

**Goal #2: Communication and Engagement  
Strategies School-Community Building  
Branding**



<b>Start</b>	<b>End</b>	<b>Implementation Step Title</b>	<b>Description</b>	<b>Responsible</b>
10/1/2013	6/30/2021	School Wide Positive Behavior Support (SWPBS) and Restorative Practices	Continue to support and develop School Wide Positive Behavior Support (SWPBS) and Restorative Practices and other best practices (yearly report to Instructional Affairs)	Administrative Leadership Team
10/1/2013	6/30/2021	Develop relevant parental engagement and education programs K-12	The development of relevant parental engagement and education programs K to 12.	Administrative Leadership Team
10/1/2013	6/30/2021	Enhance and expand social skills, prevention and anti-bullying curricula K-12	Implementation of an anti-bullying curricula K-12. At the present time, SWPBS at our K-8 schools. We are establishing anti-bullying curricula at the high school level.	Administrative Leadership Team
1/1/2014	6/30/2021	School Communication Systems	Continue to develop and enhance school communication systems (newsletters, text blasts, email blasts, website, etc.) to educate parents on the social and problem solving skill building programs addressed in schools.	Administrative Leadership Team
1/1/2014	6/30/2021	Develop consistent symbols, logos and messaging	Continue use of social media avenues for stakeholders including Twitter, Facebook, etc.; Continual updating district website to include a search feature, use of eSchool Home Access Center district-wide, and mobile device website application; Continue to provide access of district communications to speakers of other languages; Continual parental involvement in all schools through district-wide scheduling and announcement of all parental involvement opportunities via the website calendar and news links; Increase use of global communication systems for non-emergency and emergency announcements.	Administrative Leadership Team