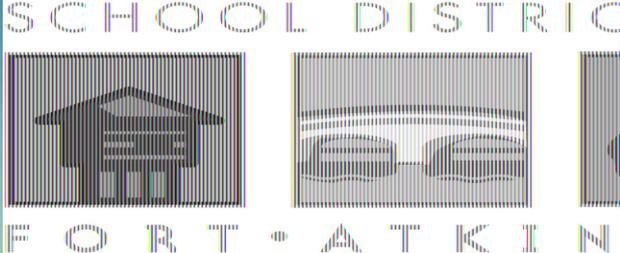


# Strategic Plan Update

February 21, 2019



**5**

**BOLD  
STEPS**

Initial  
Implementation of  
District-wide  
System for **EQUITY**

Develop and Implement  
a Comprehensive  
**PUBLIC RELATIONS**  
Plan

Research and Identify  
Opportunities for  
**INNOVATION**

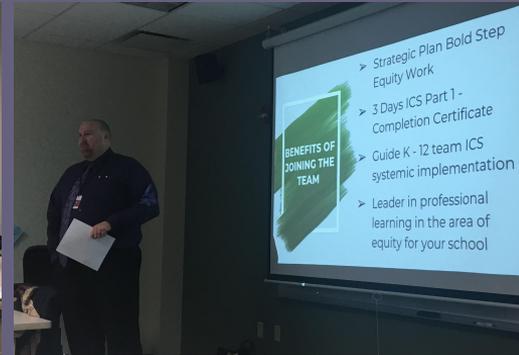
Implement and Enhance  
Access to **STUDENT SUPPORT  
RESOURCES**

Develop a Plan to Engage and  
Involve **PARENTS AND  
COMMUNITY**

# Initial Implementation of District-wide System for Equity



## January 8 - District Wide Equity Team Launch



- Strategic Plan Bold Step Equity Work
- 3 Days ICS Part 1 - Completion Certificate
- Guide K - 12 team ICS systemic implementation
- Leader in professional learning in the area of equity for your school

# Initial Implementation of District-wide System for Equity



## Action Plans

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

# Develop and Implement a Comprehensive Public Relations Plan



# Develop and Implement a Comprehensive Public Relations Plan

## **Mr. Mark Haubenschild**

President/CEO, Spacesaver  
Corporation

## **Ms. Rochelle Mitchell**

VP - Marketing Director, Premier Bank

## **Mr. Kory Knickrehm**

Vice President of Sales, mkCellular

## **Ms. Marissa Weidenfeller**

Marketing Director, Fort Community  
Credit Union

## **Ms. Nicole Leibman**

Marketing Manager, Fort HealthCare



# Develop and Implement a Comprehensive Public Relations Plan

**Ms. Kristin Baird**

President/CEO, Baird Group

**Mr. Brian Bosch**

FAHS Business Ed Teacher

**Ms. Deilee Calvert**

Owner, Calee Street Marketing

**Mr. Nathan Daniels**

FAHSI Business Education Teacher

**Ms. Mariah Hadler**

Company Store Sales & Marketing  
Manager, Jones Market



# Develop and Implement a Comprehensive Public Relations Plan



**Mr. John Landowski**

Digital Marketing Director, Custom Creative

**Ms. Robyn Newcomb**

Vice President - Strategic Initiatives, Fort  
Community Credit Union

**Mr. Jason Demerath**

Director of Business Services, SDFA

**Mrs. Jennifer Walden**

Rockwell Elementary School Principal,  
SDFA

# Develop and Implement a Comprehensive Public Relations Plan

## Action Plans

- **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 a comprehensive public relations strategy

# Develop a Plan to Engage and Involve Parents and Community

- Provided professional development for Administrative Team on DPI's vision for Family Engagement and Federal ESSA requirements
- Selected a model based on research by Dr. Steven Constantino for the District to utilize to align to best practice
- Shared a resource with principals with 100+ ideas to build strong relationships with families and community



# Develop a Plan to Engage and Involve Parents and Community

## Action Plans

- **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

# Implement and Enhance Access to Student Support Resources

- Introduced the CASEL (Collaborative Academic Social & Emotional Learning) Framework to the district-wide PBIS teams and Administration.
- Elementary building level SEL implementation effectiveness surveys completed by elementary teams.
- In-depth study of CASEL framework to be completed by building Principals.
- Compassion and Resilience Tool Kit training for Administrative and Pupil Services teams at elementary and secondary levels.
- Survey of current programming and needs for English Learners and Gifted Talented learners



# Implement and Enhance Access to Student Support Resources

## Action Plans

- Implement new student support structures in the areas of:
  - English Learners and Advanced Learners
- Identify current level of Social Emotional Learning at each school utilizing the CASEL rubric and formulate a building level goal for 2019-20 school year
- Implement Compassion Resilience Training for staff at Elementary, Middle School and High School level

# Research and Identify Opportunities for Innovation



# Research and Identify Opportunities for Innovation



***LEARN MORE AT***

***FORTSCHOOLS.ORG/INNOVATION***

# Research and Identify Opportunities for Innovation

## ***Do you know where innovation is happening?***

- Innovation truly is all around us throughout the School District of Fort Atkinson, but sometimes we don't even know it!
- Share the innovation around you so others can learn from the great teaching and learning happening around us.

Email [innovation@fortschools.org](mailto:innovation@fortschools.org) and share what's on your mind!

## ***Do you have an innovative idea you'd like to share?***

- Think big. Think small. Think in-between. Just think!
- Share your innovative ideas for the School District of Fort Atkinson and we will do our best to route it to the right place for consideration.
- While there are no promises, there is no hope of an innovative idea to become a reality if you don't share it!

# Research and Identify Opportunities for Innovation

## Action Plans

- **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)

# Thank You!

Any Questions?

