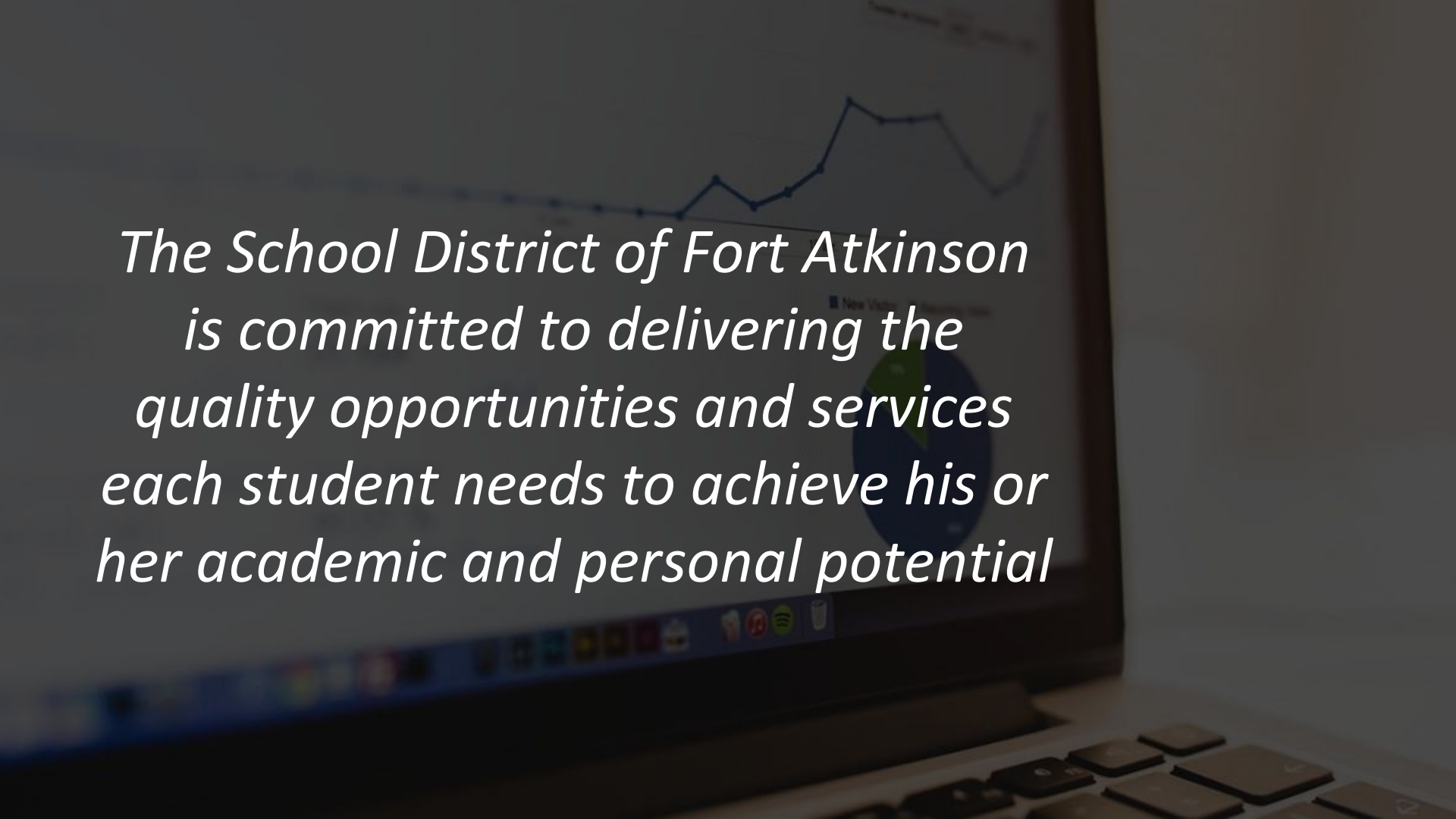
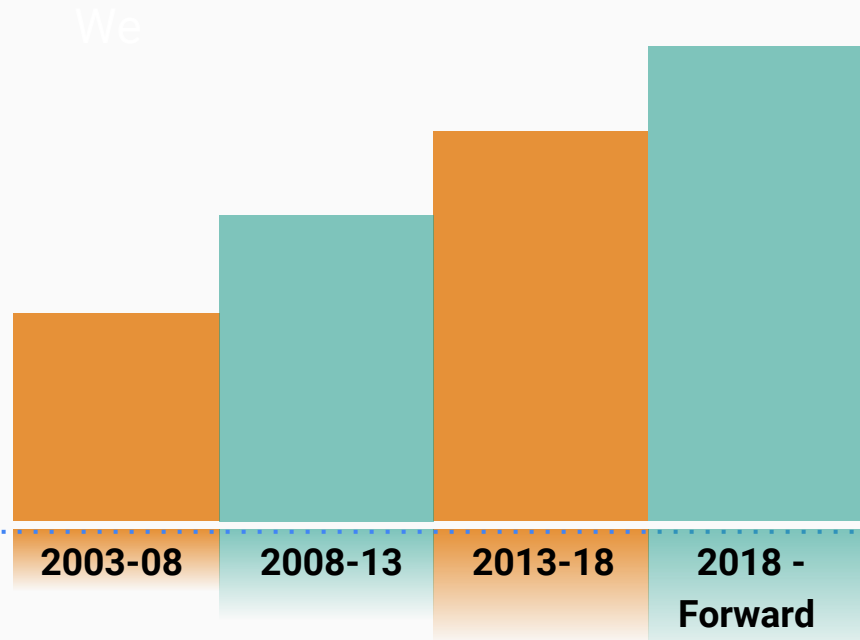


**Strategic Planning for a
District of Distinction
August 16, 2018**

A laptop screen is shown in a dark, dimly lit environment. The screen displays a line graph with a blue line and a globe. The text is overlaid on the screen in a white, italicized font. The text reads: "The School District of Fort Atkinson is committed to delivering the quality opportunities and services each student needs to achieve his or her academic and personal potential".

*The School District of Fort Atkinson
is committed to delivering the
quality opportunities and services
each student needs to achieve his or
her academic and personal potential*

Strategic Planning - *District of Distinction*



2013-18 Strategic Plan - Agenda Areas

Academic

- Literacy
- Mathematics
- Student Behavior
- Student Performance Measures/Data Utilization
- Effective Instructional Practice
- Career & College Readiness
- Arts Enhancement
- Student Wellness
- Equity
- Structures & Delivery Models

Finance & Operations

- Employee Benefits
- Employee Wellness
- Human Resources Operations
- District Nutrition Programming
- Buildings & Grounds
- Operational Technology
- Risk Management/Loss Prevention
- Business & Financial Operations
- Finance & Budgeting


Communications

- Public Relations/Organizational Promotion
- Two-way Communication
- Community & Business Partnerships
- Political Advocacy



Outcomes Academics

- Established Comprehensive Literacy Model K-12
- Strengthened Secondary Math Programming (CMP3 & CPM)
- Established Universal Screening K-8 (MAP) Supported by New Data Warehouse Software (EduClimber)
- Expanded Music Programming
- Established Academic Career Planning Supported by Career Cruising Software
- Launch of Block Scheduling @ FAHS
- Identifying an Equity Framework



Outcomes Finance & Operations

- Established Benefits Advisory Committee
- Reorganized Student Nutrition Department
- Established Human Resources Department
- Began facilities study process
- Upgraded the district's technology infrastructure
- Revised District's safety plan
- Automated financial processes
- Adopted Smarter School Spending budget model



Outcomes

Communications

- Garnered stakeholder feedback
- Revamped District Leadership Advisory Team (DLAT)
- Increased media presence and social media presence
- Improved Employee Handbook
- Increased internal and external communications
- Participated on a state and national level leadership teams

CONTINUOUS IMPROVEMENT & STRATEGIC ACTION

Continuous Improvement

- Work that keeps the District current and up-to-date
- Efforts related to maintaining or achieving Federal or State compliance
- Support for initiatives after launch or to maintain past work

Strategic Action

- Action that *transforms* the organization
- Strategic direction driven by a community vision specific to Fort Atkinson's needs
- Action that moves the District forward in a systematic way
- Work to distinguish the District

Continuous Improvement

Supporting work from previous Strategic Plan

Keeping up to date with best practices & mandates

Strategic Action

Design Principles (3 - 5 years)

Bold Steps (revisited annually)

Strategic Improvement *Design Principles (8)*

- Foster an **emotionally, physically safe** and healthy learning environment.
- Develop students to be **valued community members** using programming intentionally designed to build **social skills** and **strong relationships**.
- Cultivate **relationships** with stakeholders to know and understand the interconnected needs of the **local and global communities**.
- **Empower students** to thrive in an ever-changing global environment through **rigorous academics, individualized pathways, and authentic learning experiences**.

Strategic Improvement *Design Principles (cont.)*

- **Communicate** with the larger community to inform, engage, and **celebrate** the good things happening in the schools and community.
- Promote and advance an understanding of **diversity, acceptance, and global perspectives.**
- Use **data driven** practices to determine **fiscally sound** decision making.
- Optimize **community resources** for the **mutual benefit** of the students, schools, and community.

5 Bold Steps

- Initial Implementation of District-wide System for Equity
- Develop and Implement a Comprehensive Public Relations Plan
- Develop a Plan to Engage and Involve Parents and Community
- Implement and Enhance Access to Student Support Resources
- Research and Identify Opportunities for Innovation

2018-19 Bold Step Action Plans

Initial Implementation of District-wide System for Equity

The community and Design Team identified equity as an area of focus to better meet student and family needs.

- Develop an understanding of the Integrated Comprehensive Systems research and framework for equity
- Engage in activities to understand perspectives in equity and implications for system-wide practices
- Develop equity non-negotiables

2018-19 Bold Step Action Plans

Develop and Implement a Comprehensive Public Relations Plan

The community and Design Team saw a need to increase public relations including branding, marketing, and communicating areas of distinction.

- Define District objectives and goals for public relations efforts
- Research public relations models and impact of those models used by other school districts
- Engage public relations professionals in the community to advise District planning
- Determine best value approach to comprehensive public relations strategy

2018-19 Bold Step Action Plans

Develop a Plan to Engage and Involve Parents and Community

The community and Design Team saw a need to expand parent and community engagement to help achieve the District's mission.

- Research high impact strategies for parent and community engagement
- Form collaborative groups to consider strategies for implementation
- Determine meaningful engagement opportunities at the school and community levels

2018-19 Bold Step Action Plans

Implement and Enhance Access to Student Support Resources

The community and Design Team saw a need to enhance support resources to address student needs.

- Implement new student support structures in the areas of:
 - Elementary guidance
 - Secondary at-risk
 - Homeless families and youth
- Establish programming and curriculum aligned to new State of Wisconsin Standards for Social Emotional Learning
- Study student support needs in the areas of:
 - English Learners
 - Advanced Learners

2018-19 Bold Step Action Plans

Research and Identify Opportunities for Innovation

The community and Design Team charged the District to further explore innovative opportunities to distinguish the community and its learners.

- Understand how to establish a systemic culture of innovation within our learning community
- Research national/ international areas and practices of innovation
 - Engage community to identify focus area(s) of innovation
 - Establish InViTe (Innovation Visioning Teams) Teams, including local experts, to study each focus area and develop proposal(s)

Next Steps - Bold Step Leaders

Initial Implementation of District-wide System for Equity

Dr. Brown, Mr. Halvorsen, and Mrs. Scheuerell

Develop and Implement a Comprehensive Public Relations Plan

Mr. Demerath and Mrs. Walden

Develop a Plan to Engage and Involve Parents and Community

Mr. Geiger and Mrs. Oakley

Implement and Enhance Access to Student Support Resources

Mrs. Hollenberger and Mr. Torrenga

Research and Identify Opportunities for Innovation

Dr. Abbott and Mr. Scullin



**Project
Management**



SCHOOL DISTRICT OF



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Monthly Updates

ANY
QUESTIONS
?

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*Thank
you*