



CAPITAL
SCHOOL DISTRICT

Strategic Intent 3
Senator Pride



Strategic Intent 3

3.1 Recruitment & Retention of Teachers/Staff

3.2 Family Community Collaboration

3.3 Marketing and Branding

3.1 Recruit/Retain Quality Staff

- Creation of the ideal candidate profile
- Identification of the most effective recruitment methods and activities
- 2017 Recruitment Plan
 - On-site Recruitment Fairs
 - Marketing Materials
 - Make-up of Recruitment Team
- Cultural Competency/Diversity Training for Staff

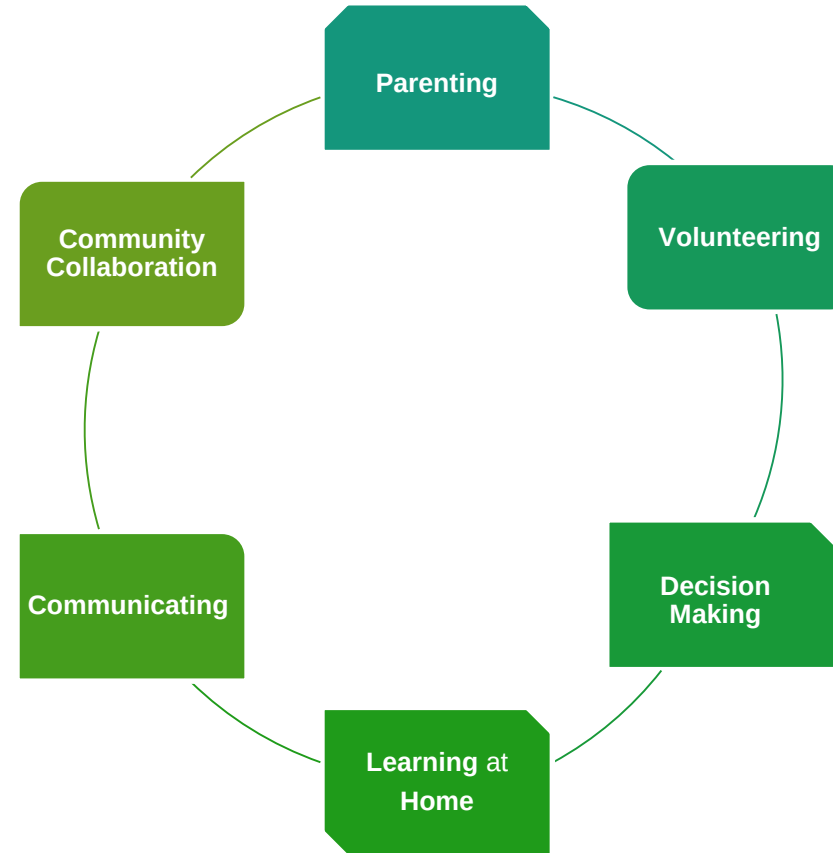


3.2 Engage Capital Families and Community

- **Research of effective engagement practices**
 - Literature Review - Back to school: How parent involvement affects student achievement
 - Core team attending National Family Engagement Summit in March
- **Additional group members being solicited from following sectors:**
 - Parents (Rep from CMS, Vision Quest – Carlton Adams, Parents As Teachers - Dionne Patterson, Local Town Governments , Chamber of Commerce, Schools

Family and Community Involvement Research

Six Types of Parent Involvement

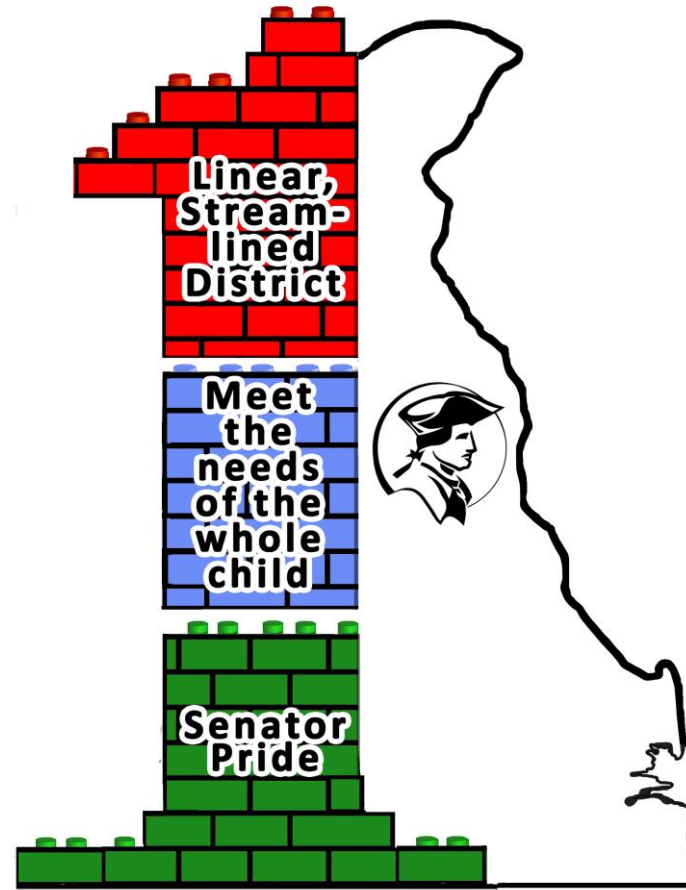


3.3 Marketing/Branding the District

- Super Senator Day
- Buildings giving back to the community
- Beat Down ALS
- Message from the Top (MFTT)
- Booker T. Washington Celebration

Potential Brand

Potential Brand



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