

PASD STRATEGIC PLAN GOALS



1 Allocate Resources to Foster Excellence for All Students

The Phoenixville Area School District expects that all students will be provided with the necessary support allowing each student to reach her/his full potential. In providing the necessary support, it is understood that each student will be challenged to grow to the highest level of success.

Action Step #1	Continue to monitor the closing of the achievement gap K to 12
Short-Term Action (1 to 2 year goals)	<ul style="list-style-type: none"> Equity will be defined for the Phoenixville Area School District. Staff will continue to attend DVCEE training sessions and bring back recommendations A district-wide equity team will be established to facilitate the creation of building level equity teams Continue to collaborate with underrepresented families and consider their thoughts for more effective engagement. Implement 4 (four) findings from 2017-18 underrepresented survey An Administrative Action Plan will be developed which will guide district equity team's work
Long-Term Action (3 to 5 year goal)	<ul style="list-style-type: none"> Eliminate the achievement gap.
Measurement	<ul style="list-style-type: none"> A definition of equity will be presented to the Board of School Directors for consideration and implementation in October 2018 Administration will present to the Board of School Directors an Action Plan by March 2019 Underrepresented families will express a greater feeling of inclusion and involvement in the District when surveyed each year for the next 5 years. The achievement gap will close by 10% per year at each grade level year over year.

PASD STRATEGIC PLAN GOALS

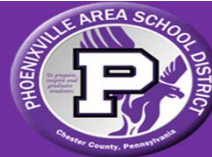


1 Allocate Resources to Foster Excellence for All Students

The Phoenixville Area School District expects that all students will be provided with the necessary support allowing each student to reach her/his full potential. In providing the necessary support, it is understood that each student will be challenged to grow to the highest level of success.

Action Step #2	Restructure – Afterschool/extended day programming to engage more students who are at risk.
Short-Term Action (1 to 2 year goals)	<ul style="list-style-type: none"> Evaluate current programs and make changes to programs with the goal of increasing student attendance and student engagement
Long-Term Action	<ul style="list-style-type: none"> New and revised programs will be included in the yearly budget planning process
Measurement	<ul style="list-style-type: none"> All students who are identified as being at risk will be encouraged to be part of an after school extracurricular activity and an enrichment activity, either sponsored by the District or another community organization by September 2020

PASD STRATEGIC PLAN GOALS



1 Allocate Resources to Foster Excellence for All Students

The Phoenixville Area School District expects that all students will be provided with the necessary support allowing each student to reach her/his full potential. In providing the necessary support, it is understood that each student will be challenged to grow to the highest level of success.

Action Step #3	Analyze student attendance patterns – unexcused, medical, lateness and home visits – to reduce absenteeism.
Short-Term Action	<ul style="list-style-type: none"> Identify students who were late and/or absent for more than 2 days per month for the 2017-18 school year. From the data, implement strategies with the goal of reducing lateness and absenteeism Add an additional Home-School Visitor with the goal of having Phoenixville Area School District in the “Blue” performance standard as defined by the Future Ready Index.
Long-Term Action	<ul style="list-style-type: none"> Review effective attendance programs and strategies and recommend additions/deletions to current attendance programs each March to the Board of School Directors for consideration of implementation the following school year.
Measurement	<ul style="list-style-type: none"> In the Future Ready Index, PASD will be at the 75 percentile or “Blue” in the overall District Student Attendance section.

PASD STRATEGIC PLAN GOALS



2 Promote Employee Growth and Effectiveness

The District understands that when employees are engaged and have ample learning opportunities to address the needs of their students, they are more effective employees.

By encouraging a growth mindset, recognizing the work done by our staff, and making our District a destination District for new hires, we will then have a staff that is ready and capable of personal growth.

Action Step #1	On-Going Professional Development
Short-Term Action	<ul style="list-style-type: none"> Continued training will occur in the new Canvas learning management system, Office 365, Calkins Writing K to 5, Collins Writing 6 to 8, Classroom Diagnostic Tool (CDT) training 9 to 12 Provide Office 365, OneNote, SharePoint and electronic communication training for all administrative assistants and administrators.
Long-Term Action	<ul style="list-style-type: none"> Necessary training on District tools and resources will be provided to teachers and staff so that they are able to implement programs effectively.
Measurement	<ul style="list-style-type: none"> Survey staff to measure confidence in using tools and programs Continue to collect feedback from staff on training needs and structure training keeping in mind the feedback information collected.

PASD STRATEGIC PLAN GOALS



2 Promote Employee Growth and Effectiveness

The District understands that when employees are engaged and have ample learning opportunities to address the needs of their students, they are more effective employees.

By encouraging a growth mindset, recognizing the work done by our staff, and making our District a destination District for new hires, we will then have a staff that is ready and capable of personal growth.

Action Step #2	Increase employee engagement and satisfaction
Short-Term Action	<ul style="list-style-type: none"> Focus efforts to increase net promoter score each year. Base score is from 2014-15 Train leaders on how to provide meaningful feedback
Long-Term Action	<ul style="list-style-type: none"> Create employee engagement programs Gather feedback on needs of staff and create a negotiations plan to address the financial and emotional needs of staff Collaborate with union leadership on working conditions and terms
Measurement	<ul style="list-style-type: none"> By June 2019, the net promoter score will increase by 15% above the baseline score from the 2014-15 net promoter score Develop a staff engagement survey and institute by June 2019

PASD STRATEGIC PLAN GOALS



3 Provide High Quality Education

Quality instruction is a key component for student success. When instruction is engaging and differentiated to meet the learning needs of the students, students will learn to their full potential.

Action Step #1	All faculty will understand how to use formative assessment
Short-Term Action	<ul style="list-style-type: none"> Identify classroom staff who need additional support in formative assessment and provide the necessary training for them to achieve proficiency of implementation Initiate formative assessment training during the induction of new faculty and classroom staff with the intent that they are proficient by year's end
Long-Term Action	<ul style="list-style-type: none"> Formative assessment, when used regularly and well, has been shown to have a greater greatest impact on student achievement and engagement than any other instructional technique. All staff will effectively use formative assessment in their daily lessons
Measurement	<ul style="list-style-type: none"> Data from the walk throughs will show that all daily lessons are informed by formative assessment data at a 95% level.

PASD STRATEGIC PLAN GOALS



3 Provide High Quality Education

Quality instruction is a key component for student success. When instruction is engaging and differentiated to meet the learning needs of the students, students will learn to their full potential.

Action Step #2	All faculty will effectively utilize formative assessment to inform differentiation of classroom instruction.
Short-Term Action	<ul style="list-style-type: none"> Identify classroom staff who need additional support in differentiation of instruction and provide the necessary support for them to obtain proficiency of implementation Initiate differentiation of instruction training during the induction of new faculty and classroom staff with the intent that they are proficient by year's end
Long-Term Action	<ul style="list-style-type: none"> Differentiation of instruction helps to engage students in the learning process. Differentiation of instruction will be utilized in 100% of the lessons K to 12.
Measurement	<ul style="list-style-type: none"> Data from the walk throughs will show that daily lessons are differentiated 80% of the time.

PASD STRATEGIC PLAN GOALS



3 Provide High Quality Education

Quality instruction is a key component for student success. When instruction is engaging and differentiated to meet the learning needs of the students, students will learn to their full potential.

Action Step #3	Continue to grow the arts so that all students have access to a quality program at all grade levels
Short-Term Action	<ul style="list-style-type: none"> Continue to work with the educators of the District to implement the vision for the arts in Phoenixville. Report to the Board of School Directors in March what resources are recommended to continue growing the arts
Long-Term Action	<ul style="list-style-type: none"> Continue to examine what additional resources – financial, personnel, building, materials, etc. may be needed to continue to grow PASD to ensure all students have access to high quality comprehensive art programs
Measurement	<ul style="list-style-type: none"> Student enrollment in arts course offerings will increase year over year by 5%. Student enrollment in extra-curricular activities, which are arts-related, shall grow both through increased arts related offerings and increased participation in the arts related extra-curricular activities.

PASD STRATEGIC PLAN GOALS



3 Provide High Quality Education

Quality instruction is a key component for student success. When instruction is engaging and differentiated to meet the learning needs of the students, students will learn to their full potential.

Action Step #4	The district will develop a high quality STEM program
Short-Term Action	A curricular audit will be initiated for STEM
Long-Term Action	Through the examination of best practice and national research the curricular committee will make recommendation for a STEM program by June 2019
Measurement	Implementation of a K-5 program for the 2019-20 school year

PASD STRATEGIC PLAN GOALS

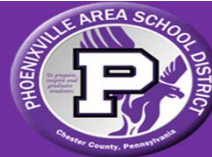


3 Provide High Quality Education

Quality instruction is a key component for student success. When instruction is engaging and differentiated to meet the learning needs of the students, students will learn to their full potential.

Action Step #5	The district will develop a high quality Wellness Program
Short-Term Action	<ul style="list-style-type: none"> The newly appointed district Wellness Coordinator, in conjunction with the Wellness Committee, will establish goals for the 2018-19 school year. A review of current Mental Health-related programs and offerings will be reviewed, evaluated and promoted as needed.
Long-Term Action	<ul style="list-style-type: none"> Development of a high quality K-12 Wellness program that incorporates community involvement to promote academic, social and emotional growth in our students, staff and community.
Measurement	<ul style="list-style-type: none"> On end of year surveys, students, staff and parents will indicate that they know Wellness is an important initiative in the District. The June 2019 survey will provide the baseline.

PASD STRATEGIC PLAN GOALS



4 Implement Effective, Consistent Communication and Collaboration

Effective, consistent, and open communication has been found to be strongly correlated with successful organizations. It is important that the District communicate with all parties – students, employees, parents and community – proactively and intentionally.

Action Step #1	Continue to increase collaboration with community partners and businesses.
Short-Term Action	<ul style="list-style-type: none"> • Continue to expand the high school career study program • Continue to seek out new business partnerships • Develop new partnerships with local colleges and universities
Long-Term Action	<ul style="list-style-type: none"> • Working with businesses and 12th grade students, place 200 students in local career study programs by April 2020
Measurement	<ul style="list-style-type: none"> • Career study student numbers and the quality of the student participation will increase each year for the next five years.

PASD STRATEGIC PLAN GOALS



4 Implement Effective, Consistent Communication and Collaboration

Effective, consistent, and open communication has been found to be strongly correlated with successful organizations. It is important that the District communicate with all parties – students, employees, parents and community – proactively and intentionally.

Action Step #2	Create an over-arching district communication plan
Short-Term Action	<ul style="list-style-type: none"> An over-arching district communication plan will be developed and shared with the Board in February 2019. The plan will include written (for example, In Community, press releases, newsletters through email communication), video (for example, Phantom TV and On Demand Phantom TV) and digital (for example, website, social media and PATCH) means and methodology of communicating various events, activities, good news releases and other communications as appropriate Continue to meet with the community organizations – Alianzas, Chamber, Kiwanis, Social Concerns, PCEF, PCHF and Rotary are examples A community engagement committee will be established and committee recommendations / actions will be shared with the Board
Long-Term Action	<ul style="list-style-type: none"> Implement and evaluate the communication plan
Measurement	<ul style="list-style-type: none"> Communication satisfaction will be measured separately at the district and school levels through an end of year survey. On a 5 point scale a goal of 4.4 will be reached.

PASD STRATEGIC PLAN GOALS



4 Implement Effective, Consistent Communication and Collaboration

Effective, consistent, and open communication has been found to be strongly correlated with successful organizations. It is important that the District communicate with all parties – students, employees, parents and community – proactively and intentionally.

Acton Step #2	Create an over-arching district communication plan
Short-Term Action	<ul style="list-style-type: none"> An over-arching district communication plan will be developed and shared with the Board in February 2019. The plan will include written (for example, In Community, press releases, newsletters through email communication), video (for example, Phantom TV and On Demand Phantom TV) and digital (for example, website, social media and PATCH) means and methodology of communicating various events, activities, good news releases and other communications as appropriate Continue to meet with the community organizations – Alianzas, Chamber, Kiwanis, Social Concerns, PCEF, PCHF and Rotary are examples A community engagement committee will be established and committee recommendations / actions will be shared with the Board
Long-Term Action	<ul style="list-style-type: none"> Implement and evaluate the communication plan
Measurement	<ul style="list-style-type: none"> Communication satisfaction will be measured separately at the district and school levels through an end of year survey. On a 5 point scale a goal of 4.4 will be reached.

PASD STRATEGIC PLAN GOALS



<p style="font-size: 2em; color: #90ee90; margin: 0;">4</p> <p style="margin: 0;">Implement Effective, Consistent Communication and Collaboration</p>	<p>Effective, consistent, and open communication has been found to be strongly correlated with successful organizations. It is important that the District communicate with all parties – students, employees, parents and community – proactively and intentionally.</p>
---	--

Action Step #3	<ul style="list-style-type: none"> • School safety will be communicated and promoted to students, parents, community and staff throughout the school year.
Short-Term Action	<ul style="list-style-type: none"> • Embed safety and security into messaging from the district • Hold a School Safety Summit in early fall – involve all key partners in the discussion
Long-Term Action	<ul style="list-style-type: none"> • All students will report that they feel safe at school • All parents will report that they feel their child is safe at school
Measurement	<ul style="list-style-type: none"> • Implement 2 to 5 recommendations from the School Safety Summit by June 2019 • Parents and students will report, on an annual district survey, that they feel safe at school at a rate above the Sage Survey, Kappan Journal, annual survey on school safety