



Strategic Planning
2016-2017

bringing
phenomenal
to life



Strategic Planning – Committed to Achieving our Goals

The Pewaukee School District has a long and successful history of strategic planning. Since 1994, it has been a vibrant and effective process utilized to plan for and ensure student success. Each year a group of citizens assembles to provide direction and review progress on the plan. Concrete goals and action plans are created based on this input. This annual community listening process helps ground our work and inform our innovation efforts. For over 25 years, our strategic planning process has focused our work. We are committed to the strategic planning process because it provides clear direction to accomplish our mission, to open the door to each child's future.

In March of 2016, a group of close to fifty Pewaukee School District residents and employees gathered to offer their input into our current plan and offer feedback concerning the direction of the school district. All ideas were gathered, synthesized by the Administrative Team, and prioritized. The result of this work is below - our 2016-17 strategic plan. This plan will focus our efforts for the upcoming school year and become our "blueprint" for the important work we do in the name of student learning and achievement.

Committed to Achieving Excellence – Our Focus for 2016-17

There are five key strategy areas in our 2016-17 strategic plan. Looking at all five areas, you see a commitment to students, our workforce, and our community – the key areas we must engage to achieve our mission. The 2016-17 strategic planning areas are:

- Technology
- Teaching & Learning
- Facilities & Operations
- Workforce Engagement & Development
- Communication & Community Engagement

Listed on these pages are the key action plans for each of the five key strategy areas of our plan. We focus our work on meeting the established goals by accomplishing identified action steps set forth in these action plans. Using a structured template, we review progress on these action plans in 90-day increments. This keeps us focused on the important work we must do to meet our goals and accomplish our plan.

Please take time to review our 2016-17 Strategic Plan Action Plans. You will see our commitment to doing the right work all in the name of meeting our mission for all students.

Pictured left is an Expert Listener volunteer working with students on a project. This program was developed as a result of Strategic Planning in 2011.



marvelous

Strategic Plan Strategy: **Technology**

Information Technology (IT) continues to take an active approach to supporting the District's focus on improving student achievement. Strategic initiatives focus on effective uses of information and technology in teaching and learning, ongoing professional development needed to support authentic, problem-based learning environments, and providing adequate resources and services in alignment with educational needs. Areas of focus for the 2016-17 school year include continued support of and access to information and technology resources, including digital citizenship & literacy and student use of technology to support inquiry. Two full-time EdTech Coaches will provide job-embedded professional learning opportunities for staff at the elementary and secondary levels that focuses on supporting authentic application of classroom technology.

Action Plan: Digital Citizenship

Goal:

- By June 2017, the percent of grade 8 students (2021) scoring in the combined Advanced (401-500) and Proficient (300-400) categories of the Digital Citizenship module will increase from 64% to 70%, as measured by the 21st Century Skills Assessment

Approach:

- Administer 21st century skills assessment to Asa Clark Middle School students enrolled in the 21st Century Technology Skills course at the start and end of their semester of enrollment in the course
- Administer Clarity Survey in the fall and spring of the year to students in grades 3-12
- Analyze all results with in-depth review of digital citizenship results; share results
- Implement Digital Citizenship success skills for parent/student reporting as part of student success skills
- Develop baseline data for each school using Digital Citizenship success skills
- Design and deploy professional development for teachers on the skills/habits of Digital Citizenship
- Identify curricular lesson integration of Digital Citizenship for all grade levels



Director of IT Amy Pugh and Principal of Horizon Elementary School Pete Gull (at far right) listen to students talk about their group projects.

Strategic Plan Strategy: **Teaching & Learning**

The Teaching and Learning strand of the PSD Strategic Plan targets high leverage areas of focus in an ongoing effort to provide a rigorous and relevant curriculum that is delivered by high quality educators who use innovative and research-based strategies to prepare students to compete in a 21st century global environment. In 2016-17, the Teaching and Learning strand will focus on effective feedback through an action plan designed to enhance effective assessment and grading practices and procedures that are supportive of learning. Educational research has repeatedly shown that effective feedback is one of the most powerful strategies for improving learning. In addition, an action plan will again be implemented to support the District's ongoing effort toward innovation related to greater personalization of learning for each of our students. We know that learning that is highly relevant and geared toward the readiness, motivation, and interests of each student is more engaging and effective than generalized modes of instruction. Students who own their learning (as opposed to passively receiving it), grow in their depth of understanding, ability to apply knowledge and skills in new contexts, and become more capable learners able to further their education later in life. In an age in which we are preparing most students for occupations that don't yet exist, we agree with researcher Dylan William who argues "the future belongs to those who continue to learn."



Horizon Elementary School students read books with a growth mindset theme in order to write book reviews to share with younger students at Pewaukee Lake and Horizon elementary schools.

Action Plan #1: Personalized Learning

Goal:

- By June of 2017, Innovation related to greater personalization of learning for students will be scaled out to directly engage 30% or more students in learning environments specifically designed to reflect the PSD Personalized Learning Guiding Principles

Approach:

- Implement substantive professional development in relation to assessment literacy for 100% of teaching and academic administrators - including training and job embedded coaching.
 - ♦ Grow/enhance practice of students as users of the tools of assessment and develop student capacity to monitor their own growth
- Ongoing support of effective use of technology as a key tool for personalization
- Expansion of INSIGHT program at PHS with additional strands in the areas of teaching and business/engineering innovation
- Implementation of Model Innovative Classrooms in grades K-3 at Pewaukee Lake Elementary
- Expansion of 1:1 Chromebooks to include all 4th grade students at Horizon Elementary
- Initial implementation of Learning Commons focused on ELA / Literacy at ACMS
- Enhance practices related to Blended Learning in Mathematics with standard expectations for use of supporting software and application of data to drive instruction
- Develop a secondary workshop approach to instruction through the ELA curriculum review that will enhance student voice, choice and independence

Action Plan #2: Assessment for Learning

Goal:

- By June of 2017, 70% of teachers will report improvement in understanding and use of student centered assessment / feedback practices
- By June of 2017, the percent of parents indicating they understand the PSD standards-based grading system will improve by 5%, or exceed 80% in each building

Approach:

- Implement substantive professional development in relation to assessment literacy and strategies related to student-centered feedback for 100% of teaching and academic administrators - including training and job embedded coaching
- Implement a structured communication plan at the district and in each school to increase parent and student understanding of standards-based reporting and assessment practices
- Implementation of Atlas Curriculum Management system and subsequent analysis of practices and Priority Standard link to assessment

Strategic Plan Strategy: Facilities & Operations

The Facilities & Operations strand of the Strategic Plan focuses on providing safe, healthy and efficiently operated schools to ensure the success of all students and accountability for all stakeholders. Through the effective utilization of resources we are able to direct funding to instructional resources to enhance the educational opportunities for students. For the 2016-2017 school year, the plan focuses on enhancing the wellness programming within the District as a tool to control the long-term cost of health insurance and improve employee engagement.

Action Plan: Wellness

Goal:

- By the end of the 2016-17 school year a minimum of 60% of the district participants in the Vitality Program will achieve Silver Level status as measured through the Vitality dashboard

Approach:

- Implement change of health insurance provider
- Enroll employees in Vitality Wellness Program; monitor & grow participation
- Utilize Wellness Operating Plan and utilize its dashboard capabilities
- Broaden participation on Employee Engagement Committee and focus on leadership & wellness activities from each school site
- Expand employee wellness homepage for staff wellness to generate interest and participation
- Communicate successes of Vitality program

Strategic Plan Strategy: Workforce Engagement & Development

Our Workforce Engagement & Development goal is to utilize best practices to hire, retain, engage and develop a skilled and talented workforce that will enable the District to achieve our mission. The focus for 2016-17 is to support the successful transition to new supporting software in the area of staff evaluations and the management and tracking of professional development. Previously, PSD utilized the Teachscape program to facilitate the state evaluation model known as the Educator Effectiveness (EE) process. That technology has been replaced by a new system called MyLearningPlan (MLP) Oasys which is owned by Frontline Education. Once implemented, MLP Oasys will be used to facilitate all aspects of the EE process including goal setting, lesson observations, and summative evaluations. In addition, the District will be utilizing MLP Professional Development Management System (PDMS) to manage and track the ongoing professional development of our staff as we seek to move to a more individualized approach to professional development and training.

Action Plan: Employee Engagement through alignment of MLP Oasys and MLP PDMS

Goal:

- By end of 2016-17 school year, 100% of teacher evaluation will be conducted using the MLP Oasys platform
- By the end of the 2016-17 school year, 100% of teachers will have an active account in the MLP PDMS Oasys platform

Approach:

- Utilize the MLP Oasys platform for teacher evaluation
- Train all administrators and teachers in the use of the new technologies and ensure consistency of application
- Deploy and track staff professional development using the MLP PDMS platform
- Utilize evaluation results to strategically identify the professional development needs of staff

Strategic Plan Strategy: **Communication & Community Engagement**

Communication and community engagement changes as cultural, economic, technological, and educational aspects of the school community shift. Alumni may be interested in future financial and/or personal involvement with students to support their growth and development. The alumni plan provides an avenue to establish the connections to facilitate future support. Initiatives to broaden support for Pewaukee Schools include an alumni and community website and communication that is separate and pertains to alumni has become a part of the outreach to this broader community.

Action Plan: Alumni Program Development

Goal:

- Continue to build on program – marketing website and encouraging alumni to use the website for reunion information and to connect; continue to market to community (those w/o children in school) – Grow email database by 70% for class of 2017; grow email database by 10% for community and alumni; enhance alumni connection experience

Approach:

- Continue to develop connections by highlighting an alumni person of the year - involving the school community in the celebration and showing the importance of achieving one's dreams by having the honoree speak to student groups
- Engage the community and alumni in supporting Pewaukee Schools and becoming advocates for students through use of the alumni nation website
- Interview individuals and write stories in the Perspective Newsletter about alumni to encourage educators and reinforce the concept of the "Alumni Pirate Nation"
- Send out 4 newsletters per school year to highlight alumni and current students
- Increase the number of community and alumni members on the website by encouraging graduates to sign up and encouraging other alumni
- Provide opportunities to regularly engage the alumni/community group in activities, volunteering, etc.
- Provide and market a clothing line for alumni through the website



Pewaukee HS graduates are encouraged to sign-up on the Pirate Nation Alumni website.

On The Cover: *The Pewaukee High School robotics team presented to the Senate Education Committee regarding support for Rep. Adam Neylon's bill, AB 665 – Wisconsin Robotics League. Teachers Pete Colwell and Mike Spoerke took six students to share the benefits of robotics with the committee. Gov. Scott Walker signed the bill, that offers grants to help with high school expenses for robotics, at the Robotics Regional competition in Milwaukee on March 25.*

Below: *Asa Clark Middle School students seventh-grade class conducting a macroinvertebrate study at the Pewaukee River for science class.*

