

## 2022-2023 PRIORITY OBJECTIVES

Goals that are crossed off are completely met.

**Goals in Yellow** have been partially met or are written into the communications plan in a way that prohibits a conclusive quantitative determination of progress.

**Goals in Red** have not been met.

### **Trust is maintained and enhanced through 7Cs of communications**

- Family trust 89% or higher on *trust* survey question (89% in 2021)  
96% of families report that they find the communication from the school trustworthy in a spring 2023 survey.
- Employee trust 89% or higher on *trust* survey question (89% in 2021)  
97% of staff report that they find the communications from the school trustworthy in a spring 2023 survey.
- Website and newsletter reading levels are Grade 8-9 (Grade 13 website content in February 2022)  
**The content of newsletters is measured and is generally kept to a 9th grade level. For example, the content of the April, 2023 Nova News was at a 9.1 level on the Flesh-Kincaid Grade Level Scale**

**The main landing pages of the website are below the 8-9th grade level, with the homepage being at 6.8 on the Flesh-Kincaid Grade Level Scale. However, the majority of pages further into the navigation of the website are still at significantly higher reading levels and need to be rewritten at a more readable level.**

### **Families and employees experience consistent communication throughout the year, based on the editorial calendar**

- Maintain or increase average open rates in Smore Grammar Gazette, The Herald, Nova News  
The communication plan calls for the newsletters to be texted to families and doing this has removed the functionality needed to determine open rates as there are not unique URL links texted to each individual.

**The last newsletter sent prior to the communications plan was sent in March of 2022 and had exactly 1000 opens with a 59.5% open rate.**

**During March 2023, the our Newsletters had the following number of views:**

- Nova News 818 Opens
- LS Gazette 805 Opens
- US Herald 364 Opens
- The Torch 373 Opens

- Regular communication leadership meetings occur to collaborate on messaging and follow editorial calendar  
Meetings are held the first Monday of every month.

- Families report 87% or higher on *helpful* survey question (83% in 2021)  
82% of families report that communications from Nova Classical are helpful on a spring 2023 survey (12% were neutral, 7% disagree)
- Employees report 85% or higher on *helpful* survey question (81% in 2021)  
75% of staff report that communications from Nova Classical are helpful on a spring 2023 survey. (18.5% were neutral, 3.7% disagree)

**Families, community members, and prospective families are aware of Nova Classical Academy opportunities**

- ~~Retain 95% of current Lower School students and 85% of current Upper School Students (enrolled as of January 1, 2022) for the 2022-23 school year~~  
Nova Classical Academy saw the following retention rates between FY22 and FY23:

Kindergarten	N/A
1st Grade	96.3%
2nd Grade	96.3%
3rd Grade	96.3%
4th Grade	97.5%
5th Grade	97.5%
6th Grade	96.3%
7th Grade	94.3%
8th Grade	95.0%
9th Grade	93.7%
10th Grade	97.5%
11th Grade	96.2%
12th Grade	97.1%
All Grades	96%

**Key stakeholders involved in strategic planning and express confidence in plan**

- ~~At least 400 individuals representing different stakeholder groups participate in formal feedback/engagement processes for strategic plan in 2022~~  
75 Staff Surveys Completed  
473 Parent, Guardian, Alumni Surveys Completed

#### 97 Listening Session Participants

- Families report 70% or higher on *strategic initiatives* survey (65% in 2021)  
78% of families report that they have the information they need about strategic initiatives in a spring 2023 survey. (11% report they do not have the information they need and 11% are unsure)
- On an annual employee survey, 80% of employees report confidence in the direction the school is heading (81% in 2021)  
88% of staff report confidence in the direction the school is heading in a spring 2023 survey.
- Formal engagement process is documented for use in future years  
MSBA provided a document titled Results of Strategic Planning Engagement Activities which documents the process used for engagement.

#### **Families, employees, and community members use the Nova Classical Academy website as a primary source of reliable information**

- 90% of information emailed in newsletters can be found quickly on the website  
We are unsure how to measure what can be found “quickly;” however, our site schematics and navigation have been adjusted so the newsletters, calendar, attendance, lunch menu, transportation services, and other commonly accessed information can be reached with one click from the homepage.