

Wall Township Public Schools



Mission Statement

The mission of the Wall Township Public Schools is to empower all students to lead lives of fulfillment and purpose by providing a comprehensive and caring educational environment that will enable students to achieve their unique potential academically, socially, and emotionally. Our students will become confident, creative, and critical thinkers who communicate effectively and engage meaningfully as responsible members of a global society.

Strategic Goals

Academics

GOAL: Foster a culture of academic excellence, innovation, and equity, where students are provided with personalized learning experiences, rigorous curriculum, and supportive resources to achieve their full potential.

OBJECTIVES:

- Enhance the District's instructional and academic counseling programs to improve student outcomes.
- Provide staff with on-going support to implement best practices
- Strengthen the district's data analysis practices.
- Cultivate a culture of inclusion while being responsive to each individual's needs.

Wellness

GOAL: Cultivate the wellness of the WTPS community through intentional programming and supports focused on the physical, social, emotional, behavioral, and technological development of students, staff, and parents/guardians.

OBJECTIVES:

- Implement a K-12 comprehensive research-based student wellness program.
- Enhance the WTPS postvention response system and plan to address crisis situations.
- Institute a comprehensive and coordinated system of services to address students' academic, social, emotional, and health needs within the general education program.

The WTPS Experience

GOAL: Strengthen engagement and expand opportunities that foster a sense of belonging and purpose through inclusive experiences that promote positive peer and community relationships.

OBJECTIVES:

- Expand opportunities for student engagement with the Wall Township Public Schools.
- Expand opportunities for family engagement with the Wall Township Public Schools.
- Expand opportunities for community engagement with the Wall Township Public Schools.

Finance and Facilities

GOAL: Practice fiscal responsibility while maintaining facilities for student learning in the 21st century, which includes clear and accurate reporting to the stakeholders.

OBJECTIVES:

- Perform supervision of the design, bidding, and construction of Referendum 2022 projects, and provide regular updates on finances and progress in collaboration with communications staff.
- Analyze and ascertain facilities' needs in relation to enrollment and instructional needs.
- Provide adequate and collaborative facilities for the District's Support Services, including Central Administration, Operations, and Student Transportation.

Communications

GOAL: Cultivate timely, consistent, effective, and equitable communications through reciprocal collaboration with all stakeholders to inform and inspire the District and greater community.

OBJECTIVES:

- Develop and maintain a districtwide communications plan that provides systematic and sustained public relations, marketing, and communications strategy to fulfill the mission and vision of the Wall Township Public School District.
- Grow robust, positive, and collaborative relationships with parents, students, and the greater community to strengthen the Wall Township Public School District.
- Establish a systematic and collaborative employee communications strategy to improve internal communications and employee engagement.

Wall Township Public Schools
District Goals 2025-2026

GOAL #1

Foster a culture of academic excellence, innovation, and equity, where students are provided with personalized learning experiences, rigorous curriculum, and supportive resources to achieve their full potential.

STRATEGIES

The District will:

Enhance the district's instructional programs to improve student outcomes

ACTIVITIES

Elementary

- September 2025 - Implementation of the iReady Math Classroom program for grades 4 and 5;
- September 2025 - Pioneer iReady Math Classroom program in selected classrooms in grades K - 3;
- February 2026 - Pioneer Magnetic Literacy (update to our current ELA program) with 2 teachers in each grade K-5;
- Summer 2025 - Development of teacher instructional efficacy during W.I.N. and prescribed strategy group times;
- September 2025 - Implementation of revised daily elementary schedule to increase structured instructional time in ELA & Math;
- Summer 2025 (July-August) - Establish protocols for walkthroughs and feedback for administrators and teachers to monitor best practices;
- September 2025 - Implementation of 6 minute fluency drills in grade 3;
- February 2026 - Incorporation of weekly dramatic play sessions in the Kindergarten schedule. Inventory current resources and update to ensure equity among all 4 buildings;
- October 15, 2025 - On-going monitoring and refining (if needed) of the K-5 Gifted and Talented program;
- September 2025 - Incorporation of Digital Literacy Tasks as an additional universal screening tool in grade K-3;
- October 21-23, 2025, December 9-11, 2025, January 27-29, 2026 - Monthly learning lifts with district grade level leaders (Focus on Fluency, Purposeful Movement in Phonics, Data Driven Small Group Instruction, Vocabulary Best Practices for Comprehension, Sentence Structure Best Practices for Comprehension.);
- September 2025 - Incorporation of Hand2Mind principals in preschool;
- September 2025 - Incorporation of Hand2Mind in K-2 ESL classes; and
 - The teachers began implementation in September 2025

- September 2025 - Implementation of Read and Write accessibility tool.

Secondary

- Continue researching 6-12 Spanish, French, & Latin programs;
 - The World Language teams have researched products, chosen their top 2-3, and presentations from companies began in November 2025
 - McGraw-Hill presented to WL Spanish teachers November 12, 2025
- Vertically align the 6-12 Spanish curriculum;
 - Teachers' monthly department meetings and weekly CD time has been used to take notes on the curriculum in grades 6-8 with the schedule change.
- Complete research on the Seal of Biliteracy exam options;
 - Surveyed the World Language NJ Supervisors in September 2025
 - Wall High School students will continue to use the AAPPL assessment for the 25-26 SY.
- Implementation of Amplify Desmos Math for *Math 6, Math 7, Math 8*;
 - Summer 2025 - Curriculum updates to align with Desmos Amplify Math and approved by the BOE
 - August 25, 2025 - Teachers were provided professional development and began
 - September 2025 - Implementation of Desmos Amplify Math
 - September 2025 - February 2026 - Teachers continue to discuss implementation during monthly department meetings and their weekly curriculum development period
- Implementation of Reveal Math AGA & ALEKS for *Algebra 1, Geometry, Algebra 2* at Wall Intermediate School and Wall High School;
 - Summer 2025 - Curriculum updates to be aligned with Reveal Math and approved but BOE
 - August 26, 2025 - Teachers were provided professional development on August 26, 2025
 - September 2025 - Implementation of Reveal Math
 - October 21, 2025 - ALEKS professional development was provided
- Ensure all stakeholders have a clear understanding of the new Wall Intermediate School schedule;
- Ensure all students and staff are comfortable navigating the new A/B, semester, and academic advisory period at Wall Intermediate School;
 - Information regarding Academic Advisory was provided to staff during the faculty meetings and CD meetings
 - Math and ELA teachers reviewed expectations for Academic Advisory with students.
- Middle School Science teachers will begin to implement Open Sci Ed and research best practices for assessment;
 - September 2025 - Teachers have implemented pilot units in Grade 8 and Grade 7 and attended a Professional Development given by Activate Learning

Provide staff with on-going support to implement best practices

- Implementation of new electives in Computer Science at Wall High School including *CyberSecurity and Artificial Intelligence, Mobile App & Web Design, and Intro to Computer Science & Game Design*;
 - December 15-19, 2025 - Students are enrolled in computer science courses held its first Cybersecurity Week to help raise awareness for Computer Science fields and gain interest in the new courses
- Implementation of AP Capstone Program for students to obtain the AP Diploma with the addition of AP Research as a course offering;
 - September 2025 - The first class of AP Research is running after those students have taken and completed AP Seminar as the prerequisite.
- Plan for introducing phenomena and storylines in science units at the high school and develop 2-D and 3-D questions for science assessment;
 - September 2025, October 2025, December 2025 - Teachers worked together during a workshop to create new questions and the Physics Team of teachers delivered PD to the Science Department
- Promote and monitor enrollment in WHS Dual enrollment courses; and
- September 2025 - Implementation of Read and Write accessibility tool.

Elementary:

- Create Tier 1 resource binders for grades 3 & 4 and provide PD aligned to usage & best practice;
- Summer 2025 - Provide reading comprehension training for teachers in grades 3-5 focused on using vocabulary, syntax & background knowledge to ensure all students become skilled readers by the end of grade 5;
- Provide ongoing *LinkIt!* Data Analysis to drive instruction;
 - September - October 2025 - ESL teachers participated in *LinkIt!* professional development
- Provide teachers with specific strategies for Tier 1 instruction and progress monitoring, and small group instruction;
- Reading specialists & grade level fall data chats to review universal screening data & suggest tier 1 interventions;
 - October 10, 2025
 - February 19-20, 2026
- Administrators and teachers of multilingual students will receive Sheltered English Instruction training through Stockton University;
 - September 2025- Old Mill teachers with ML students began in professional development
- Fall 2025: Implementation of Special Education Interventionist position to support staff; and
- Revamped & revitalized the New Knight Educators' Academy for the 25-26 school year.

- Meetings held periodically during school year for non-tenured teachers based of non-tenure year :
 - October 13, 2025, October 20, 2025, November 10, 2025, November 17, 2025, December 1, 2025, December 8, 2025, January 12, 2026, January 26, 2026.

Secondary:

- Continued *LinkIT!* Training;
 - September - November 2025 - World Language & social studies teachers participated in *LinkIt!* Professional development
 - October 2025 - Non-tenured teachers in the Science and Social Studies Departments used Link It to craft SGOs
 - December 2025 - Wall High School teachers revise midterms in Link It
- Administrators and teachers of ML students will receive Sheltered English Instruction training through Stockton University; and
 - September 2025 - Wall High School teachers with multilingual students being their professional development
- September 2025 - Math teachers in Grades 6 - 12 were provided a copy of *Building Thinking Classrooms* and asked to read Chapters 1 - 4.
 - Professional development related to the aligned chapters has been provided during curriculum development periods and is ongoing.

Elementary:

- Host data chats with reading specialists, director of curriculum & principals to review universal screening data;
 - October 10, 2025
 - February 19-20, 2026
- Develop staff knowledge of *LinkIT!*; and
- Develop staff knowledge of Tier I interventions with data analysis.

Secondary:

- High school teachers will participate in professional development focused on analyzing last year's benchmark data to develop stronger questions for common assessments and instructional practices.
- ELA teachers will continue to target instructional strategies to support identified students in

Strengthen the district's data analysis practices

achieving grade-level proficiency in reading and writing while using data-informed interventions and progress monitoring;

- September-December 2025 - LinkIt Benchmarks Form A & B have been given, and that data has been used to support students on the cusp of achieving grade-level proficiency through the ELA Lab course, RTI periods, and after-school intervention programs.
- Continued *LinkIT!* training for teachers; and
 - September - December 2025 - *Link It* Science Benchmarks administered in grades 6-12 Item Analysis and trends were analyzed during Curriculum Development and Department Meeting time
 - November-December 2025 - ELA department meetings in the months of November and December were planned around *LinkIT* PD, including creating digitized assessments, editing/copying exams in LinkIT, and attaching standards to the digitized assessments.
 - September-November 2025 - World Language & social studies teachers participated in *LinkIt!* professional development
 - September-October 2025 - WHS and WIS World Language and social studies teachers created MP 1 assessments in *LinkIt!*
 - December 2025-January 2026 - WHS World Language and social studies teachers created midterms in *LinkIt!*
- Grades 6-8 Math & ELA teachers will monitor and analyze data collected through *IXL*.
 - September-December 2025 - IXL data is being analyzed during CD and department meetings. The two departments are continuing to learn all of the features of IXL and what can be used in the classroom. This includes SparkStudio and the Progression and Growth analytics.

District:

- Summer 2025 (June) - Completion of Special Services data review in preparation for NJDOE monitoring in 2026;
- Summer 2025 (July 8-10 Admin Retreat) - Presentation of Special Education Data to Administrators - Goal setting session;
- Summer 2025 (July 8-10 Admin Retreat) - Refinement of Genesis discipline codes to align with student handbooks, supporting accurate and meaningful data collection;
- Summer 2025 (July 8-10 and August 5-7 Admin Retreat) - Refinement of attendance codes to support accurate and meaningful data collection; and
- September - December 2025 - All Wellness planning meetings with K-2 school counselors and nursing staff includes data review of attendance reports, disciplinary reports, grade reports, and nursing visit logs to ensure students in need of support receive targeted assistance.

**Wall Township Public Schools
District Goals 2025-2026**

GOAL #2

Cultivate the wellness of the WTPS community through intentional programming and supports focused on the physical, social, emotional, behavioral, and technological development of students, staff, and parents/guardians.

STRATEGIES

The District will:

Implement a K-12 comprehensive research-based student wellness program.

ACTIVITIES

7 Mindsets, research-based student wellness program **professional planning and training** includes:

- August 2025 - Elementary Health Curriculum revisions to include standard alignment for implementation of morning meetings;
- August 5, 2025 - Professional training for the WTPS administrative team from 7 Mindsets; Ridiculously Amazing Schools;
- September 2 and 3, 2025 - District professional training from 7 Mindsets; MOEmentum (Mindsets Over Everything);
- September 2 and 3, 2025 - All elementary building faculty meetings to include training on Morning Meeting, Google Classroom resources, and alignment to health curriculum;
- September 3, 2025 - WIS Team Leader training on Wellness Wednesday program;
- September 9, 2025 - Grade 7 teacher training on the 7 Mindsets platform, resources, and Course 2 curriculum;
- September 10, 2025 - Grade 6 teacher training on the 7 Mindsets platform, resources, and Course 1 curriculum;
- September 11, 2025 - Grade 8 teacher training on the 7 Mindsets platform, resources, and Course 3 curriculum;
- November 10, 2025 - New Teacher Orientation workshop on the 7 Mindsets;
- September - December 2025 - Professional monthly planning meeting with K-5 counselors about 7 Mindsets implementation, Morning Meeting curriculum, and extension activities to enhance the learning experience; and
 - 9/11, 9/25, 10/9, 10/23, 11/13, 12/4, 12/18
- September - December 2025 - Professional monthly planning meeting with 6-8 counselors about 7 Mindsets implementation, Wellness Wednesday curriculum, and extension activities to enhance the learning experience.
 - 9/8, 9/22, 10/6, 10/20, 11/3, 11/17, 12/1, 12/15

<p>Enhance the WTPS postvention response system and plan to address crisis situations.</p>	<p><i>7 Mindsets</i>, a research-based student wellness program, student instructional lessons, and activities include:</p> <ul style="list-style-type: none"> ● September 2025 - K-5 Morning Meeting introduced to all elementary students. Introduction includes an overview of 7 Mindsets, Trusted Adults, as well as behavioral expectations and rules of engagement in activities; ● September 2025 - 6-8 Wellness Wednesday was introduced to all intermediate school students; Introduction includes an overview of 7 Mindsets, Trusted Adults, as well as behavioral expectations and rules of engagement in activities; ● Grade K-12 - School-wide extension activities aligned to 7 Mindsets; <ul style="list-style-type: none"> ○ October 6-10, 2025- Week of Respect (We Are Connected) ○ October 20-24, 2025- Unity Week (We Are Connected) ● Grade 6-12 - School-wide extension activities aligned to 7 Mindsets; <ul style="list-style-type: none"> ○ October 23-31, 2025- Red Ribbon Week; Life is a Puzzle: Solve it Drug Free (100% Accountable) ● October - December 2025 - K- 5 Morning Meeting instruction on Everything is Possible, Passion First, and 100% Accountable using Health curriculum and 7 Mindsets instructional resources; ● October - December 2025 - WIS Wellness Wednesday instruction on Everything is Possible, Passion First,t and 100% Accountable using 7 Mindsets instructional resources; ● October - December 2025 - Wall High School grades 9-12 extension activities aligned to the Everything is Possible, Passion First, and 100% Accountable mindsets; and ● October - December 2025 - Grade 9 transitional curriculum aligned to the Everything is Possible, Passion First, and 100% Accountable mindset, consisting of advisory meetings between the 9th-grade counselor and students. <p><i>7 Mindsets</i>, research-based student wellness program community engagement includes:</p> <ul style="list-style-type: none"> ● October 6, 2025 - Kinder Meet and Greet presentation for new parents to learn about 7 Mindsets and the WTPS Wellness Department; and ● November 2025 - Wellness in the Works Fall Newsletter district newsletter distributed to staff, parents, PTO presidents, and community leaders to highlight the district's application of the mindsets and promote the health and wellness of all. <p>The WTPS postvention response system is framed around research-based best practices identified by the NJ Department of Education, <i>Lifelines</i> Trilogy, and aligned to BOE district policies. The avenues for implementation of postvention include School and District-Based Crisis Management Teams and School and District-Based Threat Assessment Teams.</p> <ul style="list-style-type: none"> ● Summer 2025 - Revise practices and procedures of the District Threat Assessment Team in response to a new system of documentation; ● July 9, 2025 - Professional training for the WTPS administrative team on crisis, reunification, and
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Institute a comprehensive and coordinated system of services to address students' academic, social, emotional, and health needs within the general education program.

roles/responsibilities;

- September 2025 - All schools' building faculty meetings to include training on Crisis Management, Threat Assessment, and Student Safety;
- September 9, 2025 - Threat Assessment Team training on Parts 1, 2, 3, and 4 of the WTPS threat assessment process and Google Classroom;
- September 12, 2025 - De-Escalation Techniques training for teachers to support students with behavioral challenges;
- September 18, 2025 - Lifelines Postvention training to support members of school-based crisis teams;
- October 6, 10, 13, and 17, 2025 - School-Based Crisis Management Team Training; roles, procedures, scenario response;
- October 8, 2025 - Lifelines parent presentation via MHA presenters;
- October 10 and 17, 2025 - CPR training for elementary school lunch coordinators;
- October 15, 2025 - Lifelines Prevention training for staff implementing the Lifelines health curriculum; and
- September - December 2025 - School-based Threat Assessment Team meetings for students identified in need of behavioral support.

Administrative, school counselor, and/or other support staff **professional training and planning meetings.**

- July 8, 2025, and August 6, 2025 - Professional training for the WTPS administrative team on the code of conduct and restorative practices to support students with behavioral challenges;
- July 10, 2025, and August 6, 2025 - Training for the WTPS administrative team on attendance practices and policies to support student participation in school programs;
- August 7, 2025 - Professional training for the WTPS administrative team on Base, a restorative platform for Tier 2 and 3 supports;
- August 20, 2025 - Professional training of WTPS administrative team on tiered systems of support and planning teams/personnel, including I&RS, 504, role of homeless liaisons, home instruction, etc;
- September 2025 - All schools' building faculty meetings to include training on I&RS referrals, faculty meetings;
- September 2 and 3, 2025 - All schools' building faculty meetings to include training on the code of conduct and restorative philosophy to support students;
- September 12, 2025 - Training for school anti-bullying specialists on Anti-bullying Bill of Rights, student intervention plans, and BASE resources;
- October 2025 - All schools' building faculty meetings to include training on Suicide Awareness;
- October 7, 2025 - Legal Training on HIB for WTPS administrative team;
- October 7, 2025 - Ellie Mental Health presentation to school social workers on programs to support adolescent mental health;
- October 8, 2025 - I&RS Team Leader Training to support at-risk students through tier 2 and 3 interventions, October 21, 2025- Planning meeting with building administration on chronic

absenteeism;

- Professional monthly planning meeting with 9-12 counselors and CST related to student supports and Tier 2 and 3 interventions;
 - 9/16, 9/30, 10/14, 10/28, 11/18, 12/2, 12/16
- Professional monthly planning meeting with K-5 counselors to monitor students receiving Tier 2 and Tier 3 support;
 - 9/11, 9/25, 10/9, 10/23, 11/13, 12/4, 12/18
- Professional monthly planning meeting with 6-8 counselors to monitor students receiving Tier 2 and Tier 3 support;
 - 9/8, 9/22, 10/6, 10/20, 11/3, 11/17, 12/1, 12/15
- Professional planning meeting with K-12 Anti-Bullying Specialists to monitor students receiving Tier 2 and Tier 3 support; and
 - 9/11, 10/9, 11/13, 12/18
- Professional planning meeting with Homeless Liaison to monitor students receiving Tier 2 and Tier 3 support.
 - 9/18, 10/16, 12/11

Student Centered Programs

- September - December 2025 - School-based I&RS Team meetings to plan for individual student needs via student action plan. Meeting dates per school;
- September- December 2025 - School-based individual and group counseling available in every building, K-12. All interventions are documented via the Counseling Support Plan;
- September- December 2025 - Assignment of BASE modules for individual students as a restorative behavioral support; and
- September- December 2025 - 9-12 Real Talk support program for students in need of small group support to navigate high school topics.
 - 9/26, 10/3, 10/10, 10/17, 10/24, 12/19

Family and parent presentations to respond to trends and needs in academic, social, emotional, and health-related topics.

- October 6, 2025 - Kinder Meet and Greet presentation;
- October 8, 2025 - Lifelines parent presentation via MHA presenters;
- November 20, 2025 - Grade 8 parent presentation on Secondary Transition and Readiness Counselor;
- November 25, 2025 - Grade 7 parent presentation on Secondary Transition and Readiness Counselor; and
- December 16, 2025 - Assist the WTEA to carry out the initiative of the Perricone Family Trust for the purpose of supporting WTPS students and their families.

**Wall Township Public Schools
District Goals 2025-2026**

GOAL #3

Strengthen engagement and expand opportunities that foster a sense of belonging and purpose through inclusive experiences that promote positive peer and community relationships

STRATEGIES

The District will:

Expand opportunities for student engagement with the Wall Township Public Schools.

ACTIVITIES

Elementary:

- Full rollout of Morning Meetings guided by *7 Mindsets* and *CASEL* protocols;
- Aid in the transition from Elementary to WIS through community events and school trips such as LEAD Picnic and Fun and Fitness Day;
- Work closely with each PTO to sponsor and present events for students in the school and the community; and
- Elementary Group Leaders will hold 4 parent nights throughout the year.

Secondary:

- Plan to enter 3 Marching Band Competitions for the 25-26 School Year;
 - Marching Band successfully competed in three Competitions
- September 2025 - Addition of *Unified Club* at WIS;
- Begin the process of the application for the *NAMM* Best Communities for Music Education;
 - Application will be submitted by January 28, 2026
- Plan activities for Computer Science Education Month;
 - December 15-19, 2025 - held Cybersecurity week at Wall High School
- Plan a recruiting event for high school computer science electives; and
 - Cybersecurity week events held December 15-19, 2025
- January 15, 2026 - Special Olympics of NJ selected two WHS students to represent Wall Township at the Youth Activation Committee. The purpose is to empower youth with and without intellectual disabilities to become leaders, driving social inclusion, acceptance, and respect in schools and communities by promoting the Unified Champion Schools program and advocating for people with disabilities.

Expand opportunities for family/community engagement with the Wall Township Public Schools.

District:

- Implementation of inclusive extracurricular activities that encourage cooperation between primary, elementary, Intermediate, and high school students;
 - 12/4/25: Parents' Night Out - Polar Express
 - 10/29, 12/12, 12/15 & 1/27: Inclusive Trips
 - 12/2: Youth Leadership Summit at SONJ Complex
 - 1/9: Unified Game Day at Stockton Univ
 - 11/19: Unified WIS Flag Football
 - 11/18, 11/20, 11/24: WHS Unified Flag Football
 - 1/16, 2/20, 3/3: WIS Unified Bowling
 - 1/16, 1/26, 2/6, 3/3: WHS Unified Bowling
- Fall 2025 - Continuation, entering 2nd year, of the RISE program at WHS; and
- 250th Anniversary of US events, including: assemblies, concerts, living history museum, etc.;
 - September - October 2025: Patriotic Assemblies, including political representatives and Patriotic music performed by students, were carried out in AW, OMS, WB, CS, WIS, and WHS
 - November 2025 - Veterans Day celebration at AW

District:

- Continue the district's community outreach and develop relationships with key community groups and stakeholders; and
 - December 2025 - The planning of the Flying the Nest and Beyond the Nest presentations in collaboration with the WTEA has been completed and scheduled for 2026
- *Special Education Parent Advisory Group (SEPAG)* meetings.
 - 10/6, 12/8, 2/2

**Wall Township Public Schools
District Goals 2025-2026**

GOAL #4

Practice fiscal responsibility while maintaining facilities for student learning in the 21st century, which includes clear and accurate reporting to the stakeholders.

STRATEGIES

The District will:

Perform supervision of the design, bidding, and construction of *Referendum 2022* projects, and provide regular updates on finances and progress in collaboration with communications staff.

Analyze and ascertain facilities' needs in relation to enrollment and instructional needs.

Provide adequate and collaborative facilities for the District's Support Services, including Central Administration, Operations, and Student Transportation

ACTIVITIES

- Provide monthly updates on district website and at Board of Education meetings regarding status of financials and progress of ongoing projects ([click here to view referendum page](#)) ;
 - October 14, 2025 Public Presentation on Referendum Progress to Date
- Manage funds and invest idle funds for duration of project;
- Supervise and report on construction on interior alterations at multiple schools projects; and
- Supervise and report on construction of HVAC upgrades at multiple schools projects;
- Closeout completed construction projects for sitework and roofing;
- Award contract for Wall High School Athletic Field Upgrades;
- Supervise and report on construction progress of Wall High School Athletic Field Upgrades.

- Continue to review and compare actual enrollment to updated demographic study.
- Continue dialogue with Wall Municipality administration regarding affordable housing plans;
- Review new housing developments and school assignments to maximize facility efficiencies.

- Continue to investigate available options for funding of necessary proposed improvements for developing a District Support Services Complex; and
- Prepare Request for Proposal for selecting and awarding a contract for master planning a District Support Services Facility to house the District's Student Transportation Department, Operations Department, and Central Administration locations and funding for a new Support Services complex (transportation, operations, and administrative offices).
- Fund Capital Reserve Account to allow funding of the annual school budget for development of district support services facilities.

**Wall Township Public Schools
District Goals 2025-2026**

GOAL #5

Cultivate timely, consistent, effective, and equitable communications through reciprocal collaboration with all stakeholders to inform and inspire the District and greater community.

STRATEGIES

The District will:

Develop and maintain a district-wide communications plan that provides systematic and sustained public relations, marketing, and communications strategy to fulfill the mission and vision of the Wall Township Public Schools.

Grow robust, positive, and collaborative relationships with parents, students, and the greater community to strengthen the Wall Township Public School District.

ACTIVITIES

- AI ChatBox implementation on the district website;
 - July 2025-November 2025 - The ChatBox was live on the website with 691 total questions asked.
- Maintain active membership in the National School Public Relations and the New Jersey School Public Relations Association;
 - July 2025 - membership is active for two staff members who attend quarterly meetings and receive all group emails
- Continue to collaborate with multiple stakeholder groups to audit need, deficits, and strengths;
- Continue to analyze current and identify additional viable communications paths, tools, and platforms to promote efficient, responsive and robust communications;
 - December 2025 - along with our mass notification tool, FinalSite MessageRX Enterprise, the district has signed a contract with ParentSquare that will function as a district app and messenger tool
- Reflect upon and address future personnel and budget needs;
- Continue to analyze data/feedback to reflect upon and revise plan with stakeholder input; and
- Continued identification and training of adopted communications systems, tools, etc.
- Continue clear, consistent, and timely referendum progress updates using multiple media, including but not limited to board meeting updates and presentations, district website content curation, social media posts, and school newsletters;
 - October 2025 - BOE presentation about all current referendum projects
 - Website and social media updates occur consistently
- Continue regular district-level and building-based meetings and community forums with multiple stakeholder groups to collaborate, assess, and reflect on reciprocal parent/community relations and communications;
- Evaluate and refine systematized district and building-based communications including newsletter, mass communications, social media content, branding, and website content curation;
 - The District website is updated daily as needed

<p>Establish a systematic and collaborative employee communications strategy to improve internal communications and employee engagement.</p>	<ul style="list-style-type: none">○ All district presentations continue to be presented at BOE meetings and put on the district website○ Social Media posts go up at least 1x daily○ School Newsletters are published and sent out twice a month● Refine customized communications platforms/technologies to enhance the timely and relevant delivery of communications to the community;<ul style="list-style-type: none">○ December 2025 - Along with our mass notification tool, FinalSite MessageRX Enterprise, the district has signed a contract with ParentSquare that will function as a district app and messenger tool○ Announcements are also posted to social media, as a page pop-up on the website, or as a district spotlight● Measure parents, students and community members needs and sentiments;● Maintain a proactive media relations program to promote and enhance the district's band on local state and national levels; and● Reflect upon student-centered initiatives for future growth. ● Continue regular school-based superintendent/staff meetings/forums to collaborate, assess, and reflect upon improving internal communications and employee engagement;● Refine and continue to reflect upon systems/routines for internal and reciprocal communications between central office and all staff;● Reflect upon future needs to maintain a robust human resources website grounded in employee needs; and● Reflect upon ongoing research and future implementation of emerging best practices in software/digital products to improve internal communications efficiency and efficacy.
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