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1. Communication & Outreach

Goal: Strengthen internal and external district messaging channels to build trust, streamline family engagement, and increase transparency with all district operations.

- **Objective 1 -** Host three or more annual town hall events and listening sessions to gather direct feedback on community needs, build trust, and showcase district resources.
- **Objective 2 -** Establish and maximize internal and external communication procedures, including Infinite Campus as our primary "one-stop shop" to prevent communication fatigue.
- **Objective 3 -** Increase transparency and district governance pride by highlighting district achievements, Board governance decisions, and co-curricular opportunities available to all area students using multi-media, newsprint, social media, email, and more.

2. Marketing & Recruitment

Goal: Increase and/or stabilize enrollment by launching a targeted "Ranger Ready" community campaign.

- **Objective 1 -** Complete an initial consultation with a marketing consultant to scope a regional demographic/marketing analysis and establish cost-effective contract parameters.
- **Objective 2 -** Design a visible marketing campaign focusing on C-I's academic programs, co/extra-curricular opportunities, and compelling branding.
- **Objective 3** - Attend upcoming Northstar 5-12 Online Cooperative regional meetings to evaluate & research online/hybrid models that can be adapted for C-I students in grades K-12. Present a recommendation report, including software platforms, state funding streams, and regional cost-sharing options, to the School Board within the next 24 months.
- **Objective 4 -** Produce a targeted "One-Pager" detailing specific district course offerings, co-curriculars, and athletics available to home-school students, distributing it digitally and hard copy directly to non-enrolled families.
- **Objective 5 -** Survey current C-I students, staff, and area home-school families to quantify demand for flexible coursework, advanced electives, CTE pathways, and credit recovery options.

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1. Communication

Goal: Strengthen internal and external district messaging channels to build trust, streamline family engagement, and increase transparency with all district operations.

- **Objective 1-**Establish a dedicated list for local home-school families to help regularly share class offerings and district news.
- **Objective 2-**Establish standardized internal communication procedures, maximizing Infinite Campus as our primary "one-stop shop" to prevent communication fatigue, while auditing secondary classroom tools sharing and communication.
- **Objective 3-** Increase transparency and district governance pride by highlighting district achievements, Board governance decisions, and co-curricular opportunities available to all area students using multi-media, newsprint, social media, email, and more.

2. Marketing

Goal Statement: In the next 18 months, increase or stabilize enrollment by launching a targeted "Ranger Ready" community campaign.

- **Objective 1-**Complete an initial consultation with a marketing consultant to scope a regional demographic/marketing analysis and establish cost-effective contract parameters.
- **Objective 2-**Design a visible marketing campaign focusing on C-I's academic programs, co/extra-curricular opportunities, and compelling branding.

3. Outreach

Goal: Expand two-way community partnerships by leveraging Community Education, local businesses, and specialized events to integrate non-traditional learners into the C-I district.

- **Objective 1-**Leverage Community Education to forge direct partnerships with local businesses, civic organizations, and adult education groups.
- **Objective 2-**Produce a targeted "One-Pager" detailing specific district course offerings, co-curriculars, and athletics available to home-school students, distributing it digitally and hard copy directly to non-enrolled families.
- **Objective 3-**Host annual town hall events and listening sessions to gather direct feedback on community needs, build trust, and showcase district resources.

4. Recruitment

Goal: Expand flexible learning pathways, including regional virtual models and online partnerships, to retain existing C-I students and attract new enrollment across the region.

- **Objective 1-**Attend upcoming Northstar 5-12 Online Cooperative regional meetings to evaluate online/hybrid models that can be adapted for C-I students in grades K-12.
- **Objective 2-**Survey current C-I students, staff, and area home-school families to quantify demand for flexible coursework, advanced electives, CTE pathways, and credit recovery options.
- **Objective 3-**Present a comprehensive virtual learning recommendation report, including software platforms, state funding streams, and regional cost-sharing options, to the School Board within the next 18 months.