Supported Community

Goals

1. Develop communication and PR strategies to inform and engage our community and leverage our unique character, diversity, and strong sense of pride.

2. Organize and centralize communication at every level to eliminate barriers by promoting clarity, efficiency, and connection.

3. Build and reinforce trust by acknowledging that all stakeholders share a common interest of success for all students.







Informed, Engaged, and Supported Community

Priority 4 Goal 1

Develop communication and PR strategies to inform and engage our community and leverage our unique character, diversity, and strong sense of pride.

Action Steps

Assess Current Communication Practices

Review the communication audit, entry plan report, and strategic plan to identify strengths, gaps, and opportunities for improvement.

Clarify and Celebrate KCSD's Identity

Define and highlight examples of KCSD's unique character, diversity, and pride to shape clear and authentic messaging.

Refresh Brand Identity

Revisit KCSD's visual and verbal identity—including logos, colors, voice, and messaging—to ensure consistency and alignment with district values and positioning.

Map and Expand Key Audiences

Identify all internal and external audiences, assess communication platforms for effectiveness and accessibility, and choose media that ensures broad and inclusive reach.

Strengthen Community and Media Relationships

Build and sustain partnerships with local media, PTOs, arts and athletics representatives, cultural groups, and other key stakeholders.

Showcase the KCSD Story

Strategically plan and share stories that spotlight individuals and groups embodying KCSD's values, enhancing district visibility and community engagement.

Informed, Engaged, and Supported Community

Priority 4 Goal 2

Organize and centralize communication at every level to eliminate barriers by promoting clarity, efficiency, and connection.

Action Steps

Establish Clear Communication Systems and Roles

Define communication responsibilities at the district, department, and school levels, and create a centralized communication calendar to coordinate efforts and messaging.

Streamline Platforms and Messaging Channels

Identify and clearly communicate which platforms (e.g., website, email, text, voice, social media, newsletters) will be used for various types of messages to reduce confusion and improve consistency.

Maintain Accurate, Segmented Contact Information

Ensure all student, family, and staff data in SchoolMessenger is current and organized by audience for effective and targeted outreach.

Ensure Inclusive and Accessible Messaging

Provide communications in at least two languages, written at a 5th-grade reading level to maximize accessibility for all families and stakeholders.

Support Strategic Storytelling and Content Collection

Implement a system for gathering and sharing stories, photos, and updates from across the district that align with the education and communication plans.

Use Technology and Data to Improve Communication

Explore tools (e.g., AI, content management platforms) to streamline content creation and sharing, and incorporate analytics and stakeholder surveys to measure impact and guide improvements.

Informed, Engaged, and Supported Community

Priority 4 Goal 3

Build and reinforce trust by acknowledging that all stakeholders share a common interest of success for all students.

Action Steps

Establish Two-Way Communication Channels

Grow accessible feedback loops—surveys, forums, listening sessions, and focus groups—to regularly hear from families, students, and staff, and show how their input shapes decisions.

Provide Timely and Transparent Crisis Communication

Deliver clear, accurate, and consistent updates across multiple platforms during urgent or sensitive situations to minimize confusion and demonstrate leadership.

Celebrate Shared Successes Across the District

Regularly highlight examples of student growth, innovative teaching, and community contributions that reinforce a collective commitment to student success.

Publish a "You Spoke, We Listened" Update

Periodically report back to stakeholders on actions taken in response to feedback to demonstrate responsiveness and accountability.

Model Inclusive and Respectful Engagement

Ensure all communications reflect inclusive language, honor diverse perspectives, and reinforce that all families and staff are valued partners in student achievement.

Build Relationships Through School and Community Presence

Encourage district and school leaders to maintain regular, visible presence at events, meetings, and in schools to foster trust and connection.

Informed, Engaged, and Supported Community

Priority 4

2030 Target Summary

DESCRIPTION	BASELINE	TARGET	TIMELINE	MEASURE
Strategic Plan Awareness	2025-2026 Survey Results	Increase awareness by 4% per school year	2030	Bi-annual survey results
Increase volunteers across schools and District events (parents/community members)	TBD	Increase volunteers by 2% annually	2030	Tracking at each school and for District Events
Increase open rates for direct communication (newsletters)	2025-2026 data	Increase open rate by 4% annually	2030	Smore Data Platform
Increase social media engagement (likes, shares, views)	2025-2026 data	Increase views and engagement by 10% annually	2030	Social Media platform data
Increase website visits and engagement	2025-2026 data	Increase page views, engagement, and interactions by 10% annually	2030	Google analytics
Increase website engagement with Spanish-literate users	TBD	Increase number of words translated to Spanish on website by 4% annually	2030	Bi-annual survey results

Priority 5

21st Century Learning Environment

Goals

1. Maintain a safe, secure, and accessible physical environment for all stakeholders.
2. Develop a secure, future-ready, District-wide framework for physical and cyber safety.
3. Provide ongoing, real-world safety training for our entire school community, covering physical safety, cybersecurity, and digital citizenship.
4. Ensure equitable access to all district programs and resources, expand support structures, and eliminate barriers.
5. Design and sustain a 21st-century learning environment.

21st Century Learning Environment

Priority 5 Goal 1

Maintain a safe, secure, and accessible physical environment for all stakeholders.

Action Steps

Establish a Safety and Security Leadership Role

Create a dedicated Safety and Security Coordinator position to oversee physical safety initiatives, emergency preparedness, and district-wide response protocols.

Conduct Regular Safety Audits

Implement a three-year rotating schedule of third-party safety audits for each school, using findings to guide a phased corrective action plan in partnership with public safety agencies.

Strengthen Collaboration with Public Safety Partners

Formalize partnerships with local and county emergency services through shared training, communication protocols, and annual reviews of the District All-Hazards Plan.

Enhance Emergency Drill Procedures

Standardize and evaluate monthly emergency drills using a district-wide assessment rubric, with unannounced, scenario-based exercises involving public safety partners and the Emergency Response Team.

Gather Stakeholder Feedback on Safety

Administer annual climate and culture surveys for students, staff, and families to assess perceptions of safety and inform continuous improvement efforts.

Improve Emergency Communication Systems

Expand use of digital tools like Navigate360 and district-wide radio checks to improve response times, communication reliability, and coordination during emergencies.

21st Century Learning Environment

Priority 5 Goal 2

Develop a secure, future-ready, District-wide framework for physical and cyber safety.

Action Steps

Standardize and Modernize Safety Infrastructure

Implement consistent security systems across all facilities, including access controls, secure vestibules, upgraded surveillance, and communication tools to ensure equitable protection for all students and staff.

Enhance Cybersecurity Measures

Strengthen cybersecurity through third-party audits, threat monitoring tools, and staff access reviews, while partnering with public and private agencies to continuously assess vulnerabilities and implement best practices.

Improve Transportation Safety Systems

Expand and integrate student tracking systems within Transfinder and Skyward to ensure real-time transportation updates, accurate bus lists, and streamlined communication in the event of emergencies.

Expand Surveillance Coverage

Conduct annual reviews of camera placement and functionality in high-traffic areas (e.g., parking lots, cafeterias, gyms) and coordinate with school leaders to implement feasible enhancements.

Monitor and Evaluate Student Safety Perceptions

Include targeted questions in the annual climate survey to assess student experiences with physical and digital safety, using this feedback—along with data from reporting platforms—to inform responsive improvements.

Promote Digital Literacy and Privacy Awareness

Launch developmentally appropriate digital safety and cybersecurity programs for students, staff, and families, while ensuring data privacy compliance with FERPA, COPPA, and third-party vendor agreements.

21st Century Learning Environment

Priority 5 Goal 3

Provide ongoing, real-world safety training for our entire school community, covering physical safety, cybersecurity, and digital citizenship.

Action Steps

Deliver Comprehensive Staff Safety Training

Implement mandatory physical safety training for all staff during August in-service, with mid-year and end-of-year refreshers and monthly emergency response reviews using Navigate360.

Expand Cybersecurity Awareness for Staff

Require staff participation in ongoing cybersecurity training, including simulations, phishing drills, regular communications, and awareness campaigns focused on best practices and safe technology use.

Integrate Ethical Use of Technology in Training

Include instruction on responsible AI use and digital safety aligned with K–12 standards in both staff and student training programs.

Launch the Kennett Connected Digital Literacy Initiative

Provide students, staff, and families with access to leveled digital literacy learning opportunities, designed to meet diverse needs and improve platform usage, including Skyward.

Support and Empower Families Through Technology

Strengthen new family onboarding with user-friendly tech tools, accessible surveys, and digital literacy resources to increase guardian engagement with district systems.

Create a Cohesive Orientation Experience for New Staff

Implement a district-wide “Welcome to Kennett Experience” orientation program that ensures new employees are equipped with essential safety, digital, and operational knowledge from day one.

21st Century Learning Environment

Priority 5 Goal 4

Ensure equitable access to all district programs and resources, expand support structures, and eliminate barriers.

Action Steps

Conduct District-wide Equity and Communication Audits

Analyze student and family participation in programs by demographics and assess the reach, accessibility, and effectiveness of district communications to identify and address gaps in awareness and inclusion.

Improve Outreach and Engagement

Refine communication strategies based on audit findings to better celebrate diverse student experiences, highlight opportunities, promote partnerships, and ensure families are aware of available support and translation services.

Expand Access and Support Structures

Identify and strengthen academic and extracurricular support systems—such as peer mentors, club sponsors, and staff "access advocates"—to ensure all students are encouraged and supported in participating fully.

Address Transportation Barriers

Conduct a transportation needs assessment to improve access to district programs and off-site learning opportunities such as field trips, internships, and dual enrollment experiences.

Bridge the Digital Divide

Survey families to identify internet access and digital literacy gaps, then provide targeted supports such as mobile hotspots, tech assistance, and digital skills training to ensure every household can connect.

Ensure Digital Accessibility Compliance

Partner with a third-party vendor to audit all digital platforms for WCAG 2.1 compliance, implement an internal accessibility protocol, train staff and vendors, and publish accessibility policies and remediation progress on the district website.

21st Century Learning Environment

Priority 5 Goal 5

Design and sustain a 21st-century learning environment.

Action Steps

Modernize Physical Learning Spaces

Conduct a phased facilities audit to identify sustainable upgrades that enhance safety, accessibility, aesthetics, and functionality—starting with Kennett High School and expanding to other schools—while aligning improvements with instructional and extracurricular goals.

Redesign Classrooms for Future-Ready Learning

Transform learning environments to support collaboration, blended learning, and creativity through flexible furniture, writable surfaces, and updated infrastructure (Wi-Fi, lighting, HVAC, and power) that supports advanced technology use.

Integrate Artificial Intelligence in Teaching and Learning

Pilot AI tools that personalize instruction, enhance teacher workflow, and elevate student voice. Ensure ethical implementation through transparent policies, training, and collaboration with stakeholders.

Advance Personalized Learning Practices

Equip educators with training and tools to implement learner-centered models—such as UDL and competency-based learning—and use data and adaptive technologies to tailor instruction to student needs, pace, and interests.

Strengthen Technical Support and Integration

Expand and train a dedicated network of Technology Integration Specialists (TIS) to provide coaching, model best practices, and lead building-level implementation of instructional technology, guided by needs assessments and strategic goals.

Invest in Technology Infrastructure and Staff.

Establish a robust professional development program and competitive compensation plan for the Technology Department to ensure consistent support, retain skilled professionals, and meet growing demands in cybersecurity, instructional tech, and operational support.

21st Century Learning Environment

Priority 5

2030 Target Summary

DESCRIPTION	BASELINE	TARGET	TIMELINE	MEASURE
100% of Tier 1 & 2 actions complete; Tier 3 underway District-wide Safety and Security Audits	State Police audits completed (2022–23); baseline set in Y1	100% of Tier 1 & 2 actions complete; Tier 3 underway	2030	Facility Safety Audits & Actions
Reduce phishing incidents	Tracked phishing year 1	80% phishing induction and 100% staff trained in prevention	2030	Staff Cybersecurity measurments
Staff and secondary AI Training	AI mini-course launched	100% secondary students and teachers complete annual AI training	2030	AI in Instruction
Modernizing School Facilities	Audit of all facilities	All schools fully audited, 100%; ≥ 50% GW, NG, MDL priority upgrades completed 100% KMS and Bancroft priority upgrades completed	2030	Annual Audits



KENNETT
CONSOLIDATED SCHOOL DISTRICT