

Rochester Academy Charter School 2018-2023 Strategic Plan

The mission of the Rochester Academy Charter School (RACS) is to provide students with rigorous, challenging academics through hands-on, meaningful learning opportunities that will provide them with the skills necessary to be successful academically, socially, and emotionally.

STRATEGIC INTENT: RACS is the school of choice for students, families, teachers and partners who value readiness for college through a STEM-focused education.

Robust, attractive opportunities for students

- Secure and enhance facilities that meet needs of students and support student recruitment and retention
- Create a productive and safe learning environment for all students
- Enhance academic and extracurricular opportunities for students

Highly engaged workforce & families

- Enhance opportunities for family engagement and communication
- Improve teacher diversity and quality through increased focus on recruitment, retention and training

RACS brand supports student enrollment & funding targets

- Use owned channels and earned media to engage potential families
- Diversify funding streams

- Develop a plan & timeline for making a gym available to students
- Develop a facilities improvement plan
- Plan for a capital campaign to support operational & facility improvements
- Conduct an audit to identify perceptions of policy & discipline inconsistencies
- Conduct a review of & revise current policies & procedures
- Improve consistency & transparency of enforcement of school policies & expectations to minimize safety concerns, grow credibility & brand with students, faculty & parents
- Develop a Code of Conduct for families & visitors using person-centered language & content
- Build traditions around activities to improve school spirit/culture & support student recruitment & retention
- Strengthen the focus on STEM in all buildings to increase number of students that are career/college ready in STEM fields
- Inform guidance counselors about scholarship options & opportunities
- Expand academic course selection
- Expand athletic, extracurricular & after school program offerings
- Create a Community Liaison position
- Partner with businesses to financially support college scholarships
- Identify STEM-focused entities to create strategic opportunities for student experiences (ex: shadowing, internships)

- Create regular, meaningful parent input opportunities
 - Create parent advisory groups
 - Prioritize & publicize parent teacher conferences & events
 - Develop additional opportunities for parents to interact with RACS staff
 - Create parent organization & Parent Liaison position
 - Communicate engagement opportunities through annual calendar & all RACS channels
 - Conduct research process to establish a parent group
- Engage teachers in redesigning professional development opportunities
- Leverage teaching staff to support staff recruiting efforts
 - Implement incentives for staff who recommend teachers along goal lines
- Identify specific diversity gaps; build results into recruiting plan & be transparent about gaps with staff & key stakeholders
- Broaden applicant pool

- Engage teachers, staff & students in RACS PR opportunities
- Establish a process for helping the RACS community nominate good stories for media
 - Strategic outreach to local media at regular intervals about RACS community
- Nominate teachers, staff, students & partners for community awards
- Engage stakeholders in sharing RACS social media content
- Utilize website & social media to highlight quality standards, results, & benefits of a RACS education
- Identify sponsors & funders for expanded programs; secure grant writer support to pursue opportunities
- Conduct audit of current funding streams & identify gaps
- Create a permanent development program