Strategic Goal Area: 1.0 Student Learning and Success

1.0 Goal Statement: Support staff through the systematic development and implementation of instructional tools, practices, and technologies to ensure student learning. Develop showcase programs in academics, athletics and activities while ensuring all students are prepared for life.
1.0 Goal Champions: Teresa Tosh, Lisa Cundiff, Penny Schuckman

Strategic Objectives

Objective 1.1: By 2014, Haysville USD 261 will meet 100% of No Child Left Behind AYP Target goals and Kansas Quality Performance Accreditation Standards.

Objective 1.2: By 2014, Haysville USD 261 graduation rate will meet or exceed 95%.

KLN District Performance Indicators

KLN Indicator A: District leadership is implementing in collaboration with all stakeholders a clear strategy that aligns systems, resources, and policies for instructional improvement.

KLN Indicator B: The district is implementing a system of leadership (building capacity through professional learning communities) at the district, building, and teacher levels to lead implementation of the district strategy for instructional improvement.

KLN Indicator C: All students have access to a curriculum that is rigorous, intentional, and aligned to state standards and needed supports (curriculum materials, maps, pacing guides, etc.).

KLN Indicator D: The district has a systematic approach to assessment (universal screening, progress monitoring, diagnostic, and formative) and uses the data to inform instruction and professional development, group students, identify students needing tiered supports, and update curriculum.

KLN Indicator E: The district's instructional program actively engages all students by using rigorous, differentiated, and research-based practices as measured by a systemic classroom observation system and student academic performance (related to Kansas state standards, drop-out rates, graduation rates, and post-secondary attainment).

KLN Indicator F: The district's professional development program is in accordance with the National Staff Development Council's standards and provides a "comprehensive, sustained, and intensive approach for improving effectiveness in raising student achievement" by using systematic research-based procedures for connecting classroom observation data to systemic improvement practices.

KLN Indicator G: The district and its schools foster a climate for learning that is safe, stimulating, and nurturing for students and staff that include strong ties with parents and the community.

BASELINE			Annual Targets		GOAL	
2008	**2009**	**2010**	**2010-2011**	**2011-2012**	**2012-2013**	**2013-2014**
1.1 District Achievement:						
Reading 80.8%	81.5%	83.8%	88.2%	**90.7%**	**95.3%**	**100%**
Math 78.7%	76.6%	76.5%	85.4%	**88.2%**	**94.1%**	**100%**
Writing NA	77.4%	NA	NA	**89%**	**91%**	**93%**
Science 81.2%	85.4%	85.8%	87.8%	**94%**	**96%**	**98%**
History/Govt. 82.3%	NA	NA	NA	**91%**	**93%**	**95%**
1.2 Graduation Rate:						
Graduation Rate: 86.1%	89.1%	91.2%	81.7% *	**85%**	**90%**	**95%**

*KSDE began calculating graduation rates using a 4-Year Adjusted Cohort Graduation Rate.

Actions/Activities	District Person(s) Responsible	Measurement to Track Progress	Resources Required ($$, People and Time)	Completion Date	KLN Links
Action 1.1.1: Adopt a data analysis protocol or monitoring process (collaborative inquiry / data-driven dialogue) to evaluate teaching and learning practices.	Assistant Superintendent for Learning Services; Curriculum Director; Principals	• Professional development agenda, schedule, and attendance rosters • Walk-though or PLC docs regarding the use of collaborative inquiry	Funding and time to provide material resources as well as to take groups through training	Spring 2014	D
Implementation Activities: • Explore a protocol that aligns with the Framework for Advancing Student Achievement Through Data-Driven Professional Development					
Action 1.1.2: Build and implement a world class, 21st Century, tiered, standards-aligned Pre-K through grade12 curricula that are rigorous, integrated, and aligned both horizontally and vertically.	Assistant Superintendent of Learning Services; Director of Instructional Technology; District and Building Administrators	• Revision of Curriculum Guides • Assessment Data	• Curriculum writing teams • Collaboration Day Focus • Stipends for curriculum work	Spring 2014	C
Implementation Activities: • Create transition document to Common Core State Standards • Provide Common Core Standards training for staff following the transition plan • Align current Curriculum Guides with Common Core Standards • Monitor state changes to the Early Learning Standards for PreK					
Action 1.1.3: Develop and implement a protocol/process for data collection and dissemination regarding assessment results.	Assistant Supt. for Learning Services; Director of Information Services; Curriculum Director; Building Assessment / Data Reps.	• Assessment Schedule including timelines for release of data to building data/assessment reps • Data/assessment team	Funding and/or time to enhance the current Data Manager or to look at other program options to allow for one location	Spring 2014	D

Actions/Activities	District Person(s) Responsible	Measurement to Track Progress	Resources Required ($$, People and Time)	Completion Date	KLN Links
		meeting minutes documenting concerns, use of appropriate tools and processes	to store all assessment data including individual, classroom, building, and district level reports		
Implementation Activities: • Create assessment document outlining standard operating procedures • Explore data warehousing possibilities					
Action 1.1.4: Design systems to support a standards-aligned instructional system.	Assistant Superintendent of Learning Services; District and Building Administrators	• Distribute updated processes & timelines • Revised materials adoption cycle	• District Budget	Spring 2014	A B E F
Implementation Activities: • Write a curriculum document outlining standard operating procedures for the Learning Services Department • Implement the Framework for Advancing Student Achievement Through Data-Driven Professional Development • Align Walk Through document to the demands of the Common Core Standards as well as the Framework • Update PDC Handbook and submit to the BOE for approval					
Action 1.1.5: Develop a systemic assessment plan, including screening, diagnostic, progress monitoring, formative, and summative components that is agreed upon and implemented to guide instruction district-wide.	Assistant Superintendent of Learning Services; Data/Assessment Building Reps.	• Annual administration schedule • Assessment and Data Guide updated annually to reflect the district assessments and purpose for each	• Professional Development in determination of testing purposes • Funding for missing tools of progress monitoring • Funding and time	Spring 2014	D

Actions/Activities	District Person(s) Responsible	Measurement to Track Progress	Resources Required ($$, People and Time)	Completion Date	KLN Links
			for Common Assessment development		
Implementation Activities: • Implement the District MTSS Assessment Plan • Create an electronic notebook housing assessment documents for staff • Provide training on Scantron (Achievement and Performance Series) • Enhance common assessments at the secondary level and embed them into Scantron • Provide advanced training for understanding AIMSWeb reports • Integrate multiple data points into Powerschool for increased teacher access					
Action 1.1.6: Establish an effective, systematic implementation process for technology initiatives.	Director of Instructional Technology; Building Administrators	• District and building level instructional technology plans • Instructional Technology team minutes	• Technology teams • District/Building administrative & BOE support	Spring 2014	A E F
Implementation Activities: • Ensure all classroom teachers have access to interactive technologies • Update District Technology Plan to be sure the needs of all students and all subgroups are met					
Action 1.1.7: Increase student/parent accountability and engagement in their educational program.	Assistant Superintendent of Learning Services; Director of Curriculum; Building Administrators	Publication of curriculum documents for parents and students	Allocate time during Collaboration Day	Spring 2014	A B G
Implementation Activities: • Provide Netsmartz training for parents in conjunction with the USD 261 Cyber-bullying awareness task force • Provide access to Tumble Books and Tumble Readables in the home • Provide access to multiple assessment results to parents through Powerschool					

Actions/Activities	District Person(s) Responsible	Measurement to Track Progress	Resources Required ($$, People and Time)	Completion Date	KLN Links
• Increase resources on the District website through the Learning Services page					
Action 1.1.8: Provide effective and engaging instruction utilizing research-based "best practices" and the integration of instructional technology.	Assistant Superintendent of Learning Services; Director of Instructional Technology; Director of The Learning Center; District and Building Administrators	• Instructional Walk-Through Data • District Staff Development Plan	• Funding high quality professional development	Spring 2014	B E F G
<u>Implementation Activities:</u> • Continued implementation of Literacy First with support from the Literacy First Consultants to refine program components • Provide access to workshops of choice for teachers aligned to district initiatives • Data collection on effective teaching strategies via walk-through form aligned to the Framework for Advancing Student Achievement Through Data-Driven Professional Development • Continue to purchase interactive technologies to increase access for all students • Ongoing training and support for interactive technologies • Outline plan for Quality Tools implementation supporting Common Core implementation					
Action 1.1.9: Identify and develop a range of innovative programs Pre-K through Adult Education to meet the academic, social, and extracurricular needs of all.	Assistant Superintendent of Learning Services; District and Building Administrators	• Extracurricular activities data • Surveys of staff	• Allocating resources to implement programs	Spring 2014	A B G

Actions/Activities	District Person(s) Responsible	Measurement to Track Progress	Resources Required ($$, People and Time)	Completion Date	KLN Links
Implementation Activities: • Design and implementation of an International Baccalaureate (IB) program at Campus High School • Refine procedures for the Middle School Alternative Program • Implement a 9th Grade Center at the Alternative High School • Implement Blockfest Training for Parents as Teachers and PreK • Offer certification classes after school through the Alternative High School • Alignment of and expanded opportunities for extra-curricular activities/opportunities at all age levels					
Action 1.1.10: Implement technology initiatives aligned with the National Educational Technology Standards.	Director of Instructional Technology; Learning Services Dept.; Building Administrators	• Surveys • Instructional Walk-Through Data	• District and Building Technology teams • Funding to keep instructional technologies current • Funding to keep infrastructure aligned with demands • Funding for interactive technologies • Professional learning opportunities	Spring 2014	A C E F

Actions/Activities	District Person(s) Responsible	Measurement to Track Progress	Resources Required ($$, People and Time)	Completion Date	KLN Links
Implementation Activities: • Evaluate the effectiveness of the aligned elementary technology curriculum • Survey staff perception of National Educational Technology Standards (NETS) implementation • Enhance State Career Clusters implementation by aligning course offerings • Ongoing professional development opportunities (including virtual opportunities) related to Web 2.0, interactive technologies, and best practices					
Action 1.2.1: Develop and implement a system of academic, career, and social supports that will enable students to achieve at high levels.	Assistant Superintendent of Learning Services; Director of Special Education; District and Building Administrators	• MTSS District & Building Innovation Configuration Matrix • Student career plans (i.e. Kuder Inventories)	• Allocating resources to implement programs	Spring 2014	A B E F G
Implementation Activities: • Review district and building MTSS Implementation Plans • Continue to build capacity at Tiers 2/3 and refine overall PBIS efforts throughout the District • Explore additional resources to support PBIS efforts and provide additional staff training • Conduct Autism Audit to identify recommendations for improved services and supports for staff and students					

High Effective Workforce

2.0 Goal Statement: To recruit, develop, and retain a highly effective workforce.
2.0 Goal Champions: Mike Clagg, Becky Cezar

Objective 2.1: By 2014, 100% of the Haysville USD 261 district workforce will be identified as "Highly Effective" according to; Kansas State Licensure Standards and/or local standards.

Objective 2.2: By 2014, Haysville USD 261 will provide targeted professional learning for 100% of the workforce.

Objective 2.3: By 2014, Haysville USD 261 will have targeted incentives and supports designed to retain 100% of the highly effective workforce.

BASELINE		Annual Targets (ACTUAL)		GOAL	
2008	**2009-2010**	**2010-2011**	**2011-2012**	**2012-2013**	**2013-2014**
2.1 District Workforce					
% Highly Effective	95%	100%	100%	100%	100%
2.2 Targeted Professional Learning					
% w/targeted learning **Certified**	80%	85%	90%	95%	100%
% w/targeted learning **Classified**	60%	70%	80%	90%	100%
2.3 Highly Effective Workforce Retention					
% Retained (other than unavoidable)	90%	93%	97%	100%	100%

Actions/Activities	District Person(s) Responsible	Measurement to Track Progress	Resources Required ($$, People and Time)	Completion Date	KLN Link
Action 2.1.1: Recruitment of highly effective and talented workforce.	Department & Building Administrators Personnel Department	• TI Scores • # of applicants • # of fully licensed hires • Customer surveys • Workforce feedback • Student Surveys • Exit Surveys	• Personnel Department recruiting budget • Funding for Gallup, Netchemia, background checks, travel, etc.	2009-2014	KLN 4.3
Implementation Activities: • Review recruiting materials yearly and update as needed • Review and update on-line application process • Meet with principals to review Gallup guidelines for updated TeacherInsight • Expand recruitment for Highly Effective special education teachers and other hard-to-find positions throughout the state and region • Exit surveys completed with certified staff results shared with administrators • Develop retention strategies for special education teachers and other hard to fill positions					
Action 2.1.2: Formulate comprehensive and research-based staff evaluation instrument utilizing best practices criteria; Provide timely and accurate performance reviews for all district staff.	Department & Building Administrators Personnel Department IBB Team	• % participating • % of performance reviews in acceptable ranges • BOE & HEA approved evaluation tools • Workforce Feedback • Timeliness of Reviews	• Time needed for study and writing Performance Review Tools • Professional Development • Time for supervisors to prepare reviews and dialogue with staff	2009-2014	KLN 3.1
Implementation Activities: • Meet with Teacher association and review suggested changes in evaluation tools • Establish committees to review evaluation process • Development of evaluation tools for certified and classified • Collaboration with KSDE, KNEA, ETS, and KLN Teacher Evaluation Design Group					

Actions/Activities	District Person(s) Responsible	Measurement to Track Progress	Resources Required ($$, People and Time)	Completion Date	KLN Link
Action 2.1.3: Utilize the Gallup Teacher Insight survey to determine which candidates to interview.	Personnel Dept.	• Number of hires with TI scores at or above the national average	• Funding for Gallup/Satisfaction Surveys	2009/2014	KLN 3.1
Implementation Activities: • Review Gall-up Insight Data • Provide additional training for Gall-up Teacher Insight use • Continue to have Administrators and Supervisors use this information as part of the hiring process					
Action 2.2.1: Implement Substitute Training to ensure alignment with district curriculum and strategic goals.	The Learning Center AESOP Personnel Dept.	• # of people attending training • Teacher substitute satisfaction surveys	• Funds for AESOP • Funds for online tutorials for staff • Personnel Dept. staff time	2009-2014	KLN 7.2
Implementation Activities: • Survey substitutes asking for feedback on training needs • Obtain feedback from building principals and teachers • Develop and update training modules					
Action 2.2.2: Assess staff needs (based on alignment to curriculum)	Learning Services Staff Data and Assess. Staff	• Teacher Satis. and Engagement surveys • Student Assessment Data • Student surveys	• Funds for survey	2009-2014	KLN 4.1, 4.2 & 7.2
Implementation Activities: • Analyze staff needs data • Facilitate analysis data at the district level					

Actions/Activities	District Person(s) Responsible	Measurement to Track Progress	Resources Required ($$, People and Time)	Completion Date	KLN Link
Action 2.2.3: Provide systematic on-boarding (i.e., recruitment, hiring, processing, orientation, and differentiated training with follow-up) for all new hires to the district. • Teachers • Administrators • Support staff (clerical, custodial, etc.)	The Learning Center Department & Building Administrators Instructional Coaches Technology Department Curriculum Department Personnel Department	• Assessment Scores • Workforce Surveys • Yearly Workshop Report from TLC • Building/Department In-service Agendas • Application Points on My Learning Plan • New Employee Survey	• Funding for Pro Dev with Fidelity • Numerous departments involved	2009-2014	KLN 1.1, 5.1 & 6.1

<u>Implementation Activities:</u>

- Analyze needs via surveys, needs assessments, climate surveys, student data, parent complaints, community survey, what do teachers know, etc.
- Create fluid and flexible learning delivery systems
- Map current processes
- Create systematic flow-chart for on-boarding across departments and buildings
- Certified Onboard Team developed and will implement on-boarding process with certified staff second semester 2011/2012. This group continues to meet and adjust this process for all new employees
- Classified Onboard development scheduled to occur this year resulting with classified onboarding process being implemented at the beginning of the 2012/2013 school year.

Actions/Activities	District Person(s) Responsible	Measurement to Track Progress	Resources Required ($$, People and Time)	Completion Date	KLN Link
Action 2.3.1: Maintain Workforce Satisfaction and Engagement through feedback from negotiations sub-committees, workforce feedback.	Negotiations Team All Adm. Staff Board of Education Workforce Feedback	Area districts salary comparison Workforce Feedback	• Negotiations Team • State Funding Formula • Various Feedback surveys • Workforce Feedback	2009-14	KLN 2.0
Implementation Activities: • Analyze other districts of similar size, collect data on pay and other compensation • Analyze Workforce Feedback					
Action 2.3.2: Differentiated Workforce Mentoring Programs.	Director of The Learning Center Principals Supervisors Personnel Dept.	• # Participating • Surveys	• Funds for mentors/surveys	2011-12	KLN 5.1
Implementation Activities: • Develop a mentoring plan based on years of experience, needs and job evaluations for all USD 261 employees • Survey workforce to determine needs • Staff development targeted to student outcomes and teacher needs					
Action 2.3.3: Creative Scheduling of Workforce Development outside of school day.	IBB Team	• # Participating • Surveys	• Funds for Surveys	2011-12	KLN 5.2
Implementation Activities: • Analyze assessment date, climate surveys, workman's comp data, job satisfaction surveys and trend data to determine the needs of our workforce • Meet with negotiations team and administrators/supervisors to prioritize list of needs					

Actions/Activities	District Person(s) Responsible	Measurement to Track Progress	Resources Required ($$, People and Time)	Completion Date	KLN Link
Action 2.3.4: Create additional compensated and non-compensated incentives designed to encourage job satisfaction and engagement.	IBB Team Administrative Staff	• Staff Feedback • Workforce retention data	• Funds for compensated incentives • Feedback and surveys	2011-2012	KLN 2.0
Implementation Activities: • Review climate surveys, suggestion boxes, information from superintendent's advisory council to create a needs list • Exit Interviews • Staff feedback • Formulate					

Strategic Planning Process Overview:

In November of 2008, a team of district stakeholders embarked on the journey to develop a strategic plan that will guide Haysville USD 261 over the course of the next five years. This team of district stakeholders, included: teachers, support staff, building principals, district administrators, and Board members.

The team met in November and began reviewing past progress of the last strategic plan followed by an environmental scan to assess current performance in the following areas: voice of the student, other stakeholders and community; student achievement; curriculum; extracurricular activities; technology; finance; educational legislation; and leadership and workforce. The collaborative work led to a conversation around the district's unique position and SWOT analysis (Strengths, Weaknesses, Opportunities and Threats). Using the input from all stakeholders and data from the environmental assessment, the team agreed to the mission, vision and belief statements below.

Mission:"To advance learning for all through the relentless pursuit of excellence"
Vision: "To equip learners with 21st Century Skills to achieve excellence in a continually-changing world"
We believe to accomplish the mission and vision:

- our primary responsibility is teaching and learning
- students come first
- all members of our learning community add value
- relevance + relationships + rigor = engaged learning
- school, community and business partnerships enrich student learning
- learning is enhanced in a safe and caring environment
- in quality staff committed to excellence
- in exploration, innovation, collaboration and growth
- in integrity of word and deed
- students need a rigorous, relevant world class curriculum
- in data-driven, continuous improvement for all
- diversity is an asset
- modern technology is an essential tool for teaching and learning
- in fiscal responsibility

From the background work, the strategic planning team began to develop strategic goal areas critical to the district's future success. During this step, the team brainstormed possible actions to accomplish the strategic goal areas. Initially six goal areas were created, and then refined to five areas based on further refinements to the district belief statements. From the strategic planning team's work, the superintendent's council created goal statements, measurable objectives and broad five-year action plans to further define the district's strategic direction which you will find attached for your consideration, discussion and approval.

Since the initial Board approval of strategic goal areas and objectives in May, the team of district stakeholders was reassembled in June to provide input and feedback on proposed action plans and to begin work on a strategic and operational measurement infrastructure to monitor progress towards goals. During the presentation, the decision to enfold the Finance and Budget Strategic Focus Area into the other Focus Areas was made. Following the meeting, cabinet members met to merge these objectives and action plans and ensure financial/budget action plans were fully integrated.

Following a brainstorming session to identify potential strategic and operational measures, a multi voting tool was used by the district stakeholders to reduce the list and begin the Balanced Scorecard development process. In July, the Superintendent's Cabinet met to review the larger team's work and select a small number of measures intended to focus all district workforce and stakeholders in the areas of greatest importance. In August, a final meeting to finalize the strategic plan was conducted and the DRAFT Performance Indicators were produced for piloted use within administrative and board levels. This approval process included developing operational definitions for each measure to ensure consensus around measures and data integrity for decision making purposes. In September, District performance review processes will be adjusted to use the Strategic Plan and Balanced Scorecard as primary inputs to drive data informed decision making. Data collection will begin in the fall with an initial sharing of data with the Board by November 2009. Building-level scorecards are planned for development in fall and piloted in the spring. They are planned to be rolled out next summer and used in building performance reviews in 2010-11.

Strategic Goal Area: 3.0 Facilities and Infrastructure – YEAR 3

3.0 Goal Statement: To create and enhance modern, safe learning facilities to achieve excellence.
3.0 Goal Champions: Galen Davis, David Herbert

Objective 3.1: By 2014, Haysville USD 261 will implement a facilities and infrastructure master plan to advance learning for all.

BASELINE		Annual Targets				GOAL	
2008	**2009-2010**	**2010-2011**	**2011-2012**	**2012-2013**	**2013-2014**	**2014-2015**	**2015-2016**
	A comprehensive facilities and infrastructure needs plan will be presented for Board of Education by June 2010 (Implementation Completed: 26.3%)	Review and revise the comprehensive facilities and infrastructure needs plan and present to the Board of Education by June 2011 (Implementation Completed: 26.3%)	Review and revise the comprehensive facilities and infrastructure needs plan and present to the Board of Education by June 2011 (Implementation Completed: 26.3%)	A Comprehensive Facilities and Infrastructure Master Plan for expansion and enhancements of USD261 will be completed by June 2012 (Implementation Completed: 53.6%)	Funding for the Facilities and Infrastructure Master Plan will be determined by April 2013 (Implementation Completed: 68.4%)	Design and construction will begin on 100% of the most urgent school facilities and infrastructure enhancements by May 2014 (Implementation Completed: 89.4%)	Design and construction will be in progress for 100% of the Facilities and Infrastructure Master Plan by June 2015 (Implementation Completed: 100%)

Actions/Activities	District Person(s) Responsible	Measurement to Track Progress	Resources Required (Money, People and Time)	Completion Date
Action 3.1.5.10: . Recommend that the school district administration undertake one additional year of research into two of the Facilities and Infrastructure Strategic Planning areas. The two areas needing additional research are: projected student population growth for Haysville USD 261; and recommendations for the improvement of school facilities and infrastructure.	Director of Information Services and Director of Operations	Board of Education Approves additional year of research and planning	Director of Information Services and Director of Operations	June 2011 (Implement ation 26.3% completed)
Action 3.1.5.11: Review current facilities and infrastructure capacities and needs; review historical demographic growth data for the last five years for USD261 and the City of Haysville; review projected five year growth for USD 261 and the City of Haysville; review project facilities and infrastructure needs based on the review of research reports	Director of Information Services, Director of Operations, Facilities and Infrastructure Planning Team	Review reports on facilities and infrastructure capacities, historical demographic data, projected five year growth, and project facilities and infrastructure needs completed	Monthly meetings by the Facilities and Infrastructure Planning Team to review, research, develop and re-write the reports	March 2012 (Implement ation 26.3% completed)
Action 3.1.5.12: Project facilities and infrastructure needs based on the research reports	Director of Information Services, Director of Operations, Facilities and Infrastructure Planning Team	Review report on Projected facilities and infrastructure needs completed	Monthly meetings by the Planning Team to research, develop and write the report	April 2012 (Implement ation 26.3% completed)

Actions/Activities	District Person(s) Responsible	Measurement to Track Progress	Resources Required (Money, People and Time)	Completion Date
Action 3.1.5.13: : Seek Board of Education approval to design a comprehensive Facilities & Infrastructure Master Plan for the expansion and enhancement of USD261	Director of Information Services and Director of Operations	Board of Education Approval to begin Master Plan	Director of Information Services and Director of Operations	June 2012 (Implement ation 26.3% completed)
Action 3.1.6: Form and organize the Facilities and Infrastructure Master Planning Team	Superintendent, Board of Education, Director of Information Services and Director of Operations	Master Planning Team established	Superintendent, Board of Education, Director of Information Services and Director of Operations	July 2012 (Implement ation 31.5% completed)

Strategic Goal Area: 4.0 Community Partnerships

Goal Statement: Strengthening community pride through strategic partnerships.

Goal Champions: Debbie Coleman, Liz Hames, Susan Walston, Pat Yorgensen, Linda Long, Tiffany Jones

Objective 4.1: By 2014, Haysville USD 261 will increase stakeholder involvement in USD 261 by 5% annually.

BASELINE		Annual Targets		GOAL	
2008	**2009-2010**	**2010-2011**	**2011-2012**	**2012-2013**	**2013-2014**
4.1 Increase community support. Survey question, "Community members are supportive of our schools?"					
	Est. baseline **(48%)**	53%	+58%	+63%	+68%

Action	District Person(s) Responsible	Measurement to Track Progress	Resources Required ($, People, Time)	Completion Date	KLN Link
Action: 4.1.1: Develop the ability of staff to work with community members: a. Professional development for staff on how to connect with community members. b. Inform the community about school programs through effective communications. c. Increase community involvement/support. d. Consider using voter registration data to enhance survey response rate and effectiveness; complete the survey annually.					
Meet with officers of in-district organizations	Dr. Burke	• Yearly	Advertising & contacting groups to attend	Fall through 2014	
Create brochure with information for supporting our schools	Champions	• Count of contacts and participants at meetings	Printing, KASB	March 2012	
Number of media spots	Liz Hames	• Count of news spots newspaper, radio, TV	Time to clip newspapers	Monthly and yearly totals in June 30 through 2014	

Action	District Person(s) Responsible	Measurement to Track Progress	Resources Required ($, People, Time)	Completion Date	KLN Link
Implementation Activities: • Working with site councils to increase participation • Future develop speakers bureau					
Action: 4.1.2: Build relationships with business and community. a. Business Networking b. Community Networking c. Develop the use of social media to increase community engagement and share information					
Recruit key community members for inclusion in quarterly meetings/focus groups	Susan, Debbie, Liz	• Number of new members	None	Summer 2011	
Haysville business tour of district (adopt a program opportunities)	Debbie, Liz, John & Board	• Participation numbers	Community Relations, Transportation, Food Service, Administrative Staff	Summer 2012	
Define and list our business supporters and partners on our website	Champions and Principals/Supervisors	• Track amount of monetary & merchandise – # of businesses	Data compiled by school secretaries	Update yearly 2014	
Document and track community service programs at the district level.	Champions	• Quarterly – Volunteer hours, money and items collected for donation	Data compiled by staff Community Relations	May 30, 2012	
Create a Facebook page and utilize other internet options for distributing information	Liz, Kim	• # of Friends/Followers	Programming time, content development	July 31, 2011	