

Wilson School District #7
5 Year Strategic and Tactical Plan 2021-2026

Strategic Plan

Statement of Issue: *Why?*

Statement of Goal: *What?*

Build strong relationships with students, families, and the community to increase trust, shared responsibility

Innovation Area

Family and Community Engagement

Date to be Completed:

Ongoing

Responsible Party:

Tactical Plan of Action

| Objectives –Sub Goals <i>What?</i> | Critical Work Activities CWA <i>How?</i> | Responsible Person(s) <i>Who?</i> | Human Resource/ Physical Resource Required | FTE / Materials - Estimated Cost | Start (S) Completion Date <i>When?</i> | Evidence of Accomplishment |
|--|---|---|---|---|--|---|
| <p><u>Communication</u></p> <p>Goal 1: Wilson School District will foster effective and transparent communication in a timely manner.</p> <p>Goal 2: Allow for a direct communication platform.</p> | <ol style="list-style-type: none"> Letters, updates to websites, and other platforms same day of an occurrence Monthly Community Forums, both live and WebEx Chat feature- instant messaging Newsletter | <p>Technology Supervisor</p> <p>Media Specialist</p> <p>Coordinator for Community Relations</p> | <p>Sup. Admin</p> <p>Technology Supervisor</p> <p>Media Specialist</p> <p>Human Resource</p> <p>Coordinator for Community Relations</p> <p>Principals</p> | <p>Smore \$150 annually</p> | <p>Start immediate and ongoing</p> <p>Changes as needed</p> <p>Fiscal Year updates</p> | <p>Using an effective survey to ask how satisfied individuals are with communication.</p> <p>Increase in views, visits to all social media platforms</p> |
| <p><u>Marketing</u></p> <p>Goal 1: Develop and implement a community relationship and communication plan.</p> <p>Goal 2: Produce a marketing plan to increase and maintain student enrollment.</p> | <ol style="list-style-type: none"> Wilson School District will use every available resource to gain “buy-in” from and within the community by such means as: <ul style="list-style-type: none"> E-mail Websites Newsletters Speeches PeachJar PowerPoint Presentations Mass Media/Niche Media Marquee Tours Smore QR Codes | <p>Media Specialist</p> | <p>Sup. Admin</p> <p>Technology Supervisor</p> <p>Media Specialist</p> <p>Coordinator for Community Relations</p> <p>Principals</p> | <p>Smore \$150 annually</p> <p>Marketing Budget \$1,000</p> | <p>Start immediate and ongoing</p> <p>Changes as needed</p> <p>Fiscal Year updates</p> | <p>Increase in student enrollment each school year and retention rate</p> <p>Increase in new staff and retention of current staff</p> <p>Increase in new partnerships</p> <p>Communication plan approved by the board</p> |

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|--|---|---|--|---|--|---|
| | 2. Wilson School District will enhance the website as follows: <ul style="list-style-type: none"> • Professional Photos • Photo Waiver Form • Newsletter Link • Facebook link 3, Create communication plan | | | | | |
| <p>Partnerships</p> <p>Goal 1: Expand, collaborate and maintain partnerships with surrounding businesses and organizations to support growth and expansion.</p> <p>Goal 2: Acknowledgements of partnerships throughout the community.</p> | <ol style="list-style-type: none"> 1. Give tours of the school to businesses and organizations to showcase what Wilson has to offer 2. Give shout outs on all our social media platforms and newsletters 3. Banners to show appreciation for any donor 4. BBQ at end of the year for all stakeholders | Superintendent Coordinator for Community Relations | Human Resource to provide Wilson swag/gift bags Banners Superintendent Principals Human Resource Technology Supervisor Media Specialist Coordinator for Community Relations PTO Wilson Coalition | Banner paper \$500 Wilson swag/gift bags not to exceed \$1,000 | Start immediate and ongoing Changes as needed | Participation from different organizations in school/community events Continued support from established partners Yearly updated to board Cabinet notice as needed |
| <p>Community Center</p> <p>Goal 1: Sustainability through research of programming and funding.</p> <p>Goal 2: Meeting the needs of all members of the community by promoting social equity.</p> | <ol style="list-style-type: none"> 1. Searching and applying for any grants and available funding to help sustain the programs and center. 2. Establish relationships with organizations that offer free or reduced programs/workshops/classes 3. Having the resources available to all that seek assistance at the community center | Grants Coordinator Community Center Liaison Coordinator for Community Relations | Paper for flyers Tablecloths Grants Coordinator Superintendent Community Center Liaison Coordinator for Community Relations McKinney Vento Liaison Technology Supervisor Media Specialist | Marketing Budget \$1,000 | Start immediate and ongoing Changes as needed | Grants and funding being allocated to the community center Increase participation from all members of the community through sign-in sheets, virtual attendance and in-person meetings. |

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| | 4. Being active both in-school events and outside events 5. Update/Renew the community center logo | | | | | |
| <p>Family Engagement</p> <p>Goal 1: Creating an atmosphere where families feel welcomed.</p> <p>Goal 2: Ensuring families and the community have ways to support and help the district.</p> | 1. Give enough notice of when events will take place so we can see a growth in participation in the following: <ul style="list-style-type: none"> • PTO • Community Forums • Board Meetings • Family Culture Nights? (CG) • Parent/Teacher Conferences • Festivals 2. Create a volunteer process with different ways the community can help. 3. Recognizing families, students and community members for their outstanding participation within the community | Community Center Liaison Coordinator for Community Relations Human Resource | Human Resource to provide Wilson swag/gift bags Paper for flyers PTO to provide gift items App or weblink for volunteer registration Superintendent Principals Teachers PTO Human Resource Community Center Liaison Coordinator for Community Relations Technology Supervisor Media Specialist | | Start immediate and ongoing Changes as needed | Volunteerism increases through sign-in sheets, virtual attendance and in-person. Volunteer program approved by board |

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| <p><u>Education/Programs</u></p> <p>Goal 1: Empowering families and the community with opportunities to learn and grow.</p> <p>Goal 2: Attaining a higher education for students and staff.</p> | <p>1. Provide new classes/workshops that supplement the needs of the community through surveys.</p> <p>2. Working in collaboration with the Maricopa Community Colleges and Universities to offer higher education to students, staff and the community.</p> <p>3. Maintain a yearly budget for programs.</p> | <p>Community Center Liaison</p> <p>Coordinator for Community Relations</p> <p>Grants Coordinator</p> <p>Budget Accounting Specialist</p> | <p>Superintendent</p> <p>Community Center Liaison</p> <p>Coordinator for Community Relations</p> <p>Technology Supervisor</p> <p>Media Specialist</p> <p>Director of Curriculum & Instruction</p> <p>Grants Coordinator</p> <p>Human Resource</p> <p>Budget Accounting Specialist</p> | | <p>Start immediate and ongoing</p> <p>Changes as needed</p> | <p>Personal and professional growth increases through certification of classes/workshops</p> <p>Graduation rate increase</p> <p>Yearly budget approved by the board</p> |
| <p><u>Wellness</u></p> <p>Goal 1: Promote a healthy and safe environment by incorporating health and wellness resources and classes.</p> <p>Goal 2: Provide and maintain safety awareness.</p> | <p>1. Provide the students, staff and community with access to physical activities such as:</p> <ul style="list-style-type: none"> • Yoga • Zumba • Walking Club • SWET • Girls on the Run • Sports • Block Watch Grant- Open Playground/Open Library <p>2. Maintain classes/workshops that enhance the knowledge and growth of the community through:</p> <ul style="list-style-type: none"> • Coffee with a Cop • SRO • Nutrition & garden • Staff training on programs • Community Action Officer • Forums | | <p>Provide incentives for participation in certain programs/classes</p> <p>Superintendent</p> <p>Community Center Liaison</p> <p>Coordinator for Community Relations</p> <p>Principals</p> <p>SRO</p> <p>CAO</p> <p>Wilson Coalition</p> <p>Technology Supervisor</p> <p>Media Specialist</p> | | <p>Start immediate and ongoing</p> <p>Changes as needed</p> <p>Wellness Committee yearly</p> | <p>Show the increase of participation from all members of the community through sign-in sheets, virtual attendance and in-person meetings</p> <p>Survey of before and after and how the class/workshop has helped.</p> <p>Wellness committee approved by board</p> |

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| | <ul style="list-style-type: none">Coffee with the Superintendent/Principals 3.Create a wellness committee | | | | | |

Mission: Enhancing the education of the community by strengthening the communication and the culture of Wilson through supportive and effective methods that will unite all.

Mejorar la educacion de la comunidad fortaleciendo la comunicacion y la cultura de Wilson, a traves de metodos de apoyo y eficaces que uniran a todos.

Vision: Embracing all cultures and empowering them through quality and accessible education.

Adoptar a todas la culturas y empoderarlas a traves de una educacion accesible y de buena calidad.