

School District of Fort Atkinson  
**5-YEAR COMMUNICATION AGENDA STRATEGIC PLAN – YEARLY GOALS**

Strategic Plan Goal	YEAR 1 2013-2014	YEAR 2 2014-2015	YEAR 3 2015-2016	YEAR 4 2016-2017	YEAR 5 2017-2018	5-Year OUTCOME(S)
<p><b>Public Relations / Organizational Promotion</b></p> <p><u>Overall Goal:</u> Share the successes and achievements of our educational community.</p> <p><u>Measure of Success:</u></p> <ul style="list-style-type: none"> <li>Families and citizens will regard the school district as a great asset and quality of life component of the community.</li> <li>Staff members will feel empowered to share evidence of the realization of our mission.</li> <li>Parents will be welcomed in to our educational community and organizations and be encouraged to share their experiences.</li> <li>The District will have a strong presence in local and regional press</li> <li>Fort Atkinson will be a contributor in sharing successes and innovations with State, regional and local organizations.</li> </ul>	<ul style="list-style-type: none"> <li>Recognize accomplishments at Board meetings</li> <li>Work closely with the Daily Union and WFAW for the great resources they are per the audience they reach with local news</li> <li>Utilize our website to highlight our celebrations as a Beacon School District</li> <li>Keep website current on daily activities and events occurring at all buildings</li> <li>Present Fort programs at WASB Education conference along with presenting at other conferences or to audiences where we can share of our successes and programs</li> <li>Spotlight new STEM 101 programming and corresponding career pathways</li> <li>Spotlight new Student Wellness Improvements</li> </ul>	<ul style="list-style-type: none"> <li>Explore and expand appropriate use of social media to promote our District</li> <li>Building on the momentum of a successful referendum, utilize a collaborative team to promote the District and continue to establish the “Strong Schools, Strong Community” concept</li> <li>Explore website enhancements to more effectively promote our organization</li> <li>Implement a standard protocol and process that allows and encourages appropriate staff members to more easily make changes to the website.</li> <li>Spotlight our referendum success at the WASB Annual Conference Presentation</li> <li>Communicate to learning community and citizens the implementation of Common Core standards, new State testing, and Educator Effectiveness</li> <li>Through various means, spotlight selected non-core improvements and/or new programming</li> </ul>	<ul style="list-style-type: none"> <li>Solicit testimonials from internal and external stake holders to share evidence of the realization of our mission.</li> <li>Implement a plan and/or recommendations to promote the District and continue to establish the “Strong Schools, Strong Community” concept</li> <li>Re-examine how we work with the media (Daily Union, WFAW, and others) to expand our presence in local and regional press, and to reach a larger audience with news of our schools</li> <li>Implement recommended website enhancements to more effectively promote our organization</li> <li>Through various means, spotlight <del>on</del> selected non-core improvements and/or new programming</li> <li>Consider specific organizational promotional strategies to gain support for future referendums</li> </ul>	<ul style="list-style-type: none"> <li>Work closely with the Daily Union and WFAW in preparing for future referendum</li> <li>Prepare a Public Relations approach for the next Strategic Plan that depicts the accomplishments, goals, and plans the district has for remaining a beacon district in the state</li> <li>Promote newly developed school catering program</li> <li>Through various means, Spotlight on 21<sup>st</sup> Century Teaching and Learning including technology integration</li> </ul>	<ul style="list-style-type: none"> <li>Approve a strategic plan that promotes a positive and progressive Public Relations Program</li> <li>Through various means, spotlight selected non-core improvements and/or or new programming</li> </ul>	<p>Fort Atkinson will be recognized and acknowledged as an exemplary school district and leader in providing educational excellence.</p>

School District of Fort Atkinson  
**5-YEAR COMMUNICATION AGENDA STRATEGIC PLAN – YEARLY GOALS**

Strategic Plan Goal	YEAR 1 2013-2014	YEAR 2 2014-2015	YEAR 3 2015-2016	YEAR 4 2016-2017	YEAR 5 2017-2018	5-Year OUTCOME(S)
<p><b>Two-way Communication</b></p> <p><u>Overall Goal:</u> Provide frequent opportunities for convenient, timely and effective two way communication inclusive of traditional as well as innovative methods.</p> <p><u>Measure of Success:</u></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• Baseline data will be established and considered for future planning and measurement of success.</li> <li>• Increased engagement will be evident.</li> <li>• Communication in multiple formats including but not limited to language and method will be increased.</li> <li>• Websites at the building and District level will be inviting for all to receive messaging and seek out accurate information.</li> <li>• The District will conduct an annual post-graduate survey.</li> </ul>	<ul style="list-style-type: none"> <li>• Consider the use of a Task Force for Spring 2014 Referendum per assembling by end of October</li> <li>• Implement a communication plan with staff regarding benefit changes forthcoming per The Affordable Care Act</li> <li>• Communicate, educate and inform entire learning community and citizens of the district of <i>Educator Effectiveness</i> planning and expectations. Include the topic on parent advisory and PTO agendas</li> <li>• Appraise the district's ability to reach families through E-communication</li> <li>• Provide internal and external communication opportunities relevant to implementation, understanding and implications of higher standards (CCSS)</li> <li>• Share need and recommendation for increasing teacher collaboration time and subsequent calendar implications</li> <li>• Internally, establish new Benefits Committee and Role</li> <li>• Provide opportunity for communication on Equity Topics</li> </ul>	<ul style="list-style-type: none"> <li>• Collect data to establish a baseline to measure two-way communication (I.E. survey responses, attendance at parent teacher conferences or any event or program we host that allows families, citizens, and school district officials to interact</li> <li>• Identify important documents that need to be translated into Spanish</li> <li>• Assess the fiscal feasibility of hiring an outside firm to conduct annual post-graduate surveys</li> <li>• Communicate new benefit design structures as well as implications of the Federal Affordable Care Act</li> <li>• Provide opportunity for internal and external communication on: Educator Effectiveness, Equity, Common Core State Standards, and Smarter Balanced Assessment.</li> <li>• Communicate recommendations regarding study of teacher collaboration needs and subsequent calendar/ scheduling implications</li> <li>• Explore website enhancements that are inviting for all to receive messaging and seek out accurate information</li> </ul>	<ul style="list-style-type: none"> <li>• Determine and implement. Community engagement model to be utilized and establish timeline</li> <li>• Determine necessary referendum support structures including but not limited to promotional materials and communication tools</li> <li>• Provide opportunity for internal and external communication, including feedback, on the implementation of mandates: Common Core State Standards, Educator Effectiveness, and new State assessments</li> <li>• Launch a new district website</li> <li>• Utilize new effective and efficient two-way communication tools to receive important feedback from stakeholders</li> <li>• Appropriately share results of data collection with all stakeholders</li> <li>• Share the results of the community needs/enrollment study-including implications on long-term planning</li> <li>• Communicate internally developments of technology infrastructure improvements including file access, file sharing and use of Productivity Software</li> </ul>	<ul style="list-style-type: none"> <li>• Implement referendum engagement plan to inform and seek feedback from internal and external stakeholders</li> <li>• Strategically plan any focus groups or public engagements events where people are asked to come to meetings at the most convenient times possible specifically related to the referendum</li> <li>• Engage community (internal and external) within online learning study and findings</li> </ul>	<ul style="list-style-type: none"> <li>• Approve a Strategic Plan for future years that insures we are informative with the news we share, that we are equally attentive in listening to our learning community and citizens when seeking and receiving feedback</li> </ul>	<p>Staff, students, families and other audiences will be aware that communication from and to the school district is valued.</p> <p>Communication will be informative, purposeful and transparent.</p> <p>Effort will be evident to make our communications inclusive for our diverse populations.</p>

## 5-YEAR COMMUNICATION AGENDA STRATEGIC PLAN – YEARLY GOALS

Strategic Plan Goal	YEAR 1 2013-2014	YEAR 2 2014-2015	YEAR 3 2015-2016	YEAR 4 2016-2017	YEAR 5 2017-2018	5-Year OUTCOME(S)
<p><b>Community and Business Partnerships</b></p> <p><u>Overall Goal:</u> 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.</p> <p><u>Measure of Success:</u></p> <ul style="list-style-type: none"> <li>Partnerships will be evident in the annual goals within the strategic plan.</li> <li>Existing community partnerships will be enhanced.</li> <li>New partnerships will be established.</li> </ul>	<ul style="list-style-type: none"> <li>Superintendent host a quarterly coffee with five largest employers</li> <li>Build on Career Fair at the high school</li> <li>Meet with Realtors by end of September. Replenish them with flyers re: the district and also convey systemic message of excellence in all of our elementary schools</li> <li>Meet with City Council in a joint meeting in late November to update them on referendum intentions.</li> <li>Expand community partnerships in the area of student and employee wellness</li> <li>Expand community partnerships in the area of career and college readiness</li> </ul>	<ul style="list-style-type: none"> <li>Work closely with Executive Director of the Chamber especially in promoting small business support for schools</li> <li>Increase and promote sponsorships begin stronger effort at elementary and middle schools</li> <li>Expand and support community partnerships as referenced in the following Academic Agenda goal areas: of Career and College Readiness, Equity, Student Wellness, and Arts Enhancement</li> <li>Maintain active District representation on the Chamber's Education Committee and Economic Development Committee</li> </ul>	<ul style="list-style-type: none"> <li>Increase and promote sponsorships evaluating the progress made since the late summer of 2012., and if the sponsorships has spread down to elementary and middle school venues.</li> <li>Meet with Chamber of Commerce Executive Director and Board to review and evaluate all partnership endeavors</li> <li>Expand community partnerships in the area of equity</li> <li>Explore financial partnerships</li> <li>Expand community partnerships in the area of career and college readiness</li> </ul>	<ul style="list-style-type: none"> <li>Begin planning strategies for next strategic plan that will strengthen and expand partnerships and sponsorships</li> <li>Continue study of financial partnerships</li> <li>Expand community partnerships in the area of equity</li> <li>Expand community partnerships in the area of career and college readiness</li> </ul>	<ul style="list-style-type: none"> <li>Approve 5 year strategic plan that included new strategies for establishing partnerships and sponsorships</li> <li>Expand community partnerships in the area of career and college readiness</li> </ul>	<p>The District educational programming and operations will be enhanced by our community and business partnerships.</p> <p>Outreach efforts and opportunities will be communicated to build partnerships / relationships to meet community and organization needs.</p>
<p><b>Political Advocacy</b></p> <p><u>Overall Goal:</u> Expand the District's presence in political conversations regarding educational issues that impact the Fort Atkinson learning community.</p> <p><u>Measure of Success:</u></p> <ul style="list-style-type: none"> <li>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.</li> <li>A Board of Education member will be assigned as the WASB Political Advocate for the local Board of Education.</li> </ul>	<ul style="list-style-type: none"> <li>Host a breakfast with legislators one time each semester. Give a tour...Kevin Duncan's kids prepare?</li> </ul>	<ul style="list-style-type: none"> <li>Invite legislators to attend school to spotlight programs and garner support for our schools</li> <li>Communicate District's efforts and plans for Educator Effectiveness to legislators and citizens</li> <li>Consider future forums per inviting citizens to engage with local legislators and educators on topics and legislation impacting our mission.</li> <li>The BOE/WASB with the Supt., will work closely with the Advocacy branch of the WASB led by Dan Rossmiller in attaining the best information possible about pending Biennium budget legislation and its impact on the District.</li> </ul>	<ul style="list-style-type: none"> <li>Consider hosting forums per inviting citizens to engage with local legislators and educators on topics and legislation impacting our mission.</li> </ul>	<ul style="list-style-type: none"> <li>Begin plans for Political Advocacy in Next Strategic plan.</li> <li>Begin strategizing for a possible operation referendum for the following year.</li> <li>Review with City plans for future referenda and Strategic Planning.</li> </ul>	<ul style="list-style-type: none"> <li>Approve a Political Advocacy Plan for the next Strategic Plan.</li> <li>Pass an operations referendum that will allow us to maintain the opportunities and services so important to our mission.</li> </ul>	<p>The District will establish relationships with local legislators, professional associations, and community leaders to facilitate conversations.</p>