Wallingford Public Schools Strategic Plan Review 2014
Planning Template

Focus Area	Communication
Goal	Students, parents, families and the community will utilize communication to acquire pertinent information about our schools.
Objective	Optimize available technologies and identify potential additional resources.

Actions	Person(s) Responsible	Indicator of Success	Resources	Due Date
1. Continue the work of the/technology committee with a focus on consistency across the district	School based technology committees District technology committee	Development of clear and consistent protocols related to technology use and communication.	Training in new technologies	On-going
2. Promote greater use of a user friendly district website	Webmaster Building level administrators	Number of "hits" on website Parent survey on website utilization	Website training	On-going
3. Educate teachers / administrators on purpose and use of Naviance	Guidance	Increased use	Naviance training	On-going
4. Promote greater use of Naviance (or other resource) email functions to communicate directly with students.	Middle and High School counselors Middle and High School administrators	Number of emails sent to students	Naviance training	On-going
5. Develop a consistent platform (Google Docs, Schoology, Blackboard) for communication for all stakeholders.	District IT Department Technology Committee	Development of a consistently used communication platform	Release Training	2016

| 6. Develop a series of FAQ pages on the district website to address identified areas of concern. | District committee Parents PTAC | Completion of FAQ pages and/or parent checklist | Parents Administrators Teachers | 2015 |

Focus Area	Communication
Goal 2	Students, parents, families, and the community will have access to pertinent information on a regular basis.
Objective	Make information on individual student progress more informative, consistent, and accessible.

Actions	Person(s) Responsible	Indicator of Success	Resources	Due Date
1. Promote consistent use of various functions of Powerschool to communicate assignments, daily bulletin, etc.	IT department Building level administrators	Number of "hits" on the Parent Portal	Powerschool training	On-going
2. Promote consistent communication tools by level – (Monday email, monthly newsletter, PS Bulletin)		Parent feedback	Training	On-going
3. Promote electronic submission of student work, feedback, revision, etc. to better communicate regarding student success and needs	IT department Building administrators Department leaders Classroom teachers	Degree of utilization of a single electronic platform	Training Cost of electronic platform	2016
4. Provide "college knowledge" workshops for students from grade 9 -12	School Counselors Alumni	Student surveys	N/A	2016

5. Continue to implement and assess the use of Plans of Study in Naviance to determine high school course selection based on potential career plans.	School Counselors Career Counselor	Naviance student access data	Naviance	2015
6. Better promote evening workshops on financial aide, scheduling, post secondary planning , etc. and include middle school parents	School Counselors Career Counselor	Parent attendance by grade level	Community Partnership	2014
7. Continue to provide professional development for teachers to improve understanding and practices regarding feedback on assessments and academic communication to parents	Administrators CRT's		Professional Development Time	On-going
8. Develop a balanced scorecard to indicate school and district progress	Administrators Teachers Parents Community	Complete scorecard for district and schools	Administrators Teachers Parents Community	6/2016

Focus Area	Communication
Goal 3	Promote a district culture that ensures that all substantive decisions are made to support the components of the Wallingford Public Schools' mission and vision.
Objective	Embed the vision and mission within all aspects of the culture of the Wallingford School District

Actions	Person(s) Responsible	Indicator of Success	Resources	Due Date
1. Align school core values and beliefs to identified standards and to the district's mission and vision.	Building level committees District level committees	Completion of core values and beliefs review	N/A	June 2015

2. Publicize the mission, visions and beliefs at the start of all district level/Board of Education meetings	Central Office personnel	Documentation of inclusion of mission, vision and beliefs within all district documents, website, etc.	N/A	Completed
3. Post strategic plan	Central Office personnel	Posting of strategic plan on website		June 2015

Focus Area	Communication
Goal 4	All stakeholders will have opportunities to provide feedback and suggestions.
Objective	Develop venues that allow stakeholders opportunities to provide feedback and suggestions

Actions	Person(s) Responsible	Indicator of Success	Resources	Due Date
1. Provide different meeting formats (live chat, video conference, etc.) to accommodate a variety of audiences.	Central Office personnel Building administrators	Stakeholder participation	Technology resources	June 2016
2. Develop an interactive website that allows users to comment on or question district practices	Central Office personnel	Stakeholder participation	Technology resources	June 2016
3. Provide public forums for significant district initiatives	Administration PTO/PTAC meetings	PTAC reps for all schools Agenda/Minutes of meetings Schedules on-line	Technology resources	On-going

Focus Area	Communication
Goal 5	Maintain consistent communication practices among all schools
Objective	Establish and implement district-wide communications protocols

Actions	Person(s) Responsible	Indicator of Success	Resources	Due Date
1. Develop a district communication committee to create/maintain consistent policies and practices regarding communication	District Technology Committee School Administrators Faculty/Parent/Student representatives	Completion of practices brochure, on-line information, for parents and community members	All constituents groups	2015
2. Maintain, review, update, communicate and practice emergency response plans. Implement as necessary.	Administrators Security Specialist Safety Committees	Continued practices and collaboration	Police, fire, and other emergency personnel	On-going
3. Continue to monitor implementation of guidelines for communication to parents regarding student concerns	Administrators Teachers	Climate survey results by school	Climate survey	On-going