

**STRATEGIC PLAN**  
**Year Six**

## Leadership

School Improvement Objective	Action	Person Responsible	Measurement	Timeline
<b>L1. Monitor the implementation and effectiveness of the strategic plan</b>	<ul style="list-style-type: none"> <li>* Benchmark the progress of the effectiveness of the strategic plan</li> <li>* Address all initiatives of the strategic plan in year six</li> <li>* Ensure that the district's leadership team has ongoing, focused planning sessions in which it discusses district-wide issues such as curriculum and instruction and other strategic issues.</li> </ul>	Deputy Superintendent, Leadership Cabinet , principals and relevant district administrators	<ul style="list-style-type: none"> <li>* State summative tests</li> <li>* Graduation rates</li> <li>* Benchmark "Big 4" school districts</li> <li>* District student achievement results</li> <li>* Reports to the school board</li> <li>* Notes and minutes of meetings</li> </ul>	Sept 12, 2011: Benchmark "Big 4" Report  June 19, 2012: School board meeting
<b>L2. Update board policies and administrative guidelines to support quality control of the educational program and system operations</b>	<ul style="list-style-type: none"> <li>* Continue the committee of board members and central staff to review and edit board policies per curriculum audit</li> <li>* Review sections A and K of board policies</li> <li>* Update district policy on mission, vision and values</li> </ul>	Superintendent, Deputy Superintendent, Board members, Director of Communications	<ul style="list-style-type: none"> <li>* Updated board policies</li> <li>* Board agendas</li> <li>* Board minutes</li> </ul>	Jul 2011 - June 2012: School board meetings  Jul 2011: Mission, Vision & Values update
<b>L3. Coordinate and monitor initiatives in the district</b>	<ul style="list-style-type: none"> <li>* Create classroom walk-through schedule for district office</li> <li>* Monitor principals' sharing of CWT data</li> <li>* Monitor Monday (district) collaboration meetings through agendas</li> <li>* Monitor all district initiatives (CWT, GANAG, SIOP, Co-Teaching, Small Group Instruction, CGI, Thinking Mathematically, Waterford, SuccessMaker, Smart Boards, Reading Recovery, middle school reading curriculum, NovaNet, Content Mastery, Expanding AP, Common Core Curriculum</li> </ul>	Leadership Cabinet, directors, building administrators, teachers, academic facilitators, curriculum specialist, Director of Data and Accountability	<ul style="list-style-type: none"> <li>* Minutes, agendas</li> <li>* Monitor Monday collaboration meetings for CWT</li> <li>* Agendas from building administrators for district Monday meetings</li> <li>* Quarterly report from committees</li> <li>* Curriculum meeting notes and agendas</li> <li>* CWT Calendar</li> <li>* Quarterly common core updates</li> </ul>	Ongoing as scheduled

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<b>L4. Create more opportunities for input from an expanded group of stakeholders in decision-making process</b>	<ul style="list-style-type: none"> <li>* Continue Principals' Roundtable and Assistant Principals' meetings to include regular discussions on district topics</li> <li>* Establish/continue advisory committees and include a school board member when appropriate</li> <li>* Conduct regular meetings with district support directors</li> <li>* Principal representation at leadership cabinet</li> <li>* Share a standard protocol for district committees</li> <li>* Provide decision-making opportunities through vertical meetings</li> </ul>	<b>Superintendent, Deputy Superintendent, relevant central office administrators, building administrators, 9-week representative (1 Sec. &amp; 1 Elem)</b>	<ul style="list-style-type: none"> <li>* Minutes and agendas from leadership cabinet</li> <li>* Minutes &amp; agendas from monthly administrator meetings</li> <li>* Committee reports</li> </ul>	<p>Completed meetings schedule for: leadership cabinet, principals' and assistant principals' meetings, service directors</p> <p>Elem./Sec. Alignment Meetings: Sept 7, Nov 2, 2011 &amp; Jan 4, Mar 7, 2012</p> <p>July 29, 2011: 9-week term at Leadership Cabinet</p>
<b>L5. Evaluate the effectiveness of programs and interventions and make regular reports</b>	<ul style="list-style-type: none"> <li>* Use a rubric to evaluate the implementation of programs and interventions to determine whether to continue or discontinue</li> <li>* Monitor implementation of programs to ensure implementation fidelity</li> <li>* Establish a schedule for reports on interventions</li> </ul>	<b>Director of Data and Accountability, CIO, Leadership Cabinet, appropriate directors, District Treasurer, Special Education Director, and Director of ESOL and Migrant Services, building administrators</b>	<ul style="list-style-type: none"> <li>* Test results of programs and interventions participants</li> <li>* Cost/benefit analysis of program</li> <li>* Interim reports on software/interventions (Waterford, Read 180, FastForWord, SuccessMaker)</li> <li>* Principals' AYP meetings to include fidelity of implementation of district interventions/programs</li> </ul>	<p>Jul 18, 2011: State summative results</p> <p>Sept/Oct 2011 &amp; Jan/Feb 2012: AYP meetings</p> <p>Intervention reports as scheduled</p>

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<b>L6. Build instructional leadership capacity among building administrators</b>	<ul style="list-style-type: none"> <li>* Plan and facilitate curriculum meetings at building level conducted by building administrators</li> <li>* Building administrators participation on committees</li> <li>* Building principals to attend meetings with Dr.Pollock</li> <li>* Work with leadership teams for schools in school improvement process</li> <li>* Continue leadership trainings with Soderquist Center</li> <li>* Continue to build leadership capacity by supporting Arkansas Leadership Academy</li> <li>*Promote leadership development at assistant principals meetings</li> <li>* Effective use of data by building administrators</li> </ul>	Superintendent, <b>Deputy Superintendent</b> , Asst. Superintendent for Elementary, Executive Director for Secondary Curriculum, building administrators, Assistant Superintendent for Human Resources	<ul style="list-style-type: none"> <li>* Agendas</li> <li>* Minutes from monthly administrative meetings</li> <li>* Leadership Cabinet minutes</li> <li>* AYP meetings with principals</li> <li>* Attendance at Dr. Pollock meetings</li> </ul>	<p>Ongoing</p> <p>Sept/Oct 2011 &amp; Jan/Feb 2012: AYP meetings</p> <p>Secondary school improvement meetings: Elementary school improvement meetings:</p> <p>Jul 18, 2011: State Summative Test results</p> <p>Dr. Pollock 2011-12 schedule: Aug 30- 31, Sept 1, 22 &amp; 23, Oct 17-19, Nov 16-18, Dec 8-9, Jan 25-27, Feb 28-29, May 1-2</p>
<b>L7. Improve instruction for teachers new to the district</b>	<ul style="list-style-type: none"> <li>* Review and evaluate the effectiveness of mentors annually</li> <li>* Recalibration training for mentors</li> <li>* New teacher induction process</li> </ul>	Director of Special Education, Asst. <b>Superintendent for Human Resources</b> , academic facilitators	<ul style="list-style-type: none"> <li>* Mentor/mentee survey</li> <li>* Praxis III results</li> <li>* New Hire Report</li> </ul>	<p>Jun 29, 30, 2011 &amp; July 1, 2011: Mentor training</p> <p>Aug. 4 and 5, 2011: New teacher induction</p> <p>Oct 3, 2011: New Hire Report</p> <p>Nov 7, 2011: Praxis III report</p> <p>Nov 7, 2011: Mentor/Mentee Survey</p>
<b>L8. Meet with community and political leaders at all levels to solicit support for Rogers Public Schools</b>	<ul style="list-style-type: none"> <li>* Establish appropriate meetings with district stakeholders and supporters</li> <li>* Meetings with local realtors</li> <li>* Meet with local Chamber of Commerce</li> <li>* Principals to attend building and district PTO/PTA meetings</li> </ul>	Deputy Superintendent, <b>Superintendent</b> , Director of Communications, principals	<ul style="list-style-type: none"> <li>* Calendar</li> <li>* Notes or minutes of meetings</li> <li>* Reports to Chamber of Commerce leadership</li> <li>* Meetings with patrons</li> <li>* Realtor meetings</li> </ul>	<p>Ongoing/when scheduled</p> <p>Sept 22, 2011: Chamber meeting</p>

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<p><b>L9. Continue to develop leadership capacity in the district</b></p>	<ul style="list-style-type: none"> <li>* Develop leadership development activities for principal and asst. principal meetings,</li> <li>* Continue leadership academy for teachers</li> <li>* AAEA Summer conference</li> <li>* AAIMS Grant</li> <li>* Supporting membership to professional organizations</li> <li>* Reports to leadership cabinet from conference participants</li> <li>* Train new administrators in classroom walk-through process</li> </ul>	<p>Leadership Cabinet, building administrators, directors, <b>Deputy Superintendent</b>, Superintendent</p>	<ul style="list-style-type: none"> <li>* Notes/ Agendas of meetings</li> <li>* Feedback forms from the leadership academy participants</li> <li>* Number of attendees at conferences</li> </ul>	<p>Ongoing</p> <p>TBA: Lead teacher training</p> <p>AAIMS Staff development: : AP Math : AP Science : AP Literacy</p> <p>Jul 5-8, 2011: Laying the Foundation Training</p> <p>Jun 4, 2012: Leadership Academy feedback</p> <p>Aug 1, 2 &amp; 3, 2011: AAEA Summer Conference</p>
<p><b>L10. Recruit highly effective district administrators, principals and teachers that reflect the demographics of the district</b></p>	<ul style="list-style-type: none"> <li>* Recruit quality minority candidates to fill positions</li> <li>* Create and disseminate a list of bilingual applicants</li> <li>* Create and share a list of Hispanic applicants</li> <li>* Principals to interview minority candidates when available</li> <li>* Provide incentives for Hispanic candidates</li> </ul>	<p>Deputy Superintendent, Superintendent, Asst. <b>Superintendent for Human Resources</b>, Director of Early Childhood and Grants, ESOL Migrant Specialist for Grants, middle school counselors, academy chair, Asst. Superintendent for Elementary, Executive Director for Secondary Curriculum</p>	<ul style="list-style-type: none"> <li>* Report on the percentage of minority staff</li> <li>* New hire report</li> <li>* Principals' performance reviews</li> </ul>	<p>Ongoing</p> <p>Oct 3, 2011: Minority staffing/New hire report</p> <p>Mar 2012: Principal performance reviews</p>

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School Improvement Objective	Action	Person Responsible	Measurement	Timeline
<p><b>L11. To become a premier school district in the use of technology to support student learning, teacher instruction processes and district business administration</b></p>	<ul style="list-style-type: none"> <li>* Implement the district's technology plan</li> <li>* Create a building level technology template</li> <li>* Write viable building level technology plans</li> <li>* Continue to explore and implement ways to allow increased access and flexibility to the district's technology while maintaining a reasonable level of security</li> <li>* Continue E-rate grants</li> <li>* Continue to update our infrastructure based on the results of a technology audit review</li> <li>* Establish minimum technology expectations for the district</li> <li>* Audit and monitor the usage of technology for instruction in classrooms e.g. Netbooks, Stoneware, Smartboards, Webpage</li> <li>* Training for building administrators in the role of technology to support instruction</li> <li>* Model new technology with administrators</li> </ul>	<p>CIO, Technology Committee, Deputy Superintendent, Superintendent, Executive Director for Secondary Curriculum, Asst. Superintendent for Elementary, Technology Curriculum Specialists, principals</p>	<ul style="list-style-type: none"> <li>* A completed Technology Plan</li> <li>* Minutes and notes from technology committee</li> <li>* CIO report to the board</li> <li>* Technology committee roster</li> <li>* Technology training for administrators</li> <li>* Quarterly report on technology usage</li> </ul>	<p>Mar 2012: State technology plan Apr 9, 2012: Technology Plan Update Jul 2011: CIO report to the board Sept 19, 2011: Technology committee roster Spring 2012: Technology buildings plans Nov 14, Feb 20, May 14: Technology Use report: Technology training at principals' meetings</p>

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School Improvement Objective	Action	Person Responsible	Measurement	Timeline
<b>L12. Monitor special education and ESOL department procedures and responsibilities to improve student achievement for students with disabilities and limited English proficiency</b>	<ul style="list-style-type: none"> <li>* Conduct weekly department meetings</li> <li>* Monitor the academic progress of students with disabilities and limited English proficiency in all classes and adjust instruction as needed</li> <li>* Reallocate special education and ESOL resources and implement and monitor a co-teaching model</li> <li>* Monitor the process to identify and align at-risk students with appropriate interventions</li> <li>* Monitor responsibility of special education and ESOL departments</li> <li>* Use prediction models to identify at risk students</li> <li>* Assign ESOL teachers from each building to train with Dr. Pollock</li> <li>* Disaggregate retention and drop-out rates</li> </ul>	<b>Director of Special Education, Director of ESOL and Migrant Services, Deputy Superintendent, Superintendent, building administrators, Assistant Directors, ESOL Curriculum Directors, Executive Director for Secondary Curriculum, Asst. Superintendent for Elementary, Director of Data and Accountability</b>	<ul style="list-style-type: none"> <li>* Agendas from meetings &amp; notes</li> <li>* Staff assignments</li> <li>* Classroom walk-throughs</li> <li>* State summative tests</li> <li>* Report to the leadership cabinet</li> <li>* Improvement plans</li> <li>* TLI reports</li> <li>* Annual report to the board</li> <li>* Retention rate of subgroups</li> <li>* Drop-out rate of subgroups</li> </ul>	Ongoing (meetings)  ESOL: Oct 10, 2011, Feb 27, May 7, 2012: Quarterly director reports  Sp.Ed.: Oct 17, 2011, Mar 5, May 14, 2012: Quarterly director reports  Jun 4, 2012: Drop-out & Retention reports  Sept 19, 2011: Graduation report/Drop-out report  Dr. Pollock 2011-12 schedule: Aug 30- 31, Sept 1, 22 & 23, Oct 17-19, Nov 16-18, Dec 8-9, Jan 25-27, Feb 28-29, May 1-2
<b>L13. Monitor special education placement to prevent over or under identification of students</b>	<ul style="list-style-type: none"> <li>*Reduce the disproportionality of Caucasian students by district &amp; building in special education</li> <li>* Update principals on special education placement</li> <li>* Evaluate placement at individual buildings</li> <li>* Establish effective RTI process for each secondary building</li> <li>* Continue to use RTI process at elementary buildings</li> </ul>	<b>Director of Special Education, building administrators, Asst. Superintendent for Elementary, Executive Director for Secondary Curriculum</b>	<ul style="list-style-type: none"> <li>* Principals' Roundtable agenda</li> <li>* Secondary RTI plans</li> <li>* Special education referral/placement report</li> </ul>	Sept/Oct 2011 & Jan/Feb 2012: AYP meetings Sept/Oct 2011: ACSIP Meetings  Mar 12, 2012: RTI report

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**Data**

School Improvement Objective	Action	Person Responsible	Measurement	Timeline
<b>D1. Use results from state summative assessments to improve student achievement</b>	<ul style="list-style-type: none"> <li>* Collect data from summative state tests</li> <li>* Develop a gap analysis comparing performance of each subgroup to the combined population</li> <li>* Analyze state summative and local formative data</li> <li>* Continue to analyze and adjust curriculum and instruction to meet the needs of all students</li> <li>* Develop an ACSIP plan that reflects data driven priorities from state summative results</li> <li>* Report data results to appropriate stakeholders</li> </ul>	Director of Data and Accountability, <b>Deputy Superintendent</b> , Executive Director of Secondary Curriculum, Asst. Superintendent for Elementary, building administrators and teachers, Director of Federal Programs	<ul style="list-style-type: none"> <li>* Complete gap analysis on the performance of subgroups on state tests</li> <li>* Building data report</li> <li>* Interim data meetings/data notebooks</li> <li>* Completed ACSIP plans</li> <li>* State summative results</li> <li>* Monthly report on AYP programs from identified schools</li> <li>* Quarterly reports from Special Ed. and ESOL</li> </ul>	<p>Aug 16, 2011: Preliminary report to the board</p> <p>Jul 29, 2011: Building data and gap analysis report at adm. kick-off meeting</p> <p>Oct 18, 2011: Report to the public</p>
<b>D2. Use state summative and local formative data to make instructional decisions</b>	<ul style="list-style-type: none"> <li>* Collect formative assessment data and grades 6-12 by subgroups</li> <li>* Principal and teachers analyze The Learning Institute results</li> <li>* Produce a mid-year student achievement report</li> <li>* Use formative data to assist teachers to improve instruction</li> <li>* Use ACSIP Plan to develop and monitor instruction and interventions</li> <li>* Monitor high school failures at 9, 18 and 27 weeks</li> </ul>	Director of Data and Accountability, <b>Deputy Superintendent</b> , Executive Director of Secondary Curriculum, Asst. Superintendent for Elementary, Director of Testing, teachers, building administrators, Directors of ESOL and Special Education, Professional Development Committee, department chairs, academic facilitators, Director of Federal Programs	<ul style="list-style-type: none"> <li>* GPA-Course report</li> <li>* District-wide progress monitoring report</li> <li>* AIP's and IRI's</li> <li>* State tests</li> <li>* TLI reports</li> <li>* Determine the level of implementation through self reporting and classroom walk-throughs and use data to drive professional development for 2011-12</li> <li>* Kindergarten Screener</li> <li>* STAR Math, STAR Reading, STAR Early Literacy</li> </ul>	<p>Ongoing</p> <p>Jan 16, 2012 &amp; Jun 11, 2012: Grade/GPA report</p> <p>Sept/Oct 2011 &amp; Jan/Feb 2012: AYP meetings</p> <p>Jan 16, 2012: Mid-year prediction reports</p>

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<p><b>D3. Fully implement and determine the effectiveness of each intervention and enrichment program as measured by student achievement</b></p>	<ul style="list-style-type: none"> <li>* Ensure the fidelity of the implementation for each program (excludes Reading Recovery as per waiver)</li> <li>* Compare student achievement data for students in Alternative Learning Environments</li> <li>* Monitor credit recovery options for high school students</li> <li>* Fully implement the AAIMS grant</li> <li>* Continue to use a common format for intervention reports</li> <li>* Monitor and support effective instructional practices and student achievement in block classes</li> </ul>	<p><b>Director of Data and Accountability,</b> Deputy Superintendent, building administrators and teachers, Federal Programs Coordinator, Director of ESOL and Migrant Services, Director of Special Education, and Director of Gifted and Talented, academic facilitators, Executive Director of Secondary Curriculum</p>	<ul style="list-style-type: none"> <li>* Report from each school on their respective programs and the impact on student achievement</li> <li>* State assessments</li> <li>* Interim progress monitoring report</li> <li>* TLI results</li> <li>* Review summer school costs and impact on credit recovery</li> <li>* STAR test results for students in remediation programs for literacy at high school</li> <li>* AP performance reports</li> <li>* Pre-AP enrollment reports</li> </ul>	<p>Sept/Oct 2011 &amp; Jan/Feb 2012: AYP meetings</p> <p>Nov 11, 2011: Intersession report to school board</p> <p>Apr 2012: Proposed summer school report on enrollment and costs</p> <p>Aug 29, 2011: AP Scores &amp; AAIMS reports</p> <p>Sept 12, 2011: Pre-AP &amp; AP enrollment reports</p> <p>Dec 12, 2011: STAR literacy report (ATT)</p>

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D4. Increase the percentage of students taking and excelling in AP, Pre AP and Honors courses	<ul style="list-style-type: none"> <li>* Provide education to parents and students to increase understanding the importance and ramifications of the Smart Core curriculum, Pre-AP and AP</li> <li>* Monitor requirements of AAIMS grant</li> <li>* Continue to improve articulation</li> </ul>	Director of Data and Accountability, building administrators, counselors, teachers, <b>Executive Director of Secondary Curriculum</b>	<ul style="list-style-type: none"> <li>* Participation in Pre-AP, and AP courses</li> <li>* Report on the percentage of students in each subgroup that score a 3, 4 or 5 in AP exam</li> <li>* Compare students that scored below a 3, 4 or 5 in AP exam to grades</li> <li>* Annual report from AAIMS grant</li> <li>* Analysis of core GPA for secondary students</li> </ul>	Aug 29, 2011: AP Scores & AAIMS reports  Sept 12, 2011: Course Enrollment: remediation  Sept 12, 2011: Pre-AP & AP enrollment reports  Sept 19, 2011: Graduation report/Drop-out report  Jan 16, 2012 & Jun 11, 2012: Grade/GPA report  Nov 2011: Articulation Plan
D5. Improve graduation rates	<ul style="list-style-type: none"> <li>* Calculate and compare the graduation rate for each subgroup</li> <li>* Implement drop-out prevention strategies</li> </ul>	Director of Data and Accountability, Deputy Superintendent, <b>Executive Director for Secondary Curriculum</b> , Asst. Superintendent for Elementary, secondary administration and counselors	<ul style="list-style-type: none"> <li>* Completed graduation rate report by subgroup</li> <li>* Weekly enrollment reports</li> </ul>	Feb 2012: Drop out prevention update  Sept 19, 2011: Graduation report/Drop-out report  Feb 2012: Enrollment report by grade level

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<b>D6. Improve Rogers Public Schools' ability to prepare students for post secondary education</b>	<ul style="list-style-type: none"> <li>* Collect and analyze percentage of students (including subgroups) enrolled and graduated by accredited colleges or universities</li> <li>* Analyze the enrollment of subgroups in remedial courses after high school</li> <li>* Monitor longitudinal data to identify trends in student achievement and demographics</li> <li>* Share with appropriate stakeholders</li> </ul>	Director of Data and Accountability, <b>high school administrators and counselors</b> , Deputy Superintendent, CIO	<ul style="list-style-type: none"> <li>* Completed enrollment report rate in remediation courses on graduates by subgroup</li> <li>* ACT report</li> <li>* College entrance exam results</li> <li>* Compare attendance and membership data from previous year's and the correlation to student achievement</li> <li>* Hispanic Scholars meetings for students to access post secondary education (FAFSA-financial aid)</li> </ul>	Fall 2011(FAFSA) & Jan 2012: Meet with parents of Hispanic scholars  Sept 19, 2011: Graduation report/Drop-out Report  Sept 12, 2011: Course Enrollment: remediation  Dec 12, 2011: Student Tracker Report  Apr 2, 2012: ACT College Remediation Report  Nov 7, 2011: Attendance report
<b>D7. Use enrollment projections to make systemic decisions</b>	<ul style="list-style-type: none"> <li>* Disaggregate enrollment projections for the next decade</li> <li>* Develop an enrollment projection for the next decade that includes estimates for ELL and low-income students</li> <li>* Personnel allocations</li> </ul>	Business Manager, Deputy Superintendent, Superintendent, Executive Director of Secondary Curriculum and Asst. Superintendent for Elementary, <b>Asst. Superintendent for Human Resources</b>	<ul style="list-style-type: none"> <li>* Annual review of the accuracy of enrollment projections</li> </ul>	Oct 17, 2011: Enrollment projections report  Feb 6, 2012: Secondary FTE Allocations
<b>D8. Use advanced technology to enhance data driven decisions</b>	<ul style="list-style-type: none"> <li>* Provide administrators and other stakeholders with timely, meaningful information from a data warehouse holding information from a multitude of sources</li> <li>* Continue to investigate a customized dashboard reflecting current status vs. accountability (pending funds)</li> <li>* Establish expectations and accountability</li> <li>* Provide extensive professional development</li> </ul>	<b>CIO</b> , Director of Data and Accountability, Superintendent, Deputy Superintendent, Executive Director of Secondary Curriculum, Asst. Superintendent of Elementary	<ul style="list-style-type: none"> <li>* Accessibility of data warehouse</li> <li>* Technology committee notes and agendas</li> <li>* AYP data notebooks</li> </ul>	Jan 16, May 14: Technology committee reports  Jun 2012: Completed technology plan  Aug 2012: Fully operational (pending available funds)  Mar 2012: State technology plan

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## Curriculum and Instruction

School Improvement Objective	Action	Person Responsible	Measurement	Timeline
<p><b>C1. Implement an aligned K-12 instruction and assessment model that equips students with the skills necessary for the 21st century and a global economy</b></p>	<ul style="list-style-type: none"> <li>* Monitor curriculum implementation in district</li> <li>* Monitor the alignment of the curriculum, instruction, and assessment</li> <li>* Analyze results of TLI reports and adjust instruction accordingly with emphasis on open response</li> <li>* Establish criteria for curriculum offerings to ensure students are prepared for the 21st century and a global economy</li> <li>* Select and implement curriculum audit priorities</li> <li>* Create curriculum documents that reflect transition to common core</li> <li>* Complete the evaluation of high school academies and begin implementation of identified changes</li> <li>* Restructure secondary curriculum committee process</li> </ul>	<p>Director of Professional Development and Testing, curriculum directors, academic facilitators, lead teachers, dept chairs, Deputy Superintendent, <b>Executive Director for Secondary Curriculum, Asst. Superintendent for Elementary</b>, building administrators, Superintendent, curriculum committee</p>	<ul style="list-style-type: none"> <li>* Results of the CWT at buildings</li> <li>* Curriculum documents</li> <li>* TLI reports</li> <li>* Course catalog</li> <li>* Completed curriculum documents</li> <li>* Enrollment report</li> <li>* Curriculum committee notes</li> <li>* Board agendas and notes</li> <li>* Academy survey results</li> </ul>	<p>Jan 16, 2012, May 21, 2012: CWT Results</p> <p>Dec 5, 2011: Academy evaluation report Apr 16, 2012: Academy implementation report</p> <p>January 2012: Course catalog</p> <p>Jan 9, 2012: Elementary Curriculum committee updates</p> <p>Jan 16, 2012: Secondary Curriculum committee updates</p> <p>Jun 11, 2012: Secondary Curriculum committee updates</p> <p>Jun 18, 2012: Elementary Curriculum committee updates</p>

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## Curriculum and Instruction

School Improvement Objective	Action	Person Responsible	Measurement	Timeline
<p><b>C2. Implement an effective K-12 curriculum for ELL students by grade and language proficiency level</b></p>	<p>*Collaborate and plan the development of district standards, goals, objectives, performance indicators, for ELL students with suggested resources, assessments, and instructional strategies to complement mainstream curriculum</p> <p>* Conduct 25 classroom walk-throughs a month to monitor instruction. ESOL Specialists conduct two SIOP observations with a full coaching cycle with each ESOL teacher to monitor SIOP implementation and improve ESOL Instruction (1st/3rd quarter). ESOL specialists conduct 25 classroom walk-throughs a month (2nd/4th quarter).</p> <p>* Monitor the placement and exit rate for ELL students</p> <p>* Communicate ESOL proficiency progress to students and parents</p> <p>* Update, provide training for and follow procedures for the LPAC (Language Placement Assessment Committee)</p> <p>* Expand co-teaching for ESOL students at the high schools</p> <p>*Schedule ELL curriculum specialists in each building</p>	<p>Director of ESOL and Migrant Services, Deputy Superintendent, Superintendent, Executive Director of Secondary Curriculum, ESOL Specialists, Asst. Superintendent of Elementary, ESOL and classroom teachers</p>	<p>* Completed and published curriculum with resources, assessments, and instructional strategies</p> <p>* Classroom walk-through reports</p> <p>* SIOP reports available once per quarter on each component, level of implementation, professional development recommended as part of ESOL Director's quarterly report</p> <p>* Placement and exit &amp; report</p> <p>* Sign-in sheets</p> <p>* Disaggregate results of ESOL students using TLI, STAR and writing assessments</p>	<p>October 10, 2011: ELL student placement Report</p> <p>Jan 16, 2012, May 21, 2012: CWT Results</p> <p>Continuous throughout the school year: Assessments</p> <p>ESOL: Oct 10, 2011 , Feb 27, 2012 , May 7, 2012: Quarterly director reports</p>

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## Curriculum and Instruction

School Improvement Objective	Action	Person Responsible	Measurement	Timeline
<p><b>C3. Improve achievement for special education and ESOL students</b></p>	<ul style="list-style-type: none"> <li>* Improve instructional capacity for teachers</li> <li>* Conduct 25 monthly classroom walk-throughs by director, asst. directors and curriculum specialists to monitor instruction</li> <li>* Continue to monitor the number of students with disabilities taking portfolio assessments so as not to exceed state guidelines</li> <li>* Continue to monitor student achievement in identified subgroups</li> <li>* Review and monitor the RTI process</li> <li>* Assign ESOL teachers to train with Dr. Pollock</li> <li>* Assign new ESOL teachers to complete SIOP I</li> </ul>	<p><b>Director of Special Education, Director of ESOL and Migrant Services, Assistant Directors of Special Education, ESOL Curriculum Specialists, Deputy Superintendent, Superintendent, Executive Director of Secondary Curriculum, Asst. Superintendent of Elementary, teachers, school psychologists</b></p>	<ul style="list-style-type: none"> <li>* Summative state data</li> <li>* Cycle 7 state report / end of the year report</li> <li>* Quarterly reports from directors</li> <li>* AYP interim reports</li> <li>* GPA course report</li> <li>* Content mastery report</li> <li>* TLI reports</li> <li>* ACSIP plan and results</li> </ul>	<p>July 18, 2011: State summative data</p> <p>Jan 16, 2012 &amp; Jun 11, 2012: Grade/GPA report</p> <p>ESOL: Oct 10, 2011, Feb 27, May 7, 2012: Quarterly director reports</p> <p>Sp.Ed.: Oct 17, 2011, Mar 5, May 14, 2012: Quarterly director reports</p>
<p><b>C4. Continue a co-teaching model for general education, special education and ESOL teachers to meet the needs of their students.</b></p>	<ul style="list-style-type: none"> <li>* Provide targeted training for teachers and administrators</li> <li>* Continue to monitor implementation through follow up visits</li> <li>* Review effective co-teaching "look fors" for administrators</li> <li>* Establish a system to track co-teaching participants</li> <li>* Continue to train and implement co-teaching model</li> </ul>	<p><b>Director of ESOL and Migrant Services, Deputy Superintendent, Superintendent, appropriate building administrators, Executive Director of Secondary Curriculum, Director of Special Education, Director of Professional Development, Director of Data &amp; Accountability</b></p>	<ul style="list-style-type: none"> <li>* CWT results</li> <li>* Summative state results</li> <li>* TLI results</li> <li>* Disaggregate test data on students participating in co-teaching</li> <li>* Schedule administrator co-teaching training</li> <li>* SIOP observations</li> </ul>	<p>Ongoing</p> <p>Oct 3, 2011: Co-teaching data analysis</p> <p>January 2012: TLI interim reports</p> <p>August 1 &amp; 2, 2011: Co-teaching training for administrators</p> <p>Aug 22, 2011: Co-teaching tracking system</p>

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## Curriculum and Instruction

School Improvement Objective	Action	Person Responsible	Measurement	Timeline
<p><b>C5. Improve the effectiveness of the district's curriculum support organization</b></p>	<ul style="list-style-type: none"> <li>* Continue to monitor curriculum documents</li> <li>* Review and monitor monthly reports from academic facilitators</li> <li>* Monthly updates to school board from Asst. Superintendent for Elementary and Executive Director for Secondary Curriculum</li> </ul>	<p>Superintendent, Deputy Superintendent, building administrators, <b>Executive Director for Secondary Curriculum, Asst. Superintendent for Elementary</b> and Director of Professional Development, Curriculum Specialists</p>	<ul style="list-style-type: none"> <li>* State summative testing results</li> <li>* Feedback from stakeholders to include building administrators</li> <li>* Interim data meetings</li> <li>* AP &amp; AAIMS reports</li> <li>* Agendas from district professional development days</li> <li>* Curriculum committee update</li> </ul>	<p>Ongoing: Monthly reports to school board</p> <p>Sept/Oct 2011 &amp; Jan/Feb 2012: AYP meetings</p> <p>Aug 29, 2011: AP Scores &amp; AAIMS reports</p> <p>Jan 9, 2012: Elementary Curriculum committee updates</p> <p>Jan 16, 2012: Secondary Curriculum committee updates</p> <p>Jun 11, 2012: Secondary Curriculum committee updates</p> <p>Jun 18, 2012: Elementary Curriculum committee updates</p>

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## Curriculum and Instruction

School Improvement Objective	Action	Person Responsible	Measurement	Timeline
<b>C6. Increase the use of effective instructional practices</b>	<ul style="list-style-type: none"> <li>* Train and implement "Cognitive Guided Instruction" (CGI) for elementary math teachers</li> <li>* Train and implement "Thinking Mathematically" for middle school math teachers</li> <li>* Analyze instructional practice using appropriate data</li> <li>* Conduct weekly classroom observation by building and district administrators</li> <li>* Measure instructional practices and the use of technology through building CWT reports and provide regular feedback to staff</li> <li>* Review academic facilitators' reports</li> <li>* Assign selected teachers to train with Dr. Pollock</li> <li>* Establish common "look fors" in instructional practices</li> </ul>	Director of Data and Accountability, <b>Executive Director of Secondary Curriculum, Asst. Superintendent for Elementary</b> , lead teachers, curriculum specialists, dept. chairs, academic facilitators, principals and asst.principals	<ul style="list-style-type: none"> <li>* Leadership meeting agendas</li> <li>* Minutes/Notes from curriculum meetings</li> <li>* Intervention reports</li> <li>* CWT summary</li> <li>* State summative test results</li> <li>* TLI results</li> <li>* Discuss CWT with principals at interim meetings</li> <li>* Interim data reports</li> <li>* Monthly agendas from building administrators</li> <li>* Disaggregate test data for students involved in "Cognitive Guided Instruction" (CGI) and "Thinking Mathematically"</li> </ul>	Ongoing  Sept/Oct 2011 & Jan/Feb 2012: AYP meetings  Jan 16, 2012, May 21, 2012: CWT report  July 18, 2011: State summative results  Oct 3, 2011: CGI report  Aug 29, 2011: Summer professional development report
<b>C7. Increase student engagement in the learning process at all levels particularly for high school students</b>	<ul style="list-style-type: none"> <li>* Weekly classroom observations</li> <li>* Academic facilitators and building administrators to focus on student learning</li> <li>* Assign selected teachers to work with Dr. Pollock</li> </ul>	<b>Executive Director of Secondary Curriculum</b> , academic facilitators, Director of Professional Development, building administrators, Asst. Superintendent for Elementary	<ul style="list-style-type: none"> <li>* Disaggregate CWT data for instructional practices and the use of technology</li> <li>* State summative test results</li> </ul>	Jan 16, 2012, May 21, 2012: CWT report  July 18, 2011: State summative results

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## Curriculum and Instruction

School Improvement Objective	Action	Person Responsible	Measurement	Timeline
<p><b>C8. Expand AP, Pre AP and Honors curriculum opportunities for high performing students</b></p>	<ul style="list-style-type: none"> <li>*Continue to implement AAIMS grant with fidelity</li> <li>* Increase the number of students in AP courses.</li> <li>* Increase the number of students in all sub populations that receive enriched instruction.</li> <li>* Monitor the number of students enrolled in honors classes at secondary schools</li> <li>* Continue the <i>Laying the Foundation</i> (LTF) training and implement instructional practices in secondary</li> <li>* Increase the number of students completing Smart Core</li> </ul>	<p>Superintendent, Deputy Superintendent, Director of Gifted and Talented, <b>Executive Director of Secondary Curriculum</b>, Asst. Superintendent for Elementary, principals, secondary counselors, Director of Counseling Services</p>	<ul style="list-style-type: none"> <li>* Number of students scoring a "3" or higher on AP exams by subgroup</li> <li>* Number of students served in Gifted &amp; Talented programs</li> <li>* Course enrollment report</li> <li>* Disaggregate the performance of Gifted &amp; Talented students on state assessments</li> <li>* Number of students completing Smart Core curriculum</li> <li>* AP &amp; AAIMS grant reports</li> <li>* Scholarship money</li> </ul>	<p>Sept 12, 2011: Pre-AP &amp; AP enrollment reports</p> <p>Aug 29, 2011: AP Scores &amp; AAIMS reports</p> <p>July 2011: Gifted &amp; Talented state assessment results</p>

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## Professional Development

School Improvement Objective	Action	Person Responsible	Measurement	Timeline
<p><b>P1. Create and implement an effective research-based long range professional development plan</b></p>	<ul style="list-style-type: none"> <li>* Maintain an active advisory professional development committee composed of teachers, administrators and classified employees</li> <li>* Align professional development to support curriculum</li> <li>* Use best practices, align professional development initiatives with student outcome data</li> <li>* Create an evaluation system for annual review of the effectiveness of the professional development based on student outcome data</li> <li>* Use a variety of data sources to determine the effectiveness of professional development</li> <li>* Develop a system to monitor the implementation of instructional strategies acquired through professional development e.g. small group instruction, co-teaching, high yield strategies, CGI, SIOP, Thinking Mathematically</li> <li>* Develop a district wide report using My Learning Plan (MLP)</li> <li>* Continue to develop annual building professional development plans</li> <li>* Use technology to capture evidence of understanding of a well articulated curriculum and effective instructional strategies</li> </ul>	<p>Professional Development Committee, <b>Director of Professional Development</b>, Deputy Superintendent, Superintendent, Director of Data and Accountability, Asst. Superintendent for Elementary, Executive Director of Secondary Curriculum, building administrators</p>	<ul style="list-style-type: none"> <li>* Published calendar</li> <li>* State Cycle 8 professional development report</li> <li>* Classroom walk-through district and building reports</li> <li>* Compilation of individual professional development evaluations</li> <li>* Monday meeting schedule</li> <li>* My Learning Plan (MLP) summary report</li> <li>* Completed long range professional development plan</li> <li>* Completed building professional development plans</li> </ul>	<p>Sept 15, 2011: May 17, 2012: Professional development committee meetings</p> <p>Sept 26, 2011: MLP report</p> <p>May 15, 2012: Presentation to the board &amp; MLP summary report</p> <p>July 30, 2011: Cycle 8 report</p> <p>Jan 16 and May 21, 2012: CWT Results</p>

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**Professional Development**

School Improvement Objective	Action	Person Responsible	Measurement	Timeline
<b>P2. Increase the use of appropriate strategies to improve student achievement including strategies for English Language Learners and students with disabilities</b>	<ul style="list-style-type: none"> <li>* Provide SIOP for teachers</li> <li>* Provide professional development for teachers of students with disabilities to improve student achievement</li> <li>* Implement a common response-to-intervention process</li> <li>* Align interventions to student needs</li> <li>* Train and implement co-teaching model</li> <li>* Train and implement the Cognitive Guided Instruction (CGI) model</li> <li>* Assign ESOL teachers to train with Dr. Pollock</li> <li>* Building administrators' and directors' observations</li> <li>* Implement the use of high yield strategies (GANAG/Dr Pollock training) in special education classrooms</li> <li>* Update the 5-year SIOP training plan for teachers and administrators to expand the number of trained staff</li> </ul>	<p><b>Director of ESOL and Migrant Services, Director of Special Education,</b> building administrators, Executive Director for Secondary Curriculum, Asst. Superintendent for Elementary, Director of Professional Development, curriculum specialists, building administrators, directors</p>	<ul style="list-style-type: none"> <li>* Performance on state summative tests including students in ELL and Special Education</li> <li>* TLI reports</li> <li>* CWT reports</li> <li>* Intervention analysis by principals</li> <li>* Interim data meetings</li> <li>* ASCIP Plan</li> <li>* Evidence through CWTs</li> <li>* Updated SIOP Plan</li> </ul>	<p>ESOL: Oct 10, 2011 , Feb 27, 2012 , May 7, 2012: Quarterly director reports</p> <p>July 18, 2011: State summative data</p> <p>Sept/Oct 2011&amp; Jan/Feb 2012: Intervention analysis report by principals</p> <p>Sept/Oct 2011 &amp; Jan/Feb 2012 :AYP meetings</p> <p>Oct 17, 2011, Mar 5, May 14, 2012: High Yield Strategies report (Sp.Ed quarterly director reports)</p>
<b>P3. Build capacity to use data to improve student achievement</b>	<ul style="list-style-type: none"> <li>* Continue training for teachers and administrators on the effective use of data to improve student achievement</li> <li>* Schedule Renaissance Place training</li> <li>* Schedule SuccessMaker training</li> <li>* Hold data team meetings to meet the needs of buildings</li> </ul>	<p>Executive Director for Secondary Curriculum, Asst. Superintendent for Elementary, building administrators, <b>Director of Data and Accountability,</b> Director of Professional Development, CIO, <b>Director of Professional Development</b></p>	<ul style="list-style-type: none"> <li>* Test scores</li> <li>* Monday collaboration agendas and notes</li> <li>* Data team agendas and notes</li> <li>* Data from interim data meetings</li> <li>* Building day professional development agendas</li> </ul>	<p>Ongoing: Collaboration meetings</p> <p>Sept/Oct 2011 &amp; Jan/Feb 2012: AYP meetings</p> <p>July 18, 2011: State summative data</p> <p>Aug 16, 2011: State summative test report to the board</p>

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**Communication**

School Improvement Objective	Action	Person Responsible	Measurement	Timeline
CO1. Continue to provide input opportunities for stakeholders	<ul style="list-style-type: none"> <li>* Conduct informal meetings with stakeholders (including realtors, parents and students) to gather input</li> <li>* Publish newsletters for ESOL and Special Ed. stakeholders</li> <li>* Include more opportunities for input from administrators including roundtable meetings and committees</li> <li>* Involve and inform stakeholders about a variety of school issues</li> <li>* Provide opportunities for electronic input from patrons</li> </ul>	Leadership Cabinet, <b>Director of Communication</b> , building administrators, Coordinator of Student Relations, Director and assistant directors of Special Education, ESOL, and other directors as appropriate	<ul style="list-style-type: none"> <li>* Agendas/Minutes/Notes from committees</li> <li>* Action plan recommendations developed from input</li> <li>* Updated annual district communication plan</li> <li>* Board minutes from Strategic Plan updates</li> </ul>	<p>Monthly board reports</p> <p>Realtor meetings and tours as scheduled</p> <p>Sept 2011: Communications Plan Update</p>
CO2. Build positive relationships between students and school staff to improve student achievement	<ul style="list-style-type: none"> <li>* Continue to train appropriate middle school staff in middle school philosophy</li> <li>* Implement drop-out prevention strategies</li> <li>* Conduct training for all staff in building positive relationship with students to ensure that "all belong, all learn and all succeed"</li> <li>* Continue training front office staff and clarify expectations for customer service</li> <li>* Continue to access the community for mentors for some students</li> <li>* Continue Hispanic scholars meetings</li> <li>* Create strategies for the personalization of learning for secondary schools</li> </ul>	Superintendent, Deputy Superintendent, <b>Director of Counselors and Social Workers</b> , building administrators, teachers, staff, academy chairs, Executive Director for Secondary Curriculum, Asst. Superintendent for Elementary, Director of Professional Development, ESOL Director and Spanish communication specialist, Director of Data and Accountability, <b>Director of Communication</b> , counselors, Assistant Superintendent for Human Resources and social workers	<ul style="list-style-type: none"> <li>* Minutes/notes of meetings</li> <li>* Drop-out rates</li> <li>* Graduation rates</li> <li>* Attendance rates</li> <li>* Discipline referrals/expulsions</li> <li>* Recommendations of task force</li> <li>* Participation in extracurricular activities</li> <li>* Customer service training agendas</li> <li>* Link Crew report</li> </ul>	<p>Nov 7, 2011: Academy survey results</p> <p>Sept 1, 2011: Starts and ongoing: Customer service training</p> <p>Sept 19, 2011: Graduation report/Drop-out report</p> <p>Oct 10, 2011: Discipline Referral report</p> <p>Oct 2011: Hispanic Scholars meeting</p> <p>Nov 7, 2011: Attendance rates</p> <p>Aug 2011: Front office staff training</p> <p>Mar 2012: Link Crew report</p>

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**Communication**

School Improvement Objective	Action	Person Responsible	Measurement	Timeline
CO3. Continue to improve communication to all stakeholders	<ul style="list-style-type: none"> <li>* Coordinate process for communicating with stakeholders in a variety of mediums</li> <li>* Continue communication and presentations with civic, service and business organizations</li> <li>* Distribute publications to stakeholders</li> <li>* Improve website communication</li> <li>* Coordinate a parent/teacher conference calendar to maximize parent involvement</li> <li>* Develop guidelines for the use of the parent notification system</li> <li>* Report to the Chamber of Commerce</li> <li>* Develop a more comprehensive newsletter</li> <li>* Report to the Chamber of Commerce</li> </ul>	Director of Communication, Deputy Superintendent, Superintendent, CIO, directors	<ul style="list-style-type: none"> <li>* Publications</li> <li>* Notes</li> <li>* Minutes</li> <li>* Agendas</li> <li>* Focus groups (PTO/PTA)</li> <li>* Webpage usage</li> </ul>	Service Directors' report to the board  Aug 2011: Parent/Teacher schedule  Dec 2011: Webpage usage report  Sept 22: Report to the Chamber of Commerce
CO4. Improve support services for all schools	<ul style="list-style-type: none"> <li>* Monitor School Dude software reports</li> <li>* Conduct a school secretaries in-service</li> <li>* Implement online payment system for parents</li> <li>* Implement School Dude facilities usage software</li> <li>* Communicate the allocation of district resources through administrative presentations to principals and directors of funding sources and expenditures</li> </ul>	Director of Buildings and Grounds, Deputy Superintendent, Superintendent, Director of Transportation, CIO, Business Manager, and Director of Communication, Director of Professional Development, building administrators, Energy Manager, Treasurer, Asst. Superintendent for Elementary, Executive Director of Secondary Curriculum, Asst. Superintendent of Human Resources	<ul style="list-style-type: none"> <li>* Monthly Reports</li> <li>* Agendas</li> <li>* School Dude reports</li> <li>* Completed form to comply with extended field trip guidelines</li> <li>* Board meeting minutes</li> </ul>	Monthly service directors meetings  July 29, 2011: Crisis plan/School Safety Plan  Sept 1, 2011: Front office staff training  May 2012: End of Year meeting budget report to administrators  July 29, 2011: Administration Kickoff meeting  Feb 6, 2012: Secondary Allocations

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**Communication**

School Improvement Objective	Action	Person Responsible	Measurement	Timeline
<p><b>CO5. Improve effectiveness of communication with Hispanic families</b></p>	<ul style="list-style-type: none"> <li>* Continue school district communications to ensure all key communications are available in Spanish</li> <li>* Continue to involve student relations coordinator on the curriculum committee</li> <li>* Build leadership skills with Hispanic students</li> <li>* Establish a parent/teacher conference schedule to efficiently use interpreters</li> <li>* Conduct a series of meetings with students and families of Hispanic students</li> <li>* Distribute DVD for Hispanic parents on American education to all schools</li> <li>* Expand PADRES program</li> <li>* Continue to support AmeriCorps for schools</li> <li>* Improve articulation for Hispanic parents and students</li> <li>* Distribute a parent involvement DVD in Spanish</li> </ul>	<p>Superintendent, <b>Deputy Superintendent</b>, Student Relations Coordinator, AmeriCorps Coordinator, Spanish Communications Specialist, principals, Director of Grants, Asst. Superintendent for Human Resources</p>	<ul style="list-style-type: none"> <li>* Performance of Hispanic students on state tests</li> <li>* Attendance rates of Hispanic students</li> <li>* Hispanic Scholars meetings</li> <li>* DVD use in buildings and ESOL office</li> <li>* PADRES report</li> </ul>	<p>Aug 1, 2011: Coordinated P/T conference schedule</p> <p>TBA: College preparation for Hispanic students</p> <p>Ongoing: DVD distributed</p> <p>Nov 2011 &amp; Mar 2012: Parent conference report to the board</p> <p>May 7, 2012: Padres Report</p>

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**Communication**

School Improvement Objective	Action	Person Responsible	Measurement	Timeline
CO6. Improve customer service to all stakeholders	<ul style="list-style-type: none"> <li>* Gather feedback through stakeholder focus groups</li> <li>* Maintain a procedures manual for building staff</li> <li>* Continue an electronic process for input through the district website</li> <li>* Meet state requirements for the publication of Arkansas Comprehensive School Improvement Plans</li> <li>* Continue an administrator 360 degree feedback process</li> <li>* Create a friendly, courteous and respectful environment throughout the district</li> </ul>	Director of Communication, office staff, teachers, administrators, building administrators, <b>central office administrators</b> , Director of Data and Accountability, Director of ESOL and Migrant Services, all employees, and Asst. Superintendent for Human Resources	<ul style="list-style-type: none"> <li>* Report from focus groups</li> <li>* Annual survey results</li> <li>* Spanish communication report</li> <li>* Stakeholder input</li> <li>* Update procedures manual</li> <li>* Publish directory of services</li> <li>* Feedback from parents</li> </ul>	<p>Ongoing: Directory and procedures manual updates</p> <p>Sept 1, 2011: Starts and ongoing: Customer service training</p> <p>Oct 2011: ACSIP Plans available on website</p> <p>Spring 2012: 360 degree feedback</p>
CO7. Continue a communication plan to communicate strategic plan goals to internal stakeholders	<ul style="list-style-type: none"> <li>* Communicate the strategic plan with employees</li> <li>* Link Strategic Plan Year Six to home page</li> </ul>	Director of Communication, <b>Deputy Superintendent</b> , Superintendent, principals	<ul style="list-style-type: none"> <li>* Completed Deputy Superintendent report to the board</li> <li>* Building agendas</li> <li>* Established link on web page</li> <li>* Board minutes</li> <li>* Leadership cabinet notes</li> </ul>	<p>Jun 2012: Deputy Superintendent's executive summary to the board</p> <p>Aug 9, 2011: Present Strategic Plan to new teachers</p> <p>Aug 16, 2011: Present Strategic Plan to school board</p>

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**Communication**

School Improvement Objective	Action	Person Responsible	Measurement	Timeline
CO8. Continue a communication plan to market the Rogers Public Schools	<ul style="list-style-type: none"> <li>* Continue to improve website communication</li> <li>* Develop a virtual tour of district and schools</li> <li>* Continue the use of social media tools for outreach</li> <li>* Use a variety of mediums to communicate with all stakeholders</li> </ul>	Director of Communication	<ul style="list-style-type: none"> <li>* Maintain a user-friendly, interactive website</li> <li>* Post information through social media</li> <li>* Video tours distributed and posted on web</li> </ul>	<p>Ongoing: Social media tools</p> <p>Realtor and family tours as requested</p> <p>Ongoing: Update website</p> <p>June 2012 and ongoing: Completed virtual tours</p> <p>Sept 2011: Communication Plan</p>