

DOTHAN CITY SCHOOLS & *YES WE CAN!* DOTHAN CO-OWNED STRATEGIC PLAN – PHASE I 2009 – 2014

Education is a shared responsibility among students, parents, schools, and the community. This reform effort seeks to unite all stakeholders in the common goal of transforming Dothan City Schools into institutions that prepare our youth well for education after high school and for the world of work in the 21st century.

This Co-owned Strategic Plan came from the community's input at over forty-seven Yes We Can! Dothan Community meetings in the summer and fall of 2008. Based on discussions at these meetings, targets were set by over one hundred stakeholders over a two month period. This plan confirms the fact that it takes an entire community, working together, to sustain reform and improve our school system to better prepare our children for a new economy, while empowering them to create, adapt, and be flexible in their knowledge – all toward the end of making a good living one day and achieving success in life. Regardless of whether they choose to further their education after high school or to enter the workforce, they will have the tools to succeed.

It is the hope of Dothan City Schools and the Yes We Can! Dothan Executive Committee that the community will reclaim its public schools and return Dothan to being ranked among the finest public school systems in the state of Alabama and in the United States. Our school system is represented by a diverse population of students, all of whom have a proud culture and heritage. We must embrace the diversity of our students and view it as a strength. Our system will be strong because we as citizens of Dothan are united and focused on one common vision for our school system. That common vision must be couched in the belief that all children matter and can learn rigorous and relevant 21st Century knowledge and skills.

The Co-owned Strategic Plan is a request to Dothan citizens to raise expectations for our community and schools and to undertake grass roots effort to identify, select and pursue strategies for improving public education in the five target areas that encompass the Co-owned Strategic Plan. To accomplish this goal of improved student achievement for all students, the Co-owned Strategic Plan outlines actions steps developed for Dothan City Schools and community stakeholders. DCS steps are listed with no highlight. Community steps are seen in gray.

Yes We Can! Dothan Leadership Team

Chair Persons: Morris Slingsluff and Judge Rose Gordon

Executive Committee: Morris Slingsluff, Judge Rose Gordon, Tom Ziegenfelder, Thomas Harrison, Matt Parker, Lucky Martin, Libby Krietemeyer and Twyla Williams

Director of Operations: Dr. Thomas Harrison

Director of Communications: Twyla Williams

Leadership Team Members: John Boss, Mary Byrd, Gina Cainion, Sharon Cole, Terry Collins, Ann Cotton, Aaron Dickinson, Jannie Franklin, Beverly Higginbotham, Karen Jackson, Rosalind James, Phillip Kelley, Cheri Knowles, Paul Lee, Jimbo Loftin, Tammie McIntyre, Mason Morrow, Altha Newman, Dr. Sam Nichols, Dr. Wayne Prim, J. E. Saliba, Mike Schmitz, Tim Shirley, Nicole Spivey, Angelia Stokes, Velma Tribue, Ed Vaughn, Sudonna Ward and Angel Watkins.

Sponsoring Partners: The Education Foundation for Dothan's Future, The Dothan Area Chamber of Commerce and the Wiregrass Foundation.

Best Practice Model Followed: Yes We Can Mobile

Dothan City Board of Education Members

Dr. Steve Stokes, Chairman, At Large; Ms. Brenda Guilford, District 1; Mr. Franklin Jones, District 2; Ms. Gayla White, District 3; Mr. Jimmy Addison, District 4; Dr. Hays McKay, District 5; and Mr. Chris Maddox, District 6.

Dothan City School System Administrative Personnel

Dr. Sam Nichols, Superintendent (Supt); Ms. Susan Loftin, Director of Elementary Curriculum Services (DECS); Ms. Allyson Morgan, Director of Secondary Curriculum Services (DSCS); Mr. Mike Manuel, Chief Financial Officer (CFO); Dr. Jimmy McCarty, Director of Federal Programs (DFP); Mr. Ted Hall, Director of Management Information Services (DMIS); Dr. Dell Goodwin, Director of Personnel Services (DPS); Mr. Gary Thompson, Director of Exceptional Education Services (DEES); Mr. Mark Williams, Director of Technology Services (DTS); and, Ms. Tonya Grier, Director of Child Nutrition Services (DCNS).

Action Steps	Evidence	Responsibility of -	Timeline			
			30	60	90	Other
<ul style="list-style-type: none"> ▪ Strengthen the ninth grade year and reduce the ninth grade failure rate; with a special focus on strategies that assist all students in eighth grade mathematics, in Algebra I and those in English I courses in meeting the Alabama Standard Course of Study. ▪ Strengthen rigor across the curriculum, grades 9 – 12, in order to get students to meet grade level standards while reducing course failure rates by deepening the use of re-do policies. ▪ Develop smaller learning communities that boost student achievement and performance and deepen the culture of high expectations through supportive teacher-student and home-school relations and improved instructional practices. ▪ Strengthen professional learning communities to involve the faculty in planning and implementing school improvement. ▪ Deepen the level of instruction at the middle school level to get more students to achieve grade level standards. ▪ Strengthen the core curriculum grades 9 – 12 in order to get more students ready for post-secondary study or careers without remediation and increase graduation rates. ▪ Deepen the culture of high expectations and increase rigor across the curriculum by improving instructional practices throughout the school ▪ Improve student achievement by using reading and writing strategies across the curriculum. <p>❖ Embed the 21st Century Learning Skills in the entire K-12 curriculum by moving beyond a focus on basic competency in core subjects to promoting understanding of academic content at much higher levels. 21st Century Skills include:</p> <ul style="list-style-type: none"> ▪ Learning and Innovation Skills ▪ Creativity and Innovation Skills ▪ Critical Thinking and Problem Solving Skills ▪ Communication and Collaboration Skills ▪ Information, Media and Technology Skills <p>❖ Create a K-12 instruction and grading system that encourages students to complete quality work and includes the following:</p> <ul style="list-style-type: none"> ▪ Developing engaging, challenging and meaningful student learning activities. ▪ Establishing homework criteria that recognizes homework should matter and be useful. 	<p>Curriculum guides/syllabus</p> <p>Grading policy changes, Re-do policies, assignment alignment documentation</p>	<p>DECS, DSCS, DESS, Director of Technology (DT), Principals, Curriculum Administrators, Instructional Staff</p> <p>DECS, DSCS , DESS, Director of Federal Programs (DFP), Principals, Curriculum Administrators, Instructional Staff</p>				<p>Aug 10</p> <p>Ongoing</p>

Action Steps	Evidence	Responsibility of -	Timeline			
			30	60	90	Other
<ul style="list-style-type: none"> ▪ Having teachers who know the subject and make it interesting and useful. ▪ Setting high standards and helping students meet them ▪ Indicating the amount and quality of work needed to earn an “A” or “B” ▪ Encouraging students to do well in school and to help and learn from each other ▪ Sending a consistent message about what all students must do and what level of quality is expected. <p>❖ Incorporate diversity as an integral part of all DCS programs, services and activities.</p> <p>❖ Benchmark all K-12 students at grade level, and in subject matters areas. Provide best practices student services to students needing remediation, motivation and, as well, services to gifted students needing accelerated work.</p> <ul style="list-style-type: none"> ➤ Create and utilize curriculum maps in all elementary schools and develop nine weeks benchmarks based on these curriculum maps. ➤ Develop pacing guides for each high school course that go beyond minimum requirements ➤ Develop formative assessments for each high school course. ➤ Administer and analyze the EXPLORE/PLAN/ACT test data to modify curriculum. (need funding) ➤ Develop and utilize a K-12 Best Practice Model in School Counseling. 	<p>System provided PD on Diversity, Pro. Dev sign in on diversity</p> <p>Thinklink results, pacing guides, benchmark tests,</p>	<p>DFP</p> <p>DECS, DSCS , DESS, Director of Federal Programs (DFP), Principals, Curriculum Administrators, Instructional Staff,Counselors</p>				<p>Aug 9</p> <p>Ongoing</p>
<p>2. Create a culture in which all teachers use a variety of instructional strategies to increase student engagement.</p>						
<p>❖ Use best practice instructional strategies to deliver a K-12 curriculum that reflects value for each child and that offers differentiated instruction whenever necessary.</p>					X	

Action Steps	Evidence	Responsibility of -	Timeline			
			30	60	90	Other
<ul style="list-style-type: none"> ❖ Continue to implement literacy and numeracy best practices such as, ARI and AMSTI. ❖ Offer an ongoing professional development program for all professional and staff personnel, focused on improving student achievement for all students. <ul style="list-style-type: none"> ➤ Provide professional development through SREB and other initiatives to deepen the level of instruction at all grades, going beyond basic skills. ➤ Utilize DCS instructional specialists to plan and model best practices in instruction and student engagement. ➤ Engage P-12 staff in multiple professional development opportunities to create a culture of learning throughout the school system. 	<ul style="list-style-type: none"> level meetings, department meetings Lesson plans System and/or school Pro. Dev. plan, Title II budget requests 	<ul style="list-style-type: none"> Curriculum Administrators, Instructional Staff DECS, DSCS , DESS, Director of Federal Programs (DFP), Principals, Curriculum Administrators, Instructional Staff DECS, DSCS , DESS, Director of Federal Programs (DFP), Principals, Curriculum Administrators 	X			
<ul style="list-style-type: none"> ❖ Employ, contract with, or identify DCS personnel to develop and manage a data system that targets individual subgroups, schools, and/or classes. <ul style="list-style-type: none"> ➤ Administer and analyze EXPLORE, PLAN, ACT data. Use results for continuous improvement of the curriculum. ➤ Address the issues of drop-outs and no follow up of DCS graduates. ➤ Offer on-line services to students, parents and citizens. 	<ul style="list-style-type: none"> Job description and assessment plan. Collect and analyze data, share data with school improvement officials. Develop and administer a comprehensive drop out and graduate study. 	<ul style="list-style-type: none"> YWCD Executive Committee DCS assessment/data person YWCD Executive Committee 				<ul style="list-style-type: none"> 2010 2010 2010

Action Steps	Evidence	Responsibility of -	Timeline			
			30	60	90	Other
3. Establish an accountability mechanism and data system that supports quality learning and graduation for all.						
<ul style="list-style-type: none"> ❖ Develop school leadership teams that focus on continuous planning and using data for improvement by conducting ongoing targeted data analysis that identifies gaps in expectations and opportunities as well as achievement for all subgroups (data meetings). ❖ Hold public forums twice a year at each school to discuss and give input into the school improvement plan. ❖ Develop a framework that showcases successes of each school by grade level and/or high school department. ❖ Develop and post Data Boards at each school highlighting system and school level data. Place Data Boards in a very visible area and provide the same information on the school's web site. 	<p>Minutes from school leadership team meetings</p> <p>Meeting agendas</p> <p>Completed Framework</p> <p>Posted Data Boards</p>	<p>Principals, Curriculum Administrators, Instructional Staff</p> <p>Principals</p> <p>Principals</p> <p>Principals</p>			X	Ongoing Sept 09
4. Improve Leadership at all levels.						
<ul style="list-style-type: none"> ❖ Create and monitor an accountability template that provides timely reports on student learning to teachers and other school personnel. <ul style="list-style-type: none"> ➤ Make quarterly assessments: (1) of the teaching and learning culture at each school; (2) the cleanliness, safety and security, and administrative efficiency of all school system facilities; and (3) of the capacity of the school system to bring about improved student learning for all DCS students. ❖ Provide up-to- date training to ensure principals are consistent in the state PEPE teacher evaluation system. ❖ Research a best practice model of recruiting, hiring, assessing, evaluating and retaining highly qualified personnel. 	<p>Site visit template, CIP template</p> <p>Agenda of training, PEPE evaluations</p> <p>Best Practice Plan</p>	<p>DECS, DSCS</p> <p>Director of Personnel Services (DPS)</p> <p>DPS</p>	X	X		Jan 10

Action Steps	Evidence	Responsibility of -	Timeline			
			30	60	90	Other
❖ Use the Alabama School Leadership Standards as part of the interview and evaluation process.						

5. Create a culture of community support and respect for educators.

<ul style="list-style-type: none"> ❖ Manage a Civic Index for Quality Public Education reflecting the involvement and responsibilities of school and community partners. <ul style="list-style-type: none"> ➤ Local elected officials, ➤ School leadership committed to values of tolerance and inclusiveness. ➤ Active parents (require all DCS parents to give 20 hours of service to child's school). ➤ Civic organizations. ➤ Faith-based entities. ➤ Philanthropic groups. ➤ School performance data, continuous improvement. ➤ Youth involvement. ➤ Partnerships with Higher Education. ➤ The School Board. ➤ Active Business Community. ➤ Media coverage. 	<p>Adopt the basic features of the Civic Index for Quality Public Schools.</p> <p>Form community groups around the 10 Civic Index Themes; Develop plan to manage Civic Index work.</p>	<p>The Wiregrass Foundation</p> <p>The Wiregrass Foundation</p> <p>YWCD Executive Committee</p>		<p>X</p> <p>X</p> <p>X</p>		
<ul style="list-style-type: none"> ❖ Develop a specific program to gain citizen trust and confidence in the board of education and the DCS. <ul style="list-style-type: none"> ➤ All school, school system, YWCD and any other related entities will operate as a part of a school/school system improvement plan, will operate from printed agendas and they will conduct business following Roberts' Rule of Order. Decisions will be through consensus or, whenever necessary, by majority vote of those present. 	<p>Send letter to all reform entities seeking cooperation in conducting meetings from printed agendas, using democratic principles. Collect documents from each entity to verify conformity.</p>			<p>X</p>		

Action Steps	Evidence	Responsibility of -	Timeline			
			30	60	90	Other
6. Establish an innovative system of community and school supports for students that provide: rigorous academic instructions, interventions for struggling students, and that build strong student/adult relationships.						
<ul style="list-style-type: none"> ❖ Make available to DCS students existing non-traditional instructional delivery systems (e.g. ACCESS) ❖ Develop and implement an early intervention plan for students at risk of failure. This includes <ul style="list-style-type: none"> ➤ Create and implement a 9th Grade Academy at both High Schools to establish relationships, relevancy, and reduce dropouts. ➤ Establish a summer bridge program for students that are at risk to include credit recovery, study skills and life skills necessary for success in the job market. ➤ Establish K-5, 6-8 and 9-12 intervention teams to ensure that all students are performing at, or above grade level. ➤ Create a peer tutoring program where students can volunteer to help fellow students with study skills, core standards that have not been mastered motivation and attendance issues. ❖ Implement an adult high school academy for students ages 16-21 who are under-credited and potential dropouts. (needs funding) Work with other area school districts to fund and manage. ❖ Create vertical K-20 curriculum teams, consisting of teachers and administrators across grade spans, to address curriculum and align standards. 	<p>System tech plan, school tech plan</p> <p>School intervention plans, NGA documentation</p> <p>Summer Bridge design plan</p> <p>BBSST and team design and procedures, Peer tutoring guidelines</p> <p>Visits to best practice sites, reviews, funding proposals</p> <p>Team procedures, Minutes from team meetings</p>	<p>DECS, DSCS, DT</p> <p>DECS, DSCS , DESS, DFP, Principals, Curriculum Administrators, Instructional Staff</p> <p>DECS, DSCS , DESS, DFP, Principals, Curriculum Administrators, Instructional Staff</p> <p>Principals, Curriculum Administrators</p>	<p>X</p> <p>X</p> <p>X</p>			<p>Ongoing</p> <p>Sept 09</p> <p>Oct 09</p> <p>Jan 10</p> <p>Aug 12</p>

Action Steps	Evidence	Responsibility of -	Timeline			
			30	60	90	Other
<ul style="list-style-type: none"> ➤ Seek business involvement in schools through a “loaned executive” United Way model. ➤ Include business partners anytime curriculum decisions are being made. ➤ Maintain an active, relevant Adopt-a-School Program. ➤ Establish “Home Room Business Parents”. ➤ Use business leaders to speak to classes and groups of students. ➤ Arrange for field trips to community businesses. ➤ Create a list of volunteers for each local school. ➤ Arrange for K-12 students to perform “Spirit of Service” programs at their own school. <p>❖ Establish an entrepreneur academy</p> <ul style="list-style-type: none"> ➤ Create a job service for high school and college students. ➤ Create an “Educators in Industry” Program. 	<p>Form an agreement with entity to manage the master plan.</p> <p>Ask the DACC to establish the Entrepreneur Academy. Collect material reflecting the mission, vision and goals of the entrepreneur academy.</p>	<p>The Dothan Area Chamber of Commerce</p>				Dec 09
<p>8. Create a student advocacy program to ensure that each student is performing on level or above.</p>						
<p>❖ Create an advisor/advisee program, utilizing community and school personnel, that fosters a sense of belonging and accomplishment, and builds relationships with adults, peers, and parents.</p> <ul style="list-style-type: none"> ➤ At least one adult on the school campus will know the students’ goals and will monitor their progress towards those goals. ➤ Provide weekly opportunities for advisory activities through schedule restructuring. ➤ Strengthen the guidance programs to identify growth opportunities for student support in developing career paths, using on-line learning and academic development tools, accessing homework help, monitoring progress and providing college/job information. 		<p>DECS, DSCS</p>				Jan 10

Action Steps	Evidence	Responsibility of -	Timeline			
			30	60	90	Other
<ul style="list-style-type: none"> ➤ Create roles for student voice in school improvement efforts through the implementation of a Student Advisory Council which will meet quarterly with the Superintendent's Leadership Team to officially represent the voice of students to system administrators. 						
<ul style="list-style-type: none"> ❖ Establish recognition programs for outstanding students and outstanding teachers, counselors and staff. <ul style="list-style-type: none"> ➤ Select a Student of the Month and an Educator of the Month at each local school. ➤ Choose annually the Most Outstanding Student in the various academic areas and the Outstanding Teacher of the Year in the various academic areas. ➤ Sponsor an annual Teacher of the Year Banquet. ➤ Sponsor an Annual Summit recognizing school and school system accomplishments. Expect the superintendent to present a "State of the School System" speech. 	Announcement Letters of various recognition activities	The Education Foundation		X		
9. Create parental/family support programs to assist them in meeting their children's education needs.						
<ul style="list-style-type: none"> ❖ Create a "Parent Summit" to maximize student learning by strengthening the bridge between the community and the school. The Parent Summit would provide a format in which parents would teach each other about the skills their children need to be successful. It would train "informed parents" to work together with schools to create paths for student success and to provide support, guidance and nurturing to assure the realization of family success. ❖ Maintain active and beneficial PTO groups at each school in which the superintendent and principals to provide essential support and leadership to PTO chapters. 	Agendas of meetings	DFP, Principals, Extension Service Representative				Oct 09
		Principals	X			
<ul style="list-style-type: none"> ❖ Make available to DCS personnel and families the 2-1-1 programs and services. Request 2-1-1 officials conduct a gap analysis of social services. Use information to identify other needed social services. 	2-1-1 Brochure of services	YWCD Executive Committee	X			

Action Steps	Evidence	Responsibility of -	Timeline			
			30	60	90	Other
10. Create a citizen led group to ensure continuous monitoring, continuous improvement and sustainability of identified reform goals.						
❖ Encourage the involvement of students in non-academic and co-curricular activities to build leadership and civic skills.		Principals, Instructional Staff	X			ongoing

TARGET AREA 3

PARENT RESPONSIBILITY AND INVOLVEMENT

Foster a partnership among schools, families, and communities to achieve student success both today and in the future.

11. Strengthen relationships and communication between school, parents and the community.

Action Steps	Evidence	Responsibility of -	Timeline			
			30	60	90	Other
<p>❖ Develop a specific program to gain citizen trust and community confidence in the leadership and management of the board of education and the superintendent's staff and to re-engage the entire community in the operations of the public school system. The program will include:</p> <ul style="list-style-type: none"> ➤ Create Parent Brochure that informs parents of school and system data and other pertinent data. ➤ Develop and implement system wide parent compact that holds parents, students, and teachers accountable for their child's school success. ➤ Publicize Alabama's Homework Help Link and provide information to parents on other academic tutoring services. ➤ Utilize STI Home at all DCS schools to keep parents informed of their child's academic progress 	<p>Completed Brochures</p> <p>Compacts located in each principal's office and teacher's classroom</p> <p>Brochure Each school's website</p> <p>Schools' participation in utilizing STI Home, Post on website</p>	<p>Director of Fed. Programs, DCS Parental Involvement Specialist and Counselors</p> <p>Principals and staff of each school</p> <p>Director of Management Information Services (DMIS), Principals</p>		X		<p>Oct 09</p> <p>Aug 09</p> <p>Aug 09</p>

Action Steps	Evidence	Responsibility of -	Timeline			
			30	60	90	Other
<ul style="list-style-type: none"> ➤ Invite parents to school events/conferences through personal invitations from teachers and other school staff. ➤ Expect each local school to prepare and forward a newsletter, at least twice a year, to students, teachers, counselors, parents and community leaders and to faith-based groups, businesses and homes in the school attendance area. 	<p>Listing of invitations sent by teachers, Listing of parents attending activities, events and conferences</p> <p>Newsletter</p>	<p>Principals and staff of each school</p> <p>Principals and staff of each school and YWC</p>				<p>Aug 09</p> <p>Oct 09, Mar 10</p>
12. Establish opportunities for involvement in the community, not just in the schools.						
<ul style="list-style-type: none"> ❖ Hold parent meetings in houses of worship, community centers, and housing complexes ❖ Publicize new student uniform policy in varying ways that inform parents of the changes. 	<p>Listing of site meetings and of attendees</p> <p>DCS web site Schools' website PSAs</p>	<p>Principals, Parental Involvement Specialist, and Staff</p> <p>DMIS</p>	X			<p>Sept 09</p>
<ul style="list-style-type: none"> ❖ Coordinate P-12 reform initiatives with the goals and activities of the Wiregrass P-20 Public Education Council. ❖ Manage the FACES program at Faine and Grandview Elementary Schools. Replicate successful programs at other DCS schools. 	<p>Become a sponsoring partner of the Wiregrass P-20 Public Education Council.</p> <p>Receive regular updates from the FACES (Families and Communities Empowering Students) facilitator</p>	<p>YWCD Executive Committee</p> <p>YWCD Executive Committee</p>		X		

Action Steps	Evidence	Responsibility of -	Timeline			
			30	60	90	Other
❖ Make available to all DCS schools the best practice models used in the FACES Project.	Receive reports from the FACES facilitator of the Best Practice Models. Facilitator will distribute Best Practice Model information to all DCS schools.	YWCD Executive Committee		X		
13. Identify and implement research and best practices about parental involvement and responsibility.						
❖ Visit best practice sites and develop implementation plans.	Site visit reports					Aug 10
❖ Provide professional development for DCS employees on teaching students of poverty.	Pro Dev Agendas					May 10
❖ Develop a Best Practice Model Program on Parent and Community Involvement and Responsibilities.	Prepare a handbook on Best Practice Model	FACES Community Facilitator		X		

TARGET AREA 4

FUNDING BETTER SCHOOLS TO MAKE A BETTER DOTHAN

Develop a stable funding base to support a world-class school system.

14. Communicate with transparency: good stewardship, current fiscal situation and return on investment.

Action Steps	Evidence	Responsibility of -	Timeline			
			30	60	90	Other
❖ Use the school system web site to include information on all financial, academic, student services and personnel activities.	Financial info on website	CFO	X			
❖ Maintain an open door policy in the central office, and at the local school and other school system sites.	Monthly budget reports to board	CFO	X			
❖ Develop short and long range plans to indicate how the DCS will use its financial resources, personnel, facilities and services to improve student achievement for all students.	Yearly budget reports, Federal budgets	CFO	X			
❖ Publicize PARCA report yearly; Publicize DCS financial status yearly in newspaper and made available on line.	Data Boards, media reports, newspaper ads	Superintendent, CFO	X			

15. Develop a broad-based, diverse coalition to address and recommend a funding strategy for DCS.

❖ Develop a priority list of projects requiring funding.	YWC strategic plan	DCS Directors			X	
❖ Submit grant requests to government and private foundations and the Dothan business community.	Grant proposals	DCS Grant Writer	X			Ongoing
❖ Maintain a collaborative effort of all educational stakeholders to identify and put in place a STABLE FUNDING MECHANISM for the DCS.	Keep on file the minutes and records of the standing committee on funding for the DCS.	YWCD Executive Committee	X			

Action Steps	Evidence	Responsibility of -	Timeline			
			30	60	90	Other
16. Develop a model (resource rich) for every school that provides opportunities for all children.						
<ul style="list-style-type: none"> ❖ Continue to provide Economic Index Allocation to schools based on poverty. ❖ Use a combination of financial and other resources to guarantee that each DCS student is provided access to a high quality education. 						
17. Connect, mobilize and educate the entire community about funding issues.						
<ul style="list-style-type: none"> ❖ Develop a marketing/media plan and employ a marketing/media/communications director to lead and manage the plan. 	Receive a copy of the marketing/media plan and place on file the job description of the director.	YWCD Executive Committee				2010

Target Area 5

COMMUNICATION THAT INFORMS, ENGAGES AND RECONNECTS

Develop a communication plan that provides timely, accurate and transparent information that informs, engages and reconnects the community and schools.

18. Engage students as part of the communication process.

Action Steps	Evidence	Responsibility of -	Timeline			
			30	60	90	Other
❖ Increase direct interaction among the schools, the parents, the students, and the community by increasing the number of school events and by increasing the use of the school facilities to the public.	School events flyers, meeting agendas	DPS		X		
❖ Involve student groups (newspaper, SGA, Linc, etc...) in publicizing good news and school events to the media.	News documentation	DPS, Principals				Oct 09

19. Develop a school-based success team to coordinate continuous communication efforts both internally and externally.

❖ Use the school system technology infrastructure for communication among all educational stakeholders. <ul style="list-style-type: none"> ➤ Update email system to send mass email to all employees providing information ➤ Utilize paycheck stuffers to inform DCS employees. 	Examples of emails, stuffers	DMIS, DT, DPS				Aug 09
	List of appointments	DPS, Principals				Aug 09
	Examples of communications	DPS, DT, Principals	X			
❖ Appoint one person per school to publicize school events and good news to media, central office and YWCD.						
❖ Involve schools in communicating with students and parents through their school newspapers, year book staffs and through other current technologies.						

Action Steps	Evidence	Responsibility of -	Timeline			
			30	60	90	Other
20. Implement a customer service/marketing focus in all schools for all employees.						
<ul style="list-style-type: none"> ❖ Conduct school tours to educate and inform parents and the community. ❖ Continue System Institute at beginning of each year. ❖ Have positive reminders throughout the year of the importance of employees telling the many good stories and not just the bad news stories. ❖ Expect all employees to model professional behaviors to students, parents, business leaders, community leaders and other citizens <ul style="list-style-type: none"> ➤ Conduct Alabama Code of Ethics for Education training with all employees. 	<ul style="list-style-type: none"> Tour sign in Institute Agenda Board Meeting School Reports Signed Code 	<ul style="list-style-type: none"> DPS, Principals DPS DPS, Principals, DPS, Principal 				<ul style="list-style-type: none"> Oct 09 Sept09 Aug 09
21. Utilize all viable communication avenues to reach both internal and external audiences.						
<ul style="list-style-type: none"> ❖ Require all schools' websites to be current and include data (Data Board) ❖ Utilize Schoolcast for informing parents of report cards, testing, and other important DCS happenings. ❖ Develop communication plan to inform parents of new student uniform policy. ❖ Hold administrative meetings that involve principals' discussions and an exchange of information 	<ul style="list-style-type: none"> Current Website Schoolcast calls Communication Plan Meeting Agendas 	<ul style="list-style-type: none"> DTS, DMIS, DPS DMIS DPS DPS 				<ul style="list-style-type: none"> Aug 09 Oct 09

NOTES: