

**Strategic Goal Area IV: Stakeholder Engagement
A Vision for Public Education in Georgia Goal(s):
2.1, 8.1, 8.2, 8.3, 8.4, 8.6**

Performance Objective I: To increase quality family engagement					
<u>Performance Measure 1:</u> Increase of 3% annually the response rate on the fall/spring parent surveys	FY15 Baseline: Fall: 29.2% Spring: 22.2%	FY16: Fall: 37.1% Spring: 19.4%	FY17: Fall: 38.67% Spring: 18.35%	FY18: Fall: 48.05% Spring: 15.36%	FY19 Targets: Fall: 51% Spring: 18%
<u>Performance Measure 2:</u> Number of parent engagement opportunities promoting student achievement	FY15 Baseline: 62	FY16: 95	FY17: 98	FY18: 106	FY19 Target: 109
<u>Performance Measure 3:</u> Family perception of involvement in development and review of system/school improvement plan and parent policy: % perceiving agree to strongly agree	FY15 Baseline: 94.76%	FY16: 93.67%	FY17: 93.85%	FY18: 91.50%	FY19 Target: 92%
Initiative: Engagement					
<i>Action Step</i>	<i>Responsible Parties</i>	<i>Start & End Dates</i>	<i>Resources</i>	<i>Artifacts</i>	
1. Make annual fall and spring parent surveys available in multiple formats, including in hard copy at Open House	<ul style="list-style-type: none"> • Director of Curriculum & Instruction • School Admins. • ELL Liaison 	August 2014 – May 2019	<ul style="list-style-type: none"> • ELL Translator • Survey Monkey • GaDOE Surveys 	<ul style="list-style-type: none"> • Surveys (digital and hard copy) • Participation Rates 	
2. Advertise parent engagement opportunities: local media, businesses, civic and community-based organizations	<ul style="list-style-type: none"> • School Admins. • Central Office PR Contact 	August 2014 - May 2019	<ul style="list-style-type: none"> • List of Local Media, Business, Civic and Community-based Organization Contacts 	<ul style="list-style-type: none"> • Emails, Announcements, Notices of Events 	
3. Provide orientation for parents and students who are transitioning between schools	<ul style="list-style-type: none"> • School Admins. • Transportation Dept. • ELL Liaison 	Spring 2015 - Spring 2019	<ul style="list-style-type: none"> • Student Database • Bus Transportation • ELL Translator • System Calendar 	<ul style="list-style-type: none"> • Orientation Sign-in Sheets, Agendas • Emails, Announcements, Notices of Events 	
4. Provide at each school at least 4 annual parent engagement opportunities related to student achievement	<ul style="list-style-type: none"> • School Admins. • Teachers & Staff 	August 2014 – May 2019	<ul style="list-style-type: none"> • System Calendar • Parent Survey Results • Handouts/ Information Packets • Title I FSP Technical Assistance 	<ul style="list-style-type: none"> • Emails, Announcements, Notices of Events • Sign-In Sheets, Agendas, Minutes, Meeting Materials 	

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Performance Objective II: To develop meaningful business/community relationships					
<u>Performance Measure 1:</u> Student mentorships / internships / apprenticeships: local businesses and civic and community-based organizations	FY15 Baseline: 137	FY16: 147	FY17: 176	FY18: 229	FY19 Target: 232
<u>Performance Measure 2:</u> Community-based partnerships (i.e., mentoring, tutoring, volunteering) within district	FY15 Baseline: 3	FY16: 4	FY17: 5	FY18: 7	FY19 Target: 7
<u>Performance Measure 3:</u> Annual meeting with early learning partners	FY15 Baseline: Yes	FY16: Yes	FY17: No <i>Scheduled but consultant could not attend.</i>	FY18: No <i>Scheduled but consultant could not attend.</i>	FY19 Target: Yes
Initiative: Partnership					
<i>Action Step</i>	<i>Responsible Parties</i>	<i>Start & End Dates</i>	<i>Resources</i>	<i>Artifacts</i>	
1. Generate a list of mentees / interns / apprentice candidates and corresponding areas of study for placement with Chamber partners	<ul style="list-style-type: none"> CTAE Director Guidance Counselors College Adviser HR Department 	Updated annually August 2014 – May 2019	<ul style="list-style-type: none"> Completed background checks for mentors List of Chamber partners CTAE Advisory Council Chamber Education Committee EC WorkSource GA 	<ul style="list-style-type: none"> List of identified mentees / interns / apprentices and corresponding areas of study 	
2. Identify post-secondary partners to include: college, career, and military representatives Research and launch REACH Mentoring & Scholarship Program to support student and family engagement and academic success	<ul style="list-style-type: none"> Superintendent or Designee College Adviser CTAE Director School Admins. REACH Coordinator 	Ongoing August 2014 – June 2019	<ul style="list-style-type: none"> GaCollege411 GCIS Counselor's Companion in SLDS University System of Georgia Technical College System of Georgia College Advisor REACH Representatives 	<ul style="list-style-type: none"> List of post-secondary partners to include college, career, and military representatives List of REACH Scholarship mentors and recipients REACH Progress Reports 	
3. Identify, recruit, and train partners for mentoring, tutoring, and volunteering	<ul style="list-style-type: none"> Central Office Leadership School Admins. Guidance Counselors Teacher Leaders HR Department 	August 2015 – January 2016 (creation of team) February 2016 – May 2019 (training)	<ul style="list-style-type: none"> Interest surveys for potential partners Marketing materials Partners for Success Training Guides 	<ul style="list-style-type: none"> Invitations for partners to participate Sign-in Sheets & Agendas List of mentors, tutors, and volunteers 	

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Performance Objective III: To promote transparent and timely communication among all stakeholders

<u>Performance Measure 1:</u> Family perception of timely and regular communication about upcoming school events: % responding agree to strongly agree	FY15 Baseline: 94.54%	FY16: 92.33%	FY17: 92.03%	FY18: 87.37%	FY19 Target: 96%
<u>Performance Measure 2:</u> Family perception of communication regarding student progress in school: % responding agree to strongly agree	FY15 Baseline: 96.37%	FY16: 95.73%	FY17: 96.17%	FY18: 94.88%	FY19 Target: 98%
<u>Performance Measure 3:</u> Number of website “hits”	FY15 Baseline: 404,581	FY16: 449,116	FY17: 486,062	FY18 Baseline: 358,927	FY19 Target: 500,000
<u>Performance Measure 4:</u> Number of Facebook “likes”	FY15 Baseline: NA	FY16: 1,522	FY17: 1,802	FY18: 2,209	FY19 Target: 2,300

Initiative: Communication

<i>Action Step</i>	<i>Responsible Parties</i>	<i>Start & End Dates</i>	<i>Resources</i>	<i>Artifacts</i>
1. Develop quarterly district electronic newsletter for parents and community	<ul style="list-style-type: none"> Superintendent’s Designee Technology Dept. 	October 2014 – May 2019 COMPLETED	<ul style="list-style-type: none"> Information from Schools (Upcoming Events; Student and Staff Highlights) System Webpage and Social Media 	<ul style="list-style-type: none"> On Board Newsletters
2. Hold annual town hall meeting	<ul style="list-style-type: none"> Superintendent Central Office Leadership School Admins. 	January 2015 – May 2019	<ul style="list-style-type: none"> Town Hall Meeting Protocol Community Facilitators Survey for Those Who Cannot Attend 	<ul style="list-style-type: none"> Sign-in Sheets & Meeting Notes
3. Develop and post to the system website student-produced marketing materials such as: brochures, videos, photo collages	<ul style="list-style-type: none"> Superintendent or Designee Central Office Leadership School Admins. Teacher-Leaders Students Technology Dept. 	January 2015 – May 2019	<ul style="list-style-type: none"> Technology (Digital Cameras, Video Cameras, Software) Stationery Training for Students 	<ul style="list-style-type: none"> Student-produced Materials

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Initiative: Communication				
<i>Action Step</i>	<i>Responsible Parties</i>	<i>Start & End Dates</i>	<i>Resources</i>	<i>Artifacts</i>
4. Utilize social media, automated dialer, and text messaging features to promote communication	<ul style="list-style-type: none"> • Central Office Leadership • Technology Dept. • School Admins 	August 2014 – May 2019	<ul style="list-style-type: none"> • Tip Sheets for Software • Updated SIS 	<ul style="list-style-type: none"> • Announcements, Notices, Recordings
5. Create a series of short videos to promote the school district and inform stakeholders	<ul style="list-style-type: none"> • Central Office Leadership • School Administrators • Technology Department • Teachers • Student Leaders • Parents 	August 2018 – May 2019	<ul style="list-style-type: none"> • Tip Sheets for Staff and Parents • Video Website • Administrator Training for Staff Re-delivery 	<ul style="list-style-type: none"> • Videos • Page Views
6. Develop/Refine mobile app for the district to communicate with stakeholders	<ul style="list-style-type: none"> • Central Office Leadership • School Administrators • Technology Department 	February 2018 – May 2019	<ul style="list-style-type: none"> • App Development Software • Technology Department 	<ul style="list-style-type: none"> • Usage/View Reports

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Performance Objective IV: To ensure a nurturing environment for all stakeholders

<u>Performance Measure 1:</u> Faculty / staff attendance rate	FY15 Baseline: 95.1%	FY16: 95.5%	FY17: 93.17%	FY18: 94.80%	FY19 Target: 95%
<u>Performance Measure 2:</u> Student attendance rate	FY15 Baseline: 57.56% K-5 53.18% 6-8 49.36% 9-12 New CCRPI Calculation	FY16: 58.17% K-5 54.48% 6-8 53.85% 9-12	FY17: 52.15% K-5 56.16% 6-8 50.16% 9-12	FY18: 89.30% K-5 85.31% 6-8 79.76% 9-12	FY19 Targets: 54% K-5 59% 6-8 53% 9-12
<u>Performance Measure 3:</u> School Star Climate Rating as measured by CCRPI	FY15 Baseline: DES – 4 MES – 4 TES – 4 NES – 2 TMMS – 3 THS – 3	FY16: DES – 5 MES – 5 TES – 4 NES – 2 TMMS – 3 THS – 2	FY17: DES – 4 MES – 4 TES – 3 NES – 2 TMMS – 3 THS – 3	FY18: DES – 5 MES – 5 TES – NA NES – 3 TMMS – 3 THS – 2	FY19 Targets: DES – 5 MES – 5 TES – 4 NES – 3 TMMS – 4 THS – 4

Initiative: Communication

<i>Action Step</i>	<i>Responsible Parties</i>	<i>Start & End Dates</i>	<i>Resources</i>	<i>Artifacts</i>
1. Administer annual school perception surveys (GSHS II for students in grades 3-12, Georgia School Personnel Survey for staff, and Georgia Parent Survey and annual fall / spring parent surveys for parents)	<ul style="list-style-type: none"> School Admins. Teachers Guidance Counselors Media Specialists Classified Staff 	October 2014 – May 2019	<ul style="list-style-type: none"> Surveys (Digital and Hard Copy) Computers 	<ul style="list-style-type: none"> Survey Results Announcements and Notices
2. Expand decision-making opportunities for internal stakeholders (i.e., Better Seeker/Leadership Team, grade level, departmental, horizontal and vertical alignment, interdisciplinary, curriculum mapping, professional learning, interview team meetings)	<ul style="list-style-type: none"> Central Office Leadership School Admins. Teachers & Staff 	August 2014 – May 2019	<ul style="list-style-type: none"> System Calendar Pacing Guides / Curriculum Maps Professional Learning Schedule 	<ul style="list-style-type: none"> Sign-in Sheets, Agendas
3. Conduct district-wide PBIS training / updates	<ul style="list-style-type: none"> Student Services Dept. School Admins. & PBIS Teams Teachers & Staff 	Ongoing August 2014 – May 2019	<ul style="list-style-type: none"> GaDOE Trainers SWIS Student Record Discipline Data Behavior Specialist Skillstreaming Positive Action Kits Mendez TGFV Kits 	<ul style="list-style-type: none"> Sign-in Sheets, Agendas