

Pioneer Elementary

Strategic Plan

2017-2018



Panther Mission

The mission of Pioneer Elementary is to serve the community and the school by creating a safe environment that fosters respect, trust, accountability and responsibility while promoting lifelong learning for all.

Core Values

We believe that the developmental needs of children are central to every aspect of the operations of Pioneer Elementary School and that interactions with our stakeholders must be governed by our core values- integrity, responsibility, innovation, excellence, and professionalism.

Strategic Goals

Pioneer Elementary Will:

- *Maximize every child's learning
- *Create safe, nurturing learning environments
- *Enhance parent and community engagement
- *Maintain effective, efficient and innovative support systems
- *Manage fiscal resources effectively and efficiently

Communications Process

Driving Questions



The two questions that will be asked for every program, activity, or decision will be:

1. How does this benefit our students/employees?
2. How do we communicate it to our stakeholders?

Team Responsibilities:

- ◆ Anticipate image problems; provide solutions
- ◆ Handle all aspects of district publications, e.g., external newspaper and internal newsletter, Web site
- ◆ Act as the key contact for the media: writing news releases; working to get media coverage of district news
- ◆ Design objective, informational materials for budget/bond issue campaigns
- ◆ Design all levels of communications, including writing a crisis communication plan
- ◆ Conduct public relations research, surveys, and polls; interpreting results for management
- ◆ Create avenues for student/staff recognition and promote community input

Target Audiences

Internal:

1. Students
2. Staff
 - 2.1. Classified
 - 2.2. Licensed
 - 2.3. Principal
3. School Board

External:

1. Parents
2. Prospective Employees
3. Parent Organizations
4. Business Community
5. Community Groups
6. Electronic Media - Website, E-Mail, Facebook, Television
7. Print Media - Newsletters, Newspapers, Flyers, etc.

Communication Goals

Goal: Improve internal and external communication systems with the specific goal of creating open, two-way communication between the School Board, Principal, staff, students, parents, and the district's stakeholders.

Strategy 1: Clarify District Flow of Information

Method:	Expected Results:	Timeline	Responsible:	Measurement:
Distribute organizational charts of all staff showing decision-making process, reporting, and accountability structure.	Informed Staff	By August 2017 then Ongoing/ Annually	Principal	Teacher Feedback/ Meeting Minutes

Strategy 2: Provide Regular Information on District-Wide Issues

Method:	Expected Results:	Timeline	Responsible:	Measurement:
<ul style="list-style-type: none"> a. Distribute information from meetings on need-to-know basis. b. Distribute all external publications and news releases to all employees via email or postings on school website. c. Issue short, bulleted FYI sheets to staff and parents on issues of immediate concerns. d. Utilize districts TV Station to deliver messages to the community both internal and external. 	a-d. Open Communication for All Stakeholders	By August 2017 then Ongoing	Principal/ Communications Team	Qualitative/ Quantitative District-Wide Surveys

Strategy 3: Create and Review a System to Encourage Flow of Information from Parents/Community to the District.

Method:	Expected Results:	Timeline	Responsible:	Measurement:
a. Encourage community members to sign up for district-wide email notices on Pioneer Elementary News. b. Conduct parent surveys to obtain feedback on flow of information. c. Offer community meeting opportunities to receive input. d. Expand use of the school website to facilitate communication between parents and school. e. Create Parent-Teacher Focus Group	a-d. Open Communication for All Stakeholders	a - d. By August 2017 then Ongoing e. 3 times Annually	Principal/ Communications Team	Qualitative/ Quantitative District-Wide Surveys

Strategy 4: Publish & Distribute Informational Pieces

Method:	Expected Results:	Timeline	Responsible:	Measurement:
a. District/School informational brochures. b. Budget documents, brochures, etc. c. Press releases as needed. d. Informational items posted on website, i.e. job listings, meetings, and events.	a-d. Open Communication for All Stakeholders	By August 2017 then Ongoing	Principal/ Communications Team	Qualitative/ Quantitative District-Wide Surveys

Strategy 5: Be Visible in the Community

Method:	Expected Results:	Timeline	Responsible:	Measurement:
<ul style="list-style-type: none"> a. Attend community organization meetings b. Encourage participation in local service clubs c. Encourage staff to speak positively about Pioneer Elementary to friends, neighbors, and community acquaintances d. Seek business partnerships through contacts in local groups e. Encourage staff attendance at athletic and extracurricular events. f. Participate in community events such as job fairs, parades, 'Back to School' events, Relay for Life, etc. 	a-d. Open Communication for All Stakeholders	Ongoing	Communications Team/Teachers/ Staff/ Principal	Qualitative/ Quantitative District-Wide Surveys

Strategy 6: Highlight Staff Accomplishments

Method:	Expected Results:	Timeline	Responsible:	Measurement:
<ul style="list-style-type: none"> a. Present 'Creative Instruction' award to selected educators at school board meetings. b. Run 'I Am a Panther' adds in monthly newspaper highlighting the awarded educator. c. Salute Pioneer employees who exhibit exceptional customer service. d. Highlight staff with artifices in local 	Open Communication for All Stakeholders Increase Staff/ Student Moral	Ongoing	Communications Team/ Principal	Meeting Minutes Qualitative/ Quantitative District-Wide Surveys

Special Considerations

The purpose of the Pioneer Elementary Communications Plan is to present a clear and concise framework for communication with our school community. The plan primarily addresses two types of school district audiences: internal (students, teachers, staff, and board) and external (parents, businesses, and other members of the district's community).

Staff support for and involvement in this plan is vital - particularly teachers and office staff who are highly influential sources of information for the public. The Pioneer Elementary staff carries the message of the school district to their families and friends who in turn form opinions about the schools. We must have as a top priority the goal of clearly communicating our unified message at all times.

The newly composed Public Relations Team will manage publications, marketing, community relations, and offer leadership on all comprehensive communications services and strategies for the district under the direct supervision of the principal.

Key steps to ensuring solid communication throughout this implementation include:

- Making certain that this plan is public
- Communicating and reporting progress
- Supporting school-wide action planning
- Connecting this plan to all school initiatives

Crisis Communications

Administrators, teachers, and other staff of Pioneer Elementary have both a moral obligation and legal responsibility to provide for the life, health and property of students, faculty and staff and to protect the public's property.

Unanticipated tragic events can quickly escalate into a school-wide catastrophe if not dealt with immediately and effectively. Knowing what to do when a crisis occurs can minimize the size of the catastrophe and the impact of the event on students, staff and community alike.

Pioneer's crisis plan provides a comprehensive and concise operational plan to address most emergency situations. The format follows the phases listed in each classroom and office area. It is imperative that all Pioneer Elementary employees know where their building plans are located and have read and understand each of them.

Conclusion

Being that different measurements work best in different situations, the tracking system (measurement process) will be evaluated annually to determine whether planned goals were met. The team will engage in formal and informal evaluation of communication practices. The communications plan and systems will be reviewed and/or updated annually to ensure success of implementation.

Highlighted Important Strategies:

- Keep Communications Simple
 - Use clear, concise and non-educational style for all publications
 - Vary the types and level of communication to target diverse audiences
- Provide Timely Information
- Communicate Early and Often
- Communicate Face-to-Face
- Emphasize Customer Service
- Train Staff
- Develop Relationships with Our Community
- Study the Media



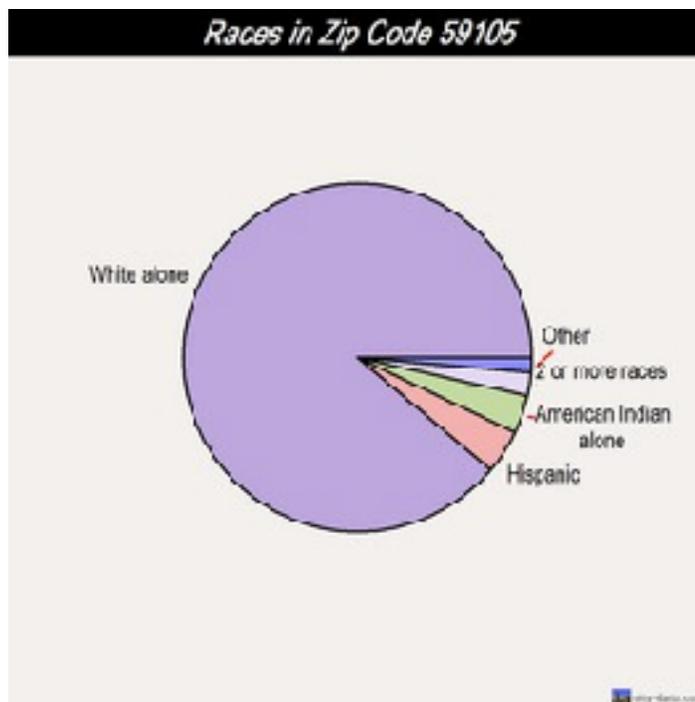
Sociological Inventory

District 41

Customs & Traditions

- Open House
- Pancake Breakfast
- Chili Cook-Off

Population Characteristics - based on entire 59105 area code, not just District 41



Community Channels

- Newspaper/Internet
- Radio
- School Newsletter

Community Groups

- School PTA
- 4-H

Leadership

- School Board
- ½ Administrator (current year only)

Economic Conditions

- Farming/Ranching
- Management/Professional
- Construction/Extraction

Political Structure

N/A

Social Tensions

- Outsiders/change
- HOA Dispute

Community Change History

- They don't like change - especially when they know little about it

Sources of Information

- Student enrollment forms
- US Census Statistics
- Interviews with residents

Community Power Structures

- Amorphous

School Power Structures

- School Board

