

The background of the title is a stylized, faded version of the Indiana State Flag, featuring a central torch and a semi-circle of stars with the word "INDIANA" arched above them.

# Strategic Plan 2019 - 2021



## Our Mission

We will inspire the heart, mind, behavior, and habits of each student, each day, preparing our students to make significant, lifelong contributions to our global society.

## Our Culture

We commit to enhancing a culture of Collegiality, Engaged Student Learning, Continuous Improvement, and Mooreville Pride!

## Our Vision

We seek to be an Indiana premier school community committed to learning and growth for all students.

## Our Values

We commit to consistently modeling attitudes, words, and behavior aligned with the following core values:

- Character
- Trustworthiness
- Responsibility
- Accountability
- Honesty
- Caring
- Work Ethic

## Our Goals

1. Enrich the Culture of our Schools
2. Enhance Teaching and Engaged Student Learning
3. Increase Financial Efficiency
4. Improve Facilities Maintenance and Curb-side Appeal
5. Enhance our Image and Distinctives
6. Improve Communication and Community Connections



**Goal #1: Enrich the Culture of Our Schools**

**Target 1: Maintaining commitment to a welcoming school environment, student success, and continuous improvement**

Persons Responsible: Board of Education, Superintendent, Asst. Superintendent, Principals, and all school faculty and staff

**Strategy 1: All schools will be clearly and distinctly identified**

Evidence in Support of Strategy:

- There is not adequate signage for some of the buildings in the district. Clear signage will improve identity and appeal to community.

Action Steps	Who	When	Status
Work with School Board, Administration Team and Building Principals to create a budget and design	School Board, Administrative Team, Principals	Summer 2019	Ongoing
Provide each building with distinct signage that is prominent and visually appealing	School Board, Administrative Team, Principals	Summer 2019	Ongoing

**Strategy 2: Street signs (directional) will be placed in the community so that schools can be easily located**

Evidence in Support of Strategy:

- Some schools can be difficult to locate; directional signage will greatly improve familiarity.
- Signage will promote school spirit and community involvement.

Action Steps	Who	When	Status
Collaborate with School Board, Administrative Team, Principals, and Town of Mooresville	School Board, Principals, Administrative Team, Town of Mooresville	2018	Completed
Design signage	School Board, Principals, Administrative Team, Town of Mooresville	2018	Completed
Place directional signage at key locations throughout the community	School Board, Principals, Administrative Team, Town of Mooresville	2018	Completed

## #1: Enrich the Culture of Our Schools

### Target 2: Parents, students, and visitors will experience a welcoming environment

Persons Responsible: Principals, school faculty and staff

#### Strategy 1: School personnel will be trained in welcoming practices.

Evidence in Support of Strategy:

- The importance of a positive first impression and experience upon entering the schools is critical in creating a welcoming environment.

Action Steps	Who	When	Status
Schedule meeting with secretaries at the beginning of the school year	Administrative Team	Annually	On Going
Create training presentation and activities	Administrative Team	Annually	On Going
Deliver training at “back-to-school” gathering for secretaries	Administrative Team	Annually	On Going

#### Strategy 2: All student office assistants will be trained on proper etiquette, expectations, and safety guidelines.

Evidence in Support of Strategy:

- Making a positive first impression and experience upon entering the schools from student assistants can be improved.

Action Steps	Who	When	Status
Schedule training times for student office assistants at the secondary level	Principal / Secretaries	Annually	On Going
Create training materials	Principal / Secretaries	Annually	On Going
Hold training for all student office assistants	Principal / Secretaries	Annually	On Going

## #1: Enrich the Culture of Our Schools

**Strategy 3: Informative district print and online information will be updated and kept accessible to all visitors.**

Evidence in Support of Strategy:

- Easily accessible printed school information is valuable to parents and community members, especially those who might not have reliable access to the internet. Including information for actual school boundaries for prospective students.

Action Steps	Who	When	Status
Prospective student web information page updated	Communications Director	Annually	On Going
School boundary areas	Communications Director, Transportation Director	Annually	On Going
Updated print materials	Communications Director	Annually	On Going

## Goal #1: Enrich the Culture of Our Schools

### Target 3: Families, students, and staff will provide feedback to contribute to the enrichment of school culture

Persons Responsible: Principals, staff, students, parents, and community members.

#### Strategy 1: Gather information and feedback (surveys and other methods) from specific group as needed.

Evidence in Support of Strategy:

- Input is valued from key stakeholders concerning the enrichment of our school culture. With more input, stakeholders will have more ownership and pride in our district schools.

Action Steps	Who	When	Status
Title 1 School Survey	Title 1 Director, Principals	Annually	On Going
Distribute and analyze data	Assistant Superintendent for Curriculum, Title 1 Director, Principals	Annually	On Going

#### Strategy 2: Gather information and feedback (surveys and other methods) from students as needed

Evidence in Support of Strategy:

- Input is valued from all stakeholders in regard to the enrichment of school culture so that all stakeholders will have ownership and pride in our district schools.

Action Steps	Who	When	Status
Annual IUPRC Survey for grades 7-12	HS/MS Admin	Annually	On Going
Distribute and analyze data	Administrative Team	Annually	On Going

#### Strategy 3: Gather information and feedback (surveys and other methods) from classified and certified staff as needed

Evidence in Support of Strategy:

- Input is valued from all stakeholders in regard to the enrichment of school culture so that all stakeholders will have ownership and pride in our district schools.

Action Steps	Who	When	Status
Environmental Quality Survey	Asst. Superintendent Maint. Director, Comm. Director	Annually in spring	Ongoing
Distribute and analyze data	Administrative Team	Annually	On Going

**Goal #2: Enhance Teaching and Engaged Student Learning**

**Target 1:** Strengthen and refine MCSC’s High Ability program K-12

**Persons Responsible:** High Ability Coordinator, Assistant Superintendent for Curriculum, Building-level Admin, Classroom teachers, Building reps

**Strategy 1: Research best-practices in relation to high ability math acceleration at grades K-6**

**Evidence in Support of Strategy:**

- Math acceleration for students in our high ability program at grades K, 1, and 6 present some placement challenges. Maturity, communication, reading ability are all factors
- Sixth grade teachers must also teach 7<sup>th</sup> grade content in 6<sup>th</sup> grade
- Some sixth grade teachers lack formal training in teaching middle school mathematics

<b>Action Steps</b>	<b>Who</b>	<b>When</b>	<b>Status</b>
Research high ability math practices in surrounding school districts	High Ability Coordinator Building Reps	Continuous	In Progress
Provide 6 <sup>th</sup> grade teachers with appropriate training to effectively instruct students at a 7 <sup>th</sup> grade and higher math ability level	High Ability Coordinator, Assistant Superintendent, Principals Math Teachers at PHMS and MHS	2018-2021	In Progress
Seek possible technological options to assist with 1 and 6 math acceleration instruction	High Ability Coordinator, Technology Director, Building Representatives, PHMS Math Teachers	2018-2021	In Progress

**Goal #2: Enhance Teaching and Engaged Student Learning**

**Strategy 2: Expand and communicate opportunities for students with high ability/achievement at PHMS and MHS**

**Evidence in Support of Strategy:**

- With our strong high ability program at grades K-6, we predict a need for expanded course offerings at PHMS and MHS in the near future as these students progress toward these grade levels
- There have been limited vertical articulation conversations between PHMS and MHS teachers
- We will provide our students with strong preparation for post-secondary life which would include additional AP and Dual-Credit courses. In the past 2 years, MHS has added 4 AP courses

<b>Action Steps</b>	<b>Who</b>	<b>When</b>	<b>Status</b>
Ensure our teachers at MHS are appropriately certified to teach Dual-Credit courses by 2022 in accordance with new legislation	Assistant Superintendent MHS Administration Student Services Director	2018-2021	Ongoing
Audit our current Advanced, AP, and Dual-Credit classes including number of students enrolled in each course and possible courses of interest to add to our offerings at PHMS and MHS. Vertical articulation to ensure student preparation while advancing levels	Assistant Superintendent PHMS/MHS Administration Student Services Director PHMS Guidance Counselors PHMS & MHS Teachers	2018-2021	Ongoing
Communicate course offerings and pathways for advanced/HA with parents and students at transitional grades	PHMS Guidance, MHS Guidance, MHS Principal, PHMS Principal	2018-2021	Annual Parent Meeting; Fall of each school year



**Goal #2: Enhance Teaching and Engaged Student Learning**

**Strategy 3: Increase the number of teachers with high ability licensure across the district**

**Evidence in Support of Strategy:**

- We employ only 5 teachers who are licensed in the area of high ability. We project 9 by fall 2019.
- The interest in teaching high ability clusters has increased over the past two years
- With our high ability program continuing to grow, we feel it is necessary to provide opportunities for teachers to add to their licensure

<b>Action Steps</b>	<b>Who</b>	<b>When</b>	<b>Status</b>
Assist teachers in seeking the addition of high ability to their teaching licenses through the IDOE High Ability Grant	High Ability Coordinator Assistant Superintendent	2018-2021	Ongoing; Two teachers for 2017-2019
Provide financial support to teachers interested in adding high ability to their teaching license	High Ability Coordinator Assistant Superintendent	2018-2021	Ongoing through HA grant funding and IDOE
Provide professional development opportunities that will count toward licensure in high ability	High Ability Coordinator Assistant Superintendent	2018-2021	Ongoing

**Goal #2: Enhance Teaching and Engaged Student Learning**

**Target 2: Enhance Career Pathways**

**Persons Responsible:** Assistant Superintendent, Building Administration

**Strategy 1: Expand opportunities for career exploration in Elementary K-6**

**Evidence in Support of Strategy:**

- Opportunities for career awareness and exploration by elementary students varies across the district.
- Due to state elementary curriculum requirements, the time to implement stand-alone career lessons is limited.

<b>Action Steps</b>	<b>Who</b>	<b>When</b>	<b>Status</b>
Implementation of Project Lead the Way (PLTW) Launch in K-6 at all five elementary schools	Elementary Principals Assistant Superintendent	2018-2021	Complete
Investigate ways to implement career awareness and exploration into core content instruction	Elementary Principals/Teachers Assistant Superintendent	2018-2021	Ongoing
Develop community connection with local businesses to partner with 4-6 grade students for exploration	Elementary Principals/Teachers Assistant Superintendent Communications Director	2018-2021	Beginning discussions with business leaders
Explore other options for elementary career exploration (All Around Our Town, Biz Town, Guest Speakers)	Elementary Principals/Teachers Communications Director	2018-2021	Ongoing; All Around Our Town December 2019

## Goal #2: Enhance Teaching and Engaged Student Learning

### Strategy 2: Expand knowledge of and opportunities for career pathways available to students 7-12

**Evidence in Support of Strategy:**

- PHMS offers a required College/Career readiness course for a semester to students in the 8<sup>th</sup> grade. Guest speakers are integral part of this curriculum.
- PHMS offers a one-day experience to students which allows the students to participate in a “Reality Store”. This activity provides exposure to many different career options and salaries available.
- PHMS and MHS offer electives related to a variety of career pathways.
- MHS has recently reinstated an agricultural science program.
- MHS has recently expanded PLTW to include Biomedical Sciences.
- MHS participates in the Area 31 Career Center.

Action Steps	Who	When	Status
Provide professional development opportunities on college and career opportunities for counselors to assist with the development of scheduling, 4-year plans, and post-secondary planning	PHMS and MHS Counselors PHMS and MHS Admin Assistant Superintendent	2018-2021	Area 31 visit for all 8 <sup>th</sup> graders spring 2019
Communicate course offerings and career pathways with parents and students	PHMS and MHS Counselors PHMS and MHS Admin	2018-2021	Ongoing
Utilize 4-year plans and Naviance to increase student and parent awareness	MHS and PHMS Counselors Teachers	2018-2021	Ongoing; Naviance expansion completed summer 2018
Explore ways to integrate career projects into curriculum	PHMS and MHS Teachers PHMS and MHS Admin Curriculum Director	2018-2021	Ongoing
Survey current students regarding interest in career pathways at PHMS and MHS	PHMS and MHS Counselors PHMS and MHS Admin	2018-2021	Fall 2018 Naviance completion

**Goal #2: Enhance Teaching and Engaged Student Learning**

**Target 3: Continue to Refine Response to Instruction (RtI)**

**Persons Responsible:** Assistant Superintendent, Building Level Administrators, Special Education Director, Special Education Staff, General Education Teachers

**Strategy 1: Research best practices for response to instruction**

**Evidence in Support of Strategy:**

- All MCSC teachers are a part of the Professional Learning Communities utilizing the DuFour model, which addresses Tier 1 and Tier 2.
- All MCSC elementary schools utilize a general education intervention protocol to identify students in need of Tier 3 services.
- All MCSC secondary schools offer Tier 3 services through expanded learning opportunity classes.
- All MCSC schools offer state-assessment remediation based upon classroom and standardized assessment data.

<b>Action Steps</b>	<b>Who</b>	<b>When</b>	<b>Status</b>
Continue to research and implement best practices for Tier 1 and Tier 2 instruction	All Certified Staff, Title 1 and Special Ed Assistants	2018-2021	Ongoing
Continue to research and implement best practices for Tier 3 instruction. Explore additional resources as necessary	Assistant Superintendent, Special Education Director, Building-level Admin, Special Education Staff	2018-2021	Ongoing
Elementary RtI electronic forms through Skyward for consistency of protocols and procedures	Assistant Superintendent, Special Education Director, Building-level Admin, Special Education Staff	2019-2021	Ongoing

**Goal #2: Enhance Teaching and Engaged Student Learning**

**Strategy 2: Refine RtI (Response to Instruction) identification of student needs K-12**

**Evidence in Support of Strategy:**

- We utilize PLC to identify students and areas of need for Tier 2 interventions.
- At the elementary level, we utilize the GEI process to identify students in need of Tier 3 interventions.

<b>Action Steps</b>	<b>Who</b>	<b>When</b>	<b>Status</b>
Refine use of data in PLC's for the purposes of identifying students and areas of need for Tier 2 interventions	All Certified Staff	2018-2021	Ongoing
Research and implement best practices for Tier 2 interventions within the current school day structure	All Certified Staff	2018-2021	Ongoing
Continue to evaluate and refine our processes for identifying students in need of Tier 3 interventions	Assistant Superintendent Special Education Director Building-level Admin	2018-2021	Ongoing

## Goal #2: Enhance Teaching and Engaged Student Learning

### Target 4: Enhance Instructional Technology Integration

**Persons Responsible:** Technology Director, Assistant Superintendent, Building administrators, Technology staff, Teachers

#### Strategy 1: Expand opportunities for technology in classrooms

**Evidence in Support of Strategy:**

- MCSC has implemented a 1-1 program in grades 5-12.
- In grades K-4, there is limited access to technology hardware in the classroom.
- All MCSC schools have computer labs. During state and local computer-based testing, most labs are unavailable for instructional purposes.

Action Steps	Who	When	Status
Implement 1:1 Chromebook technology K-12	Technology Director, Asst. Superintendent, Elementary staff	2018-2021	Ongoing; expand K-3 fall 2019

#### Strategy 2: Research and implement best-practices in relation to technology integration

**Evidence in Support of Strategy:**

- All MCSC schools utilize some PLC time for professional development on technology integration.
- All MCSC schools include technology integration for instructional purposes as a school-wide expectation.

Action Steps	Who	When	Status
Provide teachers with continued appropriate training to effectively use technology integration strategies in the classroom	Technology Director, Asst. Supt, Building-level Admin, Teachers, Technology Task Force, Building technology committees	2018-2021	Ongoing
Continue to research best practices for technology integration strategies in the classroom in surrounding districts	Building-level Admin	2018-2021	Ongoing
Expand Canvas/Google usage to all MCSC classrooms	Tech Director, Asst Superintendent, Building-level Admin, Teachers, Technology Task Force, Building technology committees	2018-2021	Completed
E-Learning Days – apply summer 2019 for 2019-20 implementation	Technology Task Force	2019	Completed

## Goal #2: Enhance Teaching and Engaged Student Learning

### Target 5: Prepare Teachers and Students for Continued Assessment with ILEARN

**Persons Responsible:** Assistant Superintendent, Building administrators, Teachers, Corporation Test Coordinator

#### Strategy 1: Analyze 2018-2019 ILEARN score reports

**Evidence in Support of Strategy:**

- New reports are available to teachers and administrators from ILEARN.
- Reports provide information on how our students performed on specific state standards.
- District data shared with staff

Action Steps	Who	When	Status
Analyze ILEARN data at the building level to determine strengths and areas of need	Assistant Superintendent, Building Administration, Teachers	2019-2020	Ongoing
Analyze ILEARN data at the district level to determine comparisons and patterns across all schools	Assistant Superintendent	2019-2020	Ongoing

#### Strategy 2: Provide Intentional Instruction Daily

**Evidence in Support of Strategy:**

- All teachers in grades K-6 will utilize the district Units of Study for ELA and Math as their instructional calendar each year.
- All teachers in grades 7-12 will utilize department curriculum maps for all subjects as their instructional calendar each year.

Action Steps	Who	When	Status
Teachers will come together each semester and summer to update the K-6 Units of Study and curriculum maps in 7-12.	Assistant Superintendent, Building Administration, Teachers	2018-2021	Ongoing
All instruction in MCSC classrooms will be standards-based, data-driven, and efficient.	Assistant Superintendent, Building Administration, Teachers	2018-2021	Ongoing

**Strategy 3: Promote Accountability to the Units of Study, Curriculum Maps, and Intentional Instruction**

**Evidence in Support of Strategy:**

- Building Administration must understand the instruction taking place daily in all classrooms.
- Classroom observations must align to the Units of Study and curriculum maps.
- Teachers must be able to communicate which standards and learning targets are being taught at all times.

<b>Action Steps</b>	<b>Who</b>	<b>When</b>	<b>Status</b>
Building Administration will complete classroom walkthroughs on a weekly basis.	Building Administration	2019-2021	Ongoing
The Units of Study and curriculum maps will be the basis for classroom walkthroughs and evaluation observations in addition to the MCSC teacher evaluation rubric.	Assistant Superintendent, Building Administration	2019-2021	Ongoing
State standards/learning targets must be communicated daily (orally when asked, posted in classroom for students, provided in written lesson plans).	Building Administration, Teachers	2019-2021	Ongoing



### Goal #3: Increase Financial Efficiency

**Target 1:** Achieve a balanced budget annually while wisely using available resources to maximize educational achievement, sustain effective programming, and demonstrate best financial practices.

**Persons Responsible:** School Board, Superintendent and Central Office Leadership team

**Strategy 1:** The leadership team will continue to ensure revenue exceeds expenditures with salaries and benefits being less than 89% of the General Fund.

**Evidence in Support of Strategy:**

- Current practice of salaries at <89% has been achieved and sustained. At 87% spring 2019.

Action Steps	Who	When	Status
Annually assess job positions and do financial analysis to meet current and future needs.	Administrative Team	Annually	Ongoing
All open job positions will be assessed to determine need for replacement or repurposing with a goal of no reduction in force.	Administrative Team	Annually	Ongoing
Evaluate enrollment for each school and assess future demographic needs.	Administrative Team	Annually	Ongoing
The academic core of our schools will be protected and strengthened by investing in people and programs which produce relevant and engaged learning.	Administrative Team	Annually	Ongoing
Maximize use of staff members within all buildings.	Administrative Team	Annually	Ongoing
Work collaboratively to maintain a compensation model which will motivate and operate within our budget.	Administrative Team, Mooresville Classroom Teachers Assoc.	Annually	Ongoing as legally permitted (IEERB compliant)

### Goal #3: Increase Financial Efficiency

**Target 1:** Achieve a balanced budget annually while wisely using available resources to maximize educational achievement, sustain effective programming, and demonstrate best financial practices.

**Strategy 2:** The leadership team will continue to be effective and efficient in using property tax to ensure debt service obligation to unfunded pension liability.

**Evidence in Support of Strategy:**

- Current growth of the Rainy Day Fund targets pension liability and capital outlay projects.

Action Steps	Who	When	Status
Maximize fund totals by transferring excess General Fund revenue to Rainy Day Fund	Board of Education	Annually	Ongoing
Tax rate to remain at \$0.7874	Board of Education	Annually	Ongoing
Debt levy will not be increased for the foreseeable future	Board of Education	Annually	Ongoing
Common School Loan to be used for technology	Technology Director, Assistant Superintendent	Annually (March/April)	Ongoing

**Strategy 3:** Seek grants and other alternative funding sources to support the educational mission of the district.

**Evidence in Support of Strategy:**

- Expand current practice of seeking grants and exploring alternative funding sources.
- Need to continue conversations with the Mooresville Redevelopment Commission

Action Steps	Who	When	Status
Research outsourcing of district services to maximize efficiency	Administrative Team	Ongoing	Ongoing
Consider public/private partnerships to enhance district programs	Administrative Team	Ongoing	Ongoing
Work with Mooresville Redevelopment Commission to provide funding for current and future needs	School Board, Superintendent	Ongoing	Ongoing

### Goal #3: Increase Financial Efficiency

**Target 1:** Achieve a balanced budget annually while wisely using available resources to maximize educational achievement, sustain effective programming, and demonstrate best financial practices.

#### Strategy 4: Maintain fiscal responsibility in Transportation and Bus Replacement Fund

**Evidence in Support of Strategy:**

Current lease to own program operates fiscally efficiently.

Action Steps	Who	When	Status
Continue lease to own program for bus replacement	Administrative Team	Annually	Ongoing
Maintain current cash balance in Transportation	Administrative Team	Annually	Ongoing
Minimize outsourcing when appropriate	Transportation Director	Annually	Ongoing

**Goal #4: Improve Facilities Maintenance and Curb-Side Appeal**

**Target 1:** Provide safe campus environments and school facilities

**Persons Responsible:** Assistant Superintendent, Maintenance Director, Safety Director, Technology Director

**Strategy 1: The Facilities Team will maintain and improve safety for our campuses and facilities**

**Evidence in Support of Strategy:**

- Continued positive perception of school safety from students, parents, staff and community.
- Continued use of safety equipment by law enforcement and school personnel for incident prevention.

Action Steps	Who	When	Status
Security Cameras, check-in systems, and door access systems will be monitored continually, enhanced when available, and audited annually	Asst. Supt., Safety Director, Technology Director	Annually	Ongoing
Each building will maintain a secure entryway (single-door building access)	Asst. Supt., Safety Director, Technology Director	Annually	Ongoing

**Strategy 2: Indoor environmental quality will be maintained and enhanced.**

**Evidence in Support of Strategy:**

- Updated lighting, insulation, and other features will result in long-term energy cost savings.
- Removal of carpeting, filter and tile replacements, and other ongoing projects positively affect air quality indicators.
- Annual staff survey monitors the quality of indoor environment.

Action Steps	Who	When	Status
Review and complete projects as indicated in annual Energy Savings Performance Audit	Assistant Superintendent, Maintenance Director	Annually	Ongoing
Monitor and adjust indoor climate (lighting, temperature, etc.) to optimize educational environment	Assistant Superintendent, Maintenance Director	Annually	Ongoing

**Goal #4: Improve Facilities Maintenance and Curb-Side Appeal**

**Target 2: School buildings and campuses are maintained to high standards.**

**Persons Responsible:** Assistant Superintendent

**Strategy 1: Development of functional preventive and routine maintenance schedule**

**Evidence in Support of Strategy:**

- The schools and campuses are well maintained, promoting community pride.

<b>Action Steps</b>	<b>Who</b>	<b>When</b>	<b>Status</b>
Maintenance Director will meet with Principals and Custodians quarterly to assess facilities	Maintenance Director, Principals and Custodians	Quarterly	Ongoing
Facilities Audit Timelines for major maintenance and improvements (roofing, parking lots, etc.)	Assistant Superintendent	Annually	Ongoing
Principals submit annual list of summer project requests as need for education programming and building upkeep	Principals, Assistant Superintendent	Annually	Ongoing
Determine location of MHS Building Trades Projects	MHS Principal, Assistant Superintendent, Curriculum Director	Annually	Ongoing

**Strategy 2: Review and determine technology infrastructure needs and upgrades.**

**Evidence in Support of Strategy:**

- Technology infrastructure supports the educational and operational needs of students and staff.

<b>Action Steps</b>	<b>Who</b>	<b>When</b>	<b>Status</b>
Technology director will collaborate with district leadership to recommend upgrades for technology infrastructure	Technology Director	Annually	Ongoing
Improve and upgrade hardware, servers, connectivity, and other infrastructure equipment as well as user devices.	Technology Director	Continuously	Ongoing

**Goal #4: Improve Facilities Maintenance and Curb-Side Appeal**

**Target 3: Maintenance and improvement of auxiliary buildings and facilities**

**Persons Responsible:** Assistant Superintendent

**Strategy 1: Ongoing upgrade of facilities**

**Evidence in Support of Strategy:**

- Facilities are well-maintained for student and community use.

<b>Action Steps</b>	<b>Who</b>	<b>When</b>	<b>Status</b>
Soccer locker rooms	Assistant Superintendent	2019	Ongoing
PHMS Baseball & Newby parking	Assistant Superintendent	2019	Ongoing
South gym resurface	Assistant Superintendent	2019	Ongoing
Wellness Center	Assistant Superintendent	TBD	Ongoing

**Strategy 2: Ongoing upkeep of historic facilities**

**Evidence in Support of Strategy:**

- Community historic landmark facilities continue to be maintained in recognition of local heritage and ongoing enjoyment by students and community members.

<b>Action Steps</b>	<b>Who</b>	<b>When</b>	<b>Status</b>
Annual review of Academy Building	Maintenance Director	Annually	Ongoing
Annual review of Gymnasium Building	Maintenance Director	Annually	Ongoing

**Goal #5: Enhance Our Image and Distinctives**

**Target 1:** Enhance Awareness of Academic Programming including Vocational Opportunities and Dual Credit

**Persons Responsible:** Building Level Admin., Communications Director, Teachers

**Strategy 1:** Beginning in elementary school, inform teachers, parents, and students of the offerings at PHMS and MHS

**Evidence in Support of Strategy:**

- Students and parents need to become more aware of available opportunities at MHS
- Teachers in elementary schools need to become better informed on offerings and opportunities at PHMS and MHS

Action Steps	Who	When	Status
Utilize school communication channels to deliver information to all stakeholder groups	Communications Director, Teachers	Continuously	Ongoing
Conduct informative meetings on secondary course offerings – PHMS 6 <sup>th</sup> grade parent night, high ability annual parent meeting, and PHMS counselor scheduling days	PHMS/MHS counselors Building Administration High Ability Coordinator	Continuously	Ongoing

**Target 2:** Improve opportunities for positive media coverage to keep community informed

**Persons Responsible:** Administrative Team, Communications Director

**Strategy 2:** Update MCSC videos as needed to highlight new programs

**Evidence in Support of Strategy:**

- District videos being used and shared widely – movie theater, social media, etc.

Action Steps	Who	When	Status
Update video messaging and targets for new programs	Communications Director	Annually	Ongoing

**Goal #6: Improve Communications and Community Connections**

**Target 1: Continue improving direct electronic communication with families**

**Persons Responsible:** Superintendent, Communications Director, Skyward Coordinator, Principals

**Strategy 1: Continue weekly Pioneer Blast e-newsletter**

**Evidence in Support of Strategy:**

- Current email list more than 5,000 staff & families; more than 150 community members

<b>Action Steps</b>	<b>Who</b>	<b>When</b>	<b>Status</b>
Utilize as platform for education about Mooresville events/happenings and education topics in Indiana	Communications Director, Superintendent	Weekly	Ongoing
Seek additional subscribers as possible	Communications Director	As available - Chamber, etc.	Ongoing

**Strategy 2: Continue to promote Skyward use and available options**

**Evidence in Support of Strategy:**

- Login and usage statistics, parent feedback

<b>Action Steps</b>	<b>Who</b>	<b>When</b>	<b>Status</b>
Continue to utilize and promote Skyward usage by entering additional data & features	Comm. Director, Skyward Coordinator	Annually	Ongoing
Promote system signup at registration	Comm. Dir., Skyward	July/Aug annually	Ongoing
Make available and promote training on Skyward features, new app for parents	Comm. Director, Skyward Coordinator	Quarterly features on web, social media	Ongoing

**Strategy 3: Increase usage and visibility of electronic signage**

**Evidence in Support of Strategy:**

- Alignment of Skyward calendar data will increase efficiency, decrease possibility of inaccurate information

<b>Action Steps</b>	<b>Who</b>	<b>When</b>	<b>Status</b>
Improve school lobby signage programs, align with Skyward dates and social media	Comm. Director, Technology Director	2019	Ongoing
Train appropriate staff in lobby sign programs, Skyward calendar programming	Comm. Director, Skyward Coordinator	2019	Ongoing



## Goal #6: Improve Communications and Community Connections

**Target 2: Continue to utilize and promote social media and website messaging**

**Persons Responsible:** Communications Director, school website & social media page managers

### Strategy 1: Increase use of videos

**Evidence in Support of Strategy:**

- Videos have 2½ times more page clicks than static photos, YouTube one of the largest search engines worldwide.

Action Steps	Who	When	Status
Check with buildings for videos to share	Communications Director, Principals	Monthly	Ongoing

### Strategy 2: Maintain Facebook, Twitter, LinkedIn, Instagram and YouTube

**Evidence in Support of Strategy:**

- Increasing page likes/shares/follows on all channels, Facebook largest posts reaching tens of thousands
- Instagram ownership by Facebook allows easier post interaction than previous model.

Action Steps	Who	When	Status
Post to District Facebook & Twitter at least 2x/week, Schools' Facebook at least weekly	Communications Director, School Social Media Managers	Weekly	Ongoing
Post to district YouTube Account monthly	Comm. Director	Monthly	Ongoing

### Strategy 3: Increase website user-friendliness & usefulness, increase building-specific and department-specific information available online

**Evidence in Support of Strategy:**

- Main page continues to have more than 1,000 users visit daily - average session duration of 2 minutes, 20+ seconds
- More than 70% of users are utilizing mobile devices to access webpage

Action Steps	Who	When	Status
Add mobile-friendly options, possible app.	Communications Director	Summer 2019	Ongoing
Look into addition of social media & Skyward calendar feeds on school sites	Communications Director	Summer 2019	Ongoing
Build ADA compliance & translation options into website	Communications Director	Summer 2019	Ongoing

**Goal #6: Improve Communications and Community Connections**

**Target 3: Expand Community Reach**

**Persons Responsible: Communications Director, Superintendent**

**Strategy 1: Create opportunities for interaction with key stakeholder groups**

**Evidence in Support of Strategy:**

- One-to-one relationships between school staff and stakeholders promote open communication channels
- Many community members do not receive school information through traditional channels (existing media, school media)

<b>Action Steps</b>	<b>Who</b>	<b>When</b>	<b>Status</b>
Make sure administration team is accessible to community members, visible at community events	Administration team	Annually	Ongoing
Continue key existing relationships with Chamber, Veterans, Alumni groups and enhance as able.	Communications Director	Ongoing	Ongoing

**Strategy 2: Seek direct (face-to-face) input from stakeholders regarding Mooresville Schools**

**Evidence in Support of Strategy:**

- Although anecdotal information is available, no detailed studies or structured feedback currently in place.

<b>Action Steps</b>	<b>Who</b>	<b>When</b>	<b>Status</b>
Continue to make and seek opportunities for presentations to community groups (Chamber, civic groups, etc.)	Communications Director, Superintendent	Ongoing	Ongoing
Communicate opportunities for public interaction with school board members and the business of schools (legislative changes, etc.)	Communications Director, Superintendent	Ongoing	Ongoing
Create informal interactions between administration and public, document findings (carpool line check-ins, presentations prior to PTO meetings/programs, etc.)	Communications Director, Superintendent	Ongoing	Ongoing