



CAPITAL
SCHOOL DISTRICT

Strategic Intent 3
Senator Pride

April 12, 2017

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

- 2017 Recruitment Plan
 - Recruitment Materials Developed
 - Recruitment for 2017-18 Underway
 - Recruitment Materials sent to HBCUs
 - Interview Question Bank Development
- End-of-Year Celebration
 - June 12, 2017, 11:00 a.m. at Dover High School
 - Employee Recognition
 - Lunch
 - Fun & Games - Trivia Competition, Line Dancing, Softball, Corn Hole

3.2 Engage Capital Families and Community

- Research of effective engagement practices
 - o Literature Review - Back to school: How Parent Involvement Affects Student Achievement
 - o Core team attended National Family Engagement Summit in March
- Additional group members being solicited from following sectors:
 - o Parents
 - o Vision Quest
 - o Parents As Teachers
 - o Local Town Governments
 - o Chamber of Commerce
 - o Schools

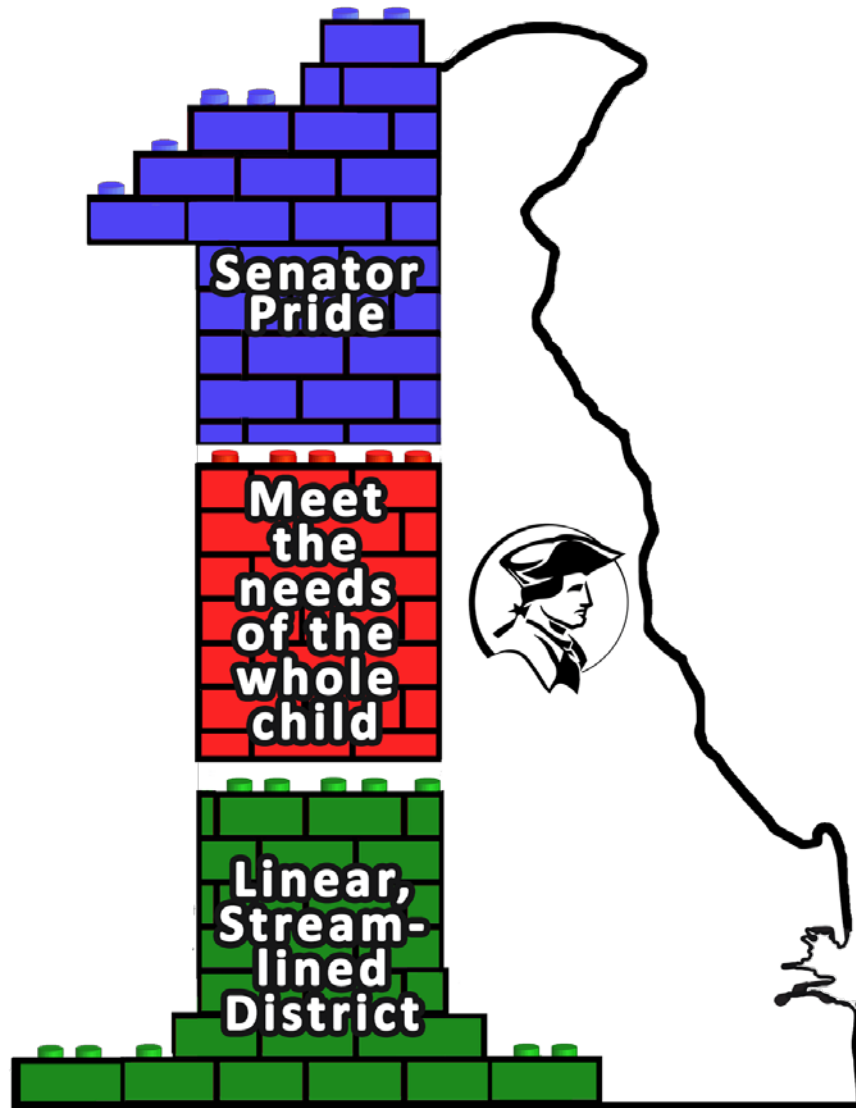
Creating Mutual Trust and Respect

- Increase Communication
 - o End of day communication from teachers
 - o Teacher directions regarding homework assignments
 - o Quarterly Parent Meetings with evening hours and done via telephone or Skype
 - o Monthly updates regarding student progress or school events via Facebook, Twitter, hard copy
- Cultural Diversity Training for all staff (needed to find commonalities for concerns/solutions)

3.3 Marketing/Branding the District

- Super Senator Day - October 7
- Buildings giving back to the community
- Beat Down ALS - May 6
- Message from the Top (MFTT) kick off - April 11
- Booker T. Washington Celebration - March 30
- Homecoming Parade - October 27

Strategic Brand



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Comments? Questions?