

Goal: Improve two-way communication between school system and publics we serve.

Objective 1: Increase the percentage of employees providing two-way feedback to the system.

Strategies for system:

- Teacher Leadership Team meetings as needed but at least annually made up of teacher leaders from each school/location
- Classified Leadership Team meetings as needed but at least annually made up of classified staff from each school/location.
- Superintendent and/or Central Office administrators are available to attend monthly faculty meetings, Local School Governance meetings, and/or parent meetings to disseminate information
- Monthly Administrative meetings comprised of principals and district administrative staff
- Superintendent holds meetings with new (to the system and/or to the position) principals/assistant principals as needed
- State of System annual report "A Closer Look". Email to Chamber businesses, employees, and implement use of QR codes to direct audiences to the document on the system website; as well as Facebook.
- Utilize the list-everyone email group to get group messages to employees

Evaluation

- Feedback/Discussion during Leadership meetings
- Administer Teacher Leadership Team Survey
- Administer Needs Assessment Survey
- Facebook Comments

Strategies for central office:

- Weekly meeting of Superintendent's leadership team, consisting of all assistant superintendents
- Monthly department directors' meetings for district directors to discuss topics to keep abreast of status of each department before each monthly Administrative/Principal meeting.
- Monthly staff meetings for entire District Administrative Staff for collaboration of current initiatives and that of ongoing trends in education.

Evaluation

- Informal observations and discussions with staff members
- GaDOE sponsored staff and student surveys
- Agendas for monthly District Administrators' meetings

Objective 2: Increase the percentage of students providing two-way feedback to the system each school year

Strategies:

- Student Summit meetings as needed but at least annually at the Central Office. The group will be comprised of students from middle/junior/high school
- School visits with formal and informal walk-thrus
- Recognition of student accomplishments at Board of Education Meetings
- School-based student-government membership
- State of the School presentations from middle/jr. high/high school

Evaluation:

- State of the School presentations to be discussed in summer system/school improvement meetings
- Student Summit Survey
- Informal observations and discussions with students in Student Summit Meetings
- Informal observations and discussions with students at schools

Objective 3: Increase the number of parents providing two-way feedback to the system

Strategies for system:

- Parent Leadership Team Meetings as needed but at least annually
- Administer formal survey assessment for parents
- Comprehensive System Website (Facebook Feed, Announcements, Calendars, Press Releases, etc.)
- System and School Facebook Pages
- Electronic Board of Education meetings
- System-wide translators to aid in written and oral communication
- Use of the One Call Parental Notification System to inform parents/guardians of events/activities by each site/location principal/director in multiple languages
- Remind 101

- School Initiatives – class and school newsletters, suggestion boxes, and student agendas
- Parent & Family Engagement Coordinators located at each school facilitate quarterly parent meetings; as well as numerous activities each school year.

Evaluation:

- Informal observations and discussions with parents in Parent Leadership Team Meetings
- Review of results of various parent surveys
- Parent & Family Engagement Director meets with all coordinators monthly to discuss strategies and results
- Facebook Comments

Goal: Improve awareness of system accomplishments in the community

Objective 1: Increase marketing in the community of positive accomplishments of the system utilizing mass communication.

Strategies:

- Post press releases to the system website and submit to local media for print
- School/Site PR representatives continue to work closely with local media to inform the community
- Recognize system accomplishments at home football games by way of the “Packer Points of Pride”
- Electronic Board Meetings
- District leadership membership participation in local community civic organizational meetings
- School Nutrition informational publications both print and web.
- “A Closer Look,” state of the system annual report. Email to Chamber businesses, employees, use QR codes to direct audiences to the document on the system website.
- System and School Facebook Pages
- Financial documentation posted to system website
- System and school websites to provide up-to-date information for parents and the community
- Recruitment Brochure to perspective employees at local job fair and at recruitment events around the state
- Use of acceptable social media platforms to inform stakeholders of positive accomplishments and announcements

Evaluation:

- Partner group surveys
- Informal observations and discussions with community leaders and parents
- Facebook Comments

Goal: Improve employee and student morale

Objective 1: Increase the percentage of employees/students who feel appreciated for their efforts by providing personal recognition.

Strategies:

- Recognition of student/staff accomplishments at Board of Education Meetings
- Recognize student/staff accomplishments at home football games by way of the “Packer Points of Pride”
- Recognitions are on Facebook and are placed on homepage of system website.
- Continue to recognize Teacher of the Year, BRAVO (classified employee of the year), and Retirement recipients at a reception, in the newspaper, and on system website/Facebook
- New Teacher Orientation annually
- School initiatives – Staff Highlight section of school newsletters, staff and or student recognition in morning announcements, staff meals, etc.
- Teacher Appreciation Incentives

Evaluation:

- BRAVO and TOTY nomination processes provide opportunities to recognize teachers/staff
- Student Honors Programs at all schools acknowledge student success
- Informal observations and discussions with employees and students
- Facebook Comments