



Strategic Plan 2022

GOALS,
STRATEGIES,
EXPECTATIONS,
AND ACTIVITIES

Bradford County School Board Members
Sheila Cummings, Chairman | Candace Osteen, Vice Chairman
Cheryl Canova | Gayle Nicula | Erica Reddish

Will Hartley, Superintendent

BELIEVING... ACHIEVING... EXCELLING...

School District of Bradford County, FL
501 West Washington St. Starke, FL 32091
904-966-6860 | www.bradfordschools.org

STRATEGIC PLAN GOALS



STUDENT SUCCESS



TALENT MANAGEMENT



SCHOOL SAFETY &
SECURITY



FISCAL & OPERATIONAL
RESPONSIBILITY



COMMUNICATION &
COMMUNITY ENGAGEMENT





SCHOOL BOARD MEMBERS & SUPERINTENDENT



Sheila Cummings
CHAIR, DISTRICT 1



Gayle Nicula
DISTRICT 2



Cheryl Canova
DISTRICT 3



Candace Osteen
VICE-CHAIR, DISTRICT 4



Erica Reddish
DISTRICT 5



Will Hartley
SUPERINTENDENT



Mission Statement

The mission of the Bradford County School District is to provide a quality education for all students so that they are equipped with the skills needed to succeed in the 21st century

Vision

Building lifelong learners who are prepared for the 21st century



Oversight & Accountability

A shared commitment to continuous improvement is a crucial component in the oversight and accountability of the strategic plan. Each year, the plan will be reviewed to assess the progress on strategic goals according to the key indicators.

Pillars

1. Provide rigorous and relevant educational programming
2. Recruit, retain, and develop highly effective teachers, leaders, and staff
3. Provide safe, healthy and supportive learning environments
4. Ensure that resources allocation and operational processes are effective and sustainable
5. Strengthen communication and stakeholder engagement

Core Values

EXCELLENCE

Student excellence is a balance of rigorous academic, social, and career-readiness skills.

SAFETY

Ensure our stakeholders of the safety of our facilities with upgraded safety measures and mental health support services.

COMMUNITY ENGAGEMENT

Improve communication and inclusiveness to proactively involve stakeholders in school district priorities and partnerships.

THE DISTRICT STRATEGIC PLAN ALIGNS WITH AND SUPPORTS THE GOALS IN THE CURRENT FLORIDA STATE BOARD OF EDUCATION STRATEGIC PLAN FOR 2020:

1. Higher Student Achievement
2. Seamless Articulation and Maximum Access
3. Skilled Workforce and Economic Development
4. Quality Efficient Services





GOAL 1A:

Strategy Statement

Increase the number of students scoring at or above state average on required assessments

Action Steps

- Continue data chats and school improvement conferences with each school's leadership team
- Provide training and support for implementation of District Instructional Framework
- Provide content-focused professional development training and support for small group, remediation, and foundational skills instruction
- Analyze student data to provide differentiated support and intervention

STRATEGIC PLAN GOAL 1

Student Success

GOAL STATEMENT

Ensure high-quality, standards-based instruction for every student.

GOAL 1B:

Strategy Statement

Increase acceleration opportunities for students

Action Steps

- Expand partnerships between Santa Fe and University of Florida
- Increase student enrollment in advanced placement and dual enrollment courses
- Provide intentional support for advanced placement teachers through professional development and planning opportunities





GOAL 1C:

Strategy Statement

Improve instructional practices that align with district instructional framework

Action Steps

- Continue administrative professional development on instructional framework elements
- Provide assistance to school-based coaches and other district support staff on implementation of the district's instructional framework through professional development and coaching
- Expand professional development for instructional and administrative staff on B.E.S.T. Standards implementation

STRATEGIC PLAN GOAL 1

Student Success

GOAL STATEMENT

Ensure high-quality, standards-based instruction for every student.



Our Mission

The mission of the Bradford County School District is to provide a quality education for all students so that they are equipped with the skills needed to succeed in the 21st century



GOAL 2A:

Strategy Statement

Provide training and development to increase the retention of high-quality employees

Action Steps

- High-yield professional development opportunities, through NEFEC and the district will be provided to all instructional employees throughout the year utilizing a variety of instructional delivery methods
- Improve the beginning teacher induction program to ensure that all new teachers are assigned a mentor and are provided with ongoing, job-embedded support.
- Support employees seeking alternative certification and improve support and monitoring systems for out-of-field teachers.
- Support employees seeking leadership positions through the aspiring leader program and additional professional development opportunities.

STRATEGIC PLAN GOAL 2

Talent Management

GOAL STATEMENT

Foster a culture that will attract, support, and retain high-quality employees

GOAL 2B:

Strategy Statement

Implement recruitment strategies to develop a larger, more talented, diverse applicant pool from which to adequately staff the needs of the district.

Action Steps

- Expand the number of recruitment events
- Increase district presence in virtual recruitment and college job fair events





GOAL 3A:

Strategy Statement

Improve school-wide behavioral support and social-emotional learning for all students

Action Steps

- Continue to provide mental health awareness training for all employees required in Florida Statute
- Expand interagency collaboration and community partnerships
- Provide PBIS training and ongoing support for all school teams

STRATEGIC PLAN GOAL 3 *School Safety & Security*

GOAL STATEMENT

Provide safe, healthy, and supportive learning environment for students and staff

GOAL 3B:

Strategy Statement

Enhance safety procedures and security infrastructure

Action Steps

- Provide mandated training for all school and district staff
- Monitoring of all sites by school and district staff for implementation of required safety and security mandates
- Continuously review all facilities for any security-related capital improvements
- Continue efforts to maintain a tobacco and drug free environment



GOAL 4A:

Strategy Statement

Improve the district's financial position

Action Steps

- Evaluate and improve processes to increase operational efficiency across department
- Continuously review all position allocations at district and school worksites
- Review and reallocate expenditures and revenue to align with strategic plan priorities

STRATEGIC PLAN GOAL 4

Fiscal & Operational Responsibility

GOAL STATEMENT

Ensure that resources are utilized efficiently and district maintains general fund financial condition ratio to minimum board policy level

GOAL 4B:

Strategy Statement

Enhance financial transparency for all stakeholders

Action Steps

- Provide easily accessible financial information and resources
- Monitoring of all sites by school and district staff for implementation of required safety and security mandates





GOAL 5A:

Strategy Statement

Increase opportunities for stakeholders to acquire information, knowledge, and skills to support student learning

Action Steps

- Build BSCD brand identity through community outreach
- Promote family engagement opportunities and events on district website, social media platforms and school newsletters
- Update district website to improve user experience

STRATEGIC PLAN GOAL 5
Communication & Community

Engagement

GOAL STATEMENT

Strengthen community and stakeholder engagement

GOAL 5B:

Strategy Statement

Improve two-way communication to connect schools, district office, and community

Action Steps

- Utilize QR code surveys to measure and monitor customer service
- Utilize climate surveys to create opportunities for feedback from students, parents, and staff

Strategic Plan 2022

GOALS & STRATEGIES SUMMARY



STUDENT SUCCESS

- A. Increase the number of students scoring at or above state average on required assessments.
- B. Increased acceleration opportunities for students
- C. Improve instructional practices that align with the District Instructional Framework



TALENT MANAGEMENT

- A. Provide training and development to increase the retention of high-quality employees
- B. Attract high-quality candidates to fill vacant positions



SCHOOL SAFETY & SECURITY

- A. Improve school-wide behavioral support and social-emotional learning for all students.
- B. Enhance safety procedures and security infrastructure



FISCAL & OPERATIONAL RESPONSABILITY

- A. Improve the district's financial position
- B. Enhance financial transparency for all stakeholders



COMMUNICATION & COMMUNITY ENGAGEMENT

- A. Increase opportunities for stakeholders to acquire information, knowledge, and skills to support student learning
- B. Improve two-way communication to connect schools, district office, and community.

