

**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**

<b>Performance Objective I: To increase quality family engagement</b>					
<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%
<b>Initiative: Engagement</b>					
<i>Action Step</i>	<i>Responsible Parties</i>	<i>Start &amp; 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"> <li>Director of Curriculum and Instruction</li> <li>School Administrators</li> <li>EL Liaison</li> </ul>	August 2014 – May 2019	<ul style="list-style-type: none"> <li>EL Liaison</li> <li>Survey Monkey</li> <li>GaDOE Surveys</li> </ul>	<ul style="list-style-type: none"> <li>Surveys (digital and hard copy)</li> <li>Participation Rates</li> </ul>	
2. Advertise parent engagement opportunities: local media, businesses, civic and community-based organizations	<ul style="list-style-type: none"> <li>School Administrators</li> <li>Central Office PR Contact</li> </ul>	August 2014 - May 2019	<ul style="list-style-type: none"> <li>List of Local Media, Business, Civic and Community-based Organization Contacts</li> </ul>	<ul style="list-style-type: none"> <li>Emails, Announcements, Notices of Events</li> </ul>	
3. Provide orientation for parents and students who are transitioning between schools	<ul style="list-style-type: none"> <li>School Administrators</li> <li>Transportation Department</li> <li>EL Liaison</li> </ul>	Spring 2015 - Spring 2019	<ul style="list-style-type: none"> <li>Student Database</li> <li>Bus Transportation</li> <li>EL Translator</li> <li>System Calendar</li> </ul>	<ul style="list-style-type: none"> <li>Orientation Sign-in Sheets, Agendas</li> <li>Emails, Announcements, Notices of Events</li> </ul>	
4. Provide at each school at least 4 annual parent engagement opportunities related to student achievement	<ul style="list-style-type: none"> <li>School Administrators</li> <li>Teachers and Staff</li> </ul>	August 2014 – May 2019	<ul style="list-style-type: none"> <li>System Calendar</li> <li>Parent Survey Results</li> <li>Handouts/ Information packets</li> <li>Title I FSP Technical Assistance</li> </ul>	<ul style="list-style-type: none"> <li>Emails, Announcements, Notices of Events</li> <li>Sign-In Sheets, Agendas, Minutes, Meeting Materials</li> </ul>	

**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 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 &amp; 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"> <li>CTAE Director</li> <li>School Counselors</li> <li>College Adviser</li> <li>HR Department</li> </ul>	Updated annually August 2014 - May 2019	<ul style="list-style-type: none"> <li>Completed Background Checks for Mentors</li> <li>List of Chamber Partners</li> <li>CTAE Advisory Council</li> <li>Chamber Education Committee</li> <li>East Central WorkSource GA</li> </ul>	<ul style="list-style-type: none"> <li>List of Identified Mentees / Interns / Apprentices and Corresponding Areas of Study</li> </ul>
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"> <li>Superintendent or Designee</li> <li>College Adviser</li> <li>CTAE Director</li> <li>School Administrators</li> <li>REACH Coordinator</li> </ul>	Ongoing  August 2014 - June 2019	<ul style="list-style-type: none"> <li><i>GaFutures</i></li> <li><i>GCIS/YouScience</i></li> <li>Counselor's Companion in <i>SLDS</i></li> <li>University System of Georgia</li> <li>Technical College System of Georgia</li> <li>College Advisor</li> <li>REACH Representatives</li> </ul>	<ul style="list-style-type: none"> <li>List of Post-Secondary Partners to include College, Career, and Military Representatives</li> <li>List of REACH Scholarship Mentors and Recipients</li> <li>REACH Progress Reports</li> </ul>
3. Identify, recruit, and train partners for mentoring, tutoring, and volunteering	<ul style="list-style-type: none"> <li>Central Office Leadership</li> <li>School Administrators</li> <li>School Counselors</li> <li>Teacher-Leaders</li> <li>HR Department</li> </ul>	August 2015 - January 2016 (creation of team)  February 2016 – May 2019 (training)	<ul style="list-style-type: none"> <li>Interest Surveys for Potential Partners</li> <li>Marketing Materials</li> <li>Partners for Success</li> <li>Training Guides</li> </ul>	<ul style="list-style-type: none"> <li>Invitations for Partners to Participate</li> <li>Sign-in Sheets &amp; Agendas</li> <li>List of Mentors, Tutors, and Volunteers</li> </ul>

**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 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 New 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 &amp; 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"> <li>Superintendent’s Designee</li> <li>Technology Department</li> </ul>	October 2014 – May 2019  <b>COMPLETED</b>	<ul style="list-style-type: none"> <li>Information from Schools (Upcoming Events; Student and Staff Highlights)</li> <li>System Webpage and Social Media</li> </ul>	<ul style="list-style-type: none"> <li>On Board Newsletters</li> </ul>
2. Hold annual Town Hall meeting	<ul style="list-style-type: none"> <li>Superintendent</li> <li>Central Office Leadership</li> <li>School Administrators</li> </ul>	January 2015 - May 2019	<ul style="list-style-type: none"> <li>Town Hall Meeting Protocol</li> <li>Community Facilitators</li> <li>Survey for those who Cannot Attend</li> </ul>	<ul style="list-style-type: none"> <li>Sign-in Sheets &amp; Meeting Notes</li> </ul>
3. Develop and post to the system website student-produced marketing materials such as: brochures, videos, photo collages	<ul style="list-style-type: none"> <li>Superintendent or Designee</li> <li>School Administrators</li> <li>Teacher-Leaders</li> <li>Students</li> <li>Technology Department</li> </ul>	January 2015 – May 2019	<ul style="list-style-type: none"> <li>Technology (Digital Cameras, Video Cameras, Software)</li> <li>Stationery</li> <li>Training for Students</li> </ul>	<ul style="list-style-type: none"> <li>Student-produced Materials</li> </ul>

**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**

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

**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 IV: To ensure a nurturing environment for all stakeholders**

<b>Performance Measure 1:</b> Faculty / staff attendance rate	FY15 Baseline: 95.1%	FY16: 95.5%	FY17: 93.17%	FY18: 94.80%	FY19 Target: 95%
<b>Performance Measure 2:</b> Student attendance rate	FY15 Baseline: 57.56% K-5 53.18% 6-8 49.36% 9-12 New CCRPI Calculation (fewer than 6 days)	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
<b>Performance Measure 3:</b> 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 &amp; 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"> <li>School Administrators</li> <li>Teachers</li> <li>School Counselors</li> <li>Media Specialists</li> <li>Classified Staff</li> </ul>	October 2014 - May 2019	<ul style="list-style-type: none"> <li>Surveys (Digital and Hard Copy)</li> <li>Computers</li> </ul>	<ul style="list-style-type: none"> <li>Survey Results</li> <li>Announcements and Notices</li> </ul>
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"> <li>Central Office Leadership</li> <li>School Administrators</li> <li>Teachers and Staff</li> </ul>	August 2014 – May 2019	<ul style="list-style-type: none"> <li>System Calendar</li> <li>Pacing Guides / Curriculum Maps</li> <li>Professional Learning Schedule</li> </ul>	<ul style="list-style-type: none"> <li>Sign-in Sheets, Agendas</li> </ul>
3. Conduct district-wide PBIS training / updates	<ul style="list-style-type: none"> <li>Student Services Department</li> <li>School Administrators and PBIS Teams</li> <li>Teachers and Staff</li> </ul>	Ongoing August 2014-May 2019	<ul style="list-style-type: none"> <li>GaDOE trainers</li> <li>SWIS/Educator Handbook</li> <li>Student Record Discipline data</li> <li>Skillstreaming</li> <li>Positive Action Kits</li> <li>Mendez TGFV Kits</li> </ul>	<ul style="list-style-type: none"> <li>Sign-in Sheets, Agendas</li> </ul>