

5 YEAR GOALS & OUTCOMES - 2013 to 2018

Public Relations / Organizational Promotion

Goal: Share the successes and achievements of our educational community.

Outcome: Fort Atkinson will be recognized and acknowledged as an exemplary school district and leader in providing educational excellence.

Measure of Success:

- Families and citizens will regard the school district as a great asset and quality of life component of the community.
- Staff members will feel empowered to share evidence of the realization of our mission.
- Parents will be welcomed in to our educational community and organizations and be encouraged to share their experiences.
- The District will have a strong presence in local and regional press.
- Fort Atkinson will be a contributor in sharing successes and innovations with State, regional and local organizations.

Two-way Communication

Goal: Provide frequent opportunities for convenient, timely and effective two-way communication inclusive of traditional as well as innovative methods.

Outcome: Staff, students, families and other audiences will be aware that communication from and to the school district is valued. Communication will be informative, purposeful and transparent. Effort will be evident to make our communications inclusive for our diverse populations.

Measure of Success:

- A measurement system of communication efforts and effectiveness will be established including data points as available (website analytics, etc.) and included, as applicable, in the annual district data point report.
- Baseline data will be established and considered for future planning and measurement of success.
- Increased engagement will be evident.
- Communication in multiple formats including but not limited to language and method will be increased.
- Websites at the building and District level will be inviting for all to receive messaging and seek out accurate information.
- The District will conduct an annual post-graduate survey.

Community and Business Partnerships

Goal: Further establish active relationships with the City and District townships, the Chamber of Commerce, businesses, local organizations and institutions, varied demographic groups and the citizenry.

Outcome: The District's educational programming and operations will be enhanced by our community and business partnerships. Outreach efforts and opportunities will be communicated to build partnerships / relationships to meet community and organization needs.

Measure of Success:

- Partnerships will be evident in the annual goals within the strategic plan.
- Existing community partnerships will be enhanced.
- New partnerships will be established.

Political Advocacy

Goal: Expand the District's presence in political conversations regarding educational issues that impact the Fort Atkinson learning community.

Outcome: The District will establish relationships with local legislators, professional associations, and community leaders to facilitate conversations.

Measure of Success:

- The above groups will show a higher awareness of the District's challenges reflective in their subsequent action in relation to the related political issue discussed.
- A Board of Education member will be assigned as the WASB (Wisconsin Association of School Board's) Political Advocate for the local Board of Education.