Strategic Plan Update

Priority 3: Stakeholder Satisfaction & Engagement

Strategic Priorities

1. **Student Success**
   Academics, readiness, and well-being
2. **Staff Satisfaction & Engagement**
   Recruitment & retention, development, and well-being
3. **Stakeholder Satisfaction & Engagement**
   Family engagement, partnerships, communication
4. **Financial & Operational Systems**
   Transparent and efficient use of public funds, long-range facilities planning

Strategic Priorities

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Strategy 3.1

Expand Opportunities for Parent Engagement

Parent Family Engagement — 2026-2027



SJHS Family Literacy Night

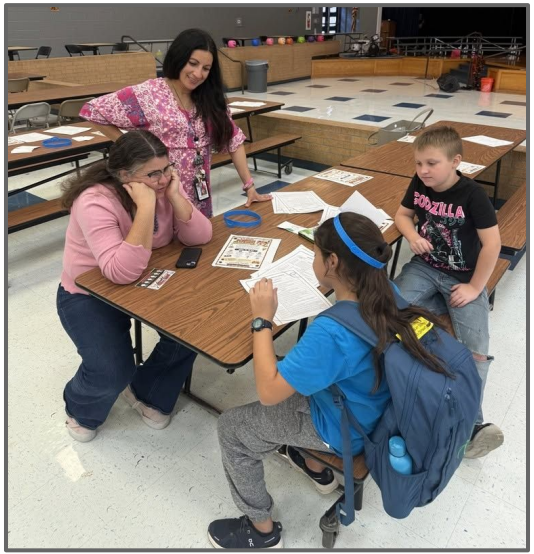


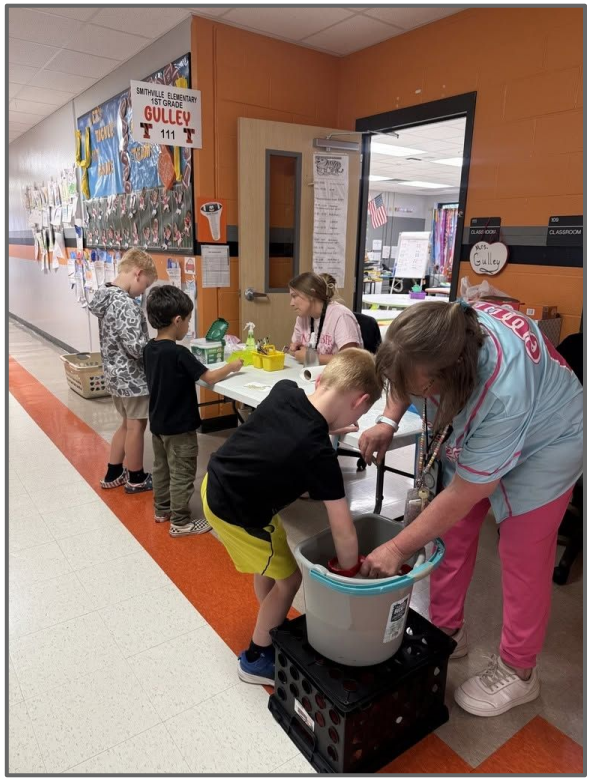


Parent Family Engagement — 2026-2027



SES “Bases Loaded for Learning”





Parent Family Engagement — 2026-2027

Trunk-or-Treat







Parent Family Engagement — 2026-2027

Honor Flight Send-Off





Parent Family Engagement — 2026-2027

Veterans Day Salute Celebration











COMMUNITY

SHOWCASE

APRIL 2027

SMITHVILLE ISD ▯ SMITHVILLE CHAMBER OF COMMERCE

SMITHVILLE ISD
EST. 1895

&

SMITHVILLE AREA
CHAMBER OF COMMERCE

COMMUNITY • EXCELLENCE • PRIDE

CELEBRATING OUR

Students, Staff & Community

Education	Partnership	Community
Showcasing student excellence across all campuses	**ISD & Chamber united to support Smithville's future**	Connecting families, local business, and community pride

JOIN US — APRIL 2027

Smithville, Texas

SMITHVILLEISD.ORG • SMITHVILLETX.ORG

Save the Date

April 22, 2027

Strategy 3.2

3.2 - Expand Partnerships with entities that support students on their path to college and careers.

Tiger CTE and Business Partners

Partners in Education

Ascension

Healthcare Career Pathways

Health Science

DOVETAIL CUSTOM WOOD & METAL

Skilled Trades & Fabrication

CTE Trades

TCS TEXAS CRITICAL SYSTEMS

Engineering & Tech Internships

Manufacturing

edgeconnex

Data Center & IT Pathways

Technology

Hello World

Coding & Computer Science

Computer Science

TESLA

Advanced Manufacturing & EV Tech

Manufacturing

TEXAS A&M HEALTH Rural & Community Health Institute

Rural Health & Research

Health Science

Tiger Community Partners

Partners in Education

CAREER TRACKS
Engage Empower Employ

Workforce Readiness & CTE Pathways

WORKFORCE

Accredited Chamber
U.S. Chamber of Commerce
Bastrop Chamber of Commerce

Local Business Internships

BUSINESS

bastrop EDC

Economic Development & Career Exposure

ECON DEV

Smithville Education Foundation

Scholarships and Teaching Grants

ED SUPPORT

LIONS INTERNATIONAL

Community Service & Student Leadership

CIVIC SERVICE

SMITHVILLE TEXAS

Civic Engagement

CITY PARTNER

SMITHVILLE AREA CHAMBER OF COMMERCE

Chamber Events & Opportunities

CHAMBER

BASTROP ELGIN SMITHVILLE TEXAS

Regional Collaboration & Growth Initiatives

REGIONAL

College & Career Readiness

NEW FOR 2026-2027



- During SHS Tiger Time
- Career Exploration
- SAT/ACT Prep
- Assistance with FAFSA and other financial aid opportunities

Engaging Community Partners

BP/SES Farmers Market





- Labatt Foods
- Oak Farms Dairy
- Buescher State Park
- Texas Parks & Wildlife
- Community Gardens

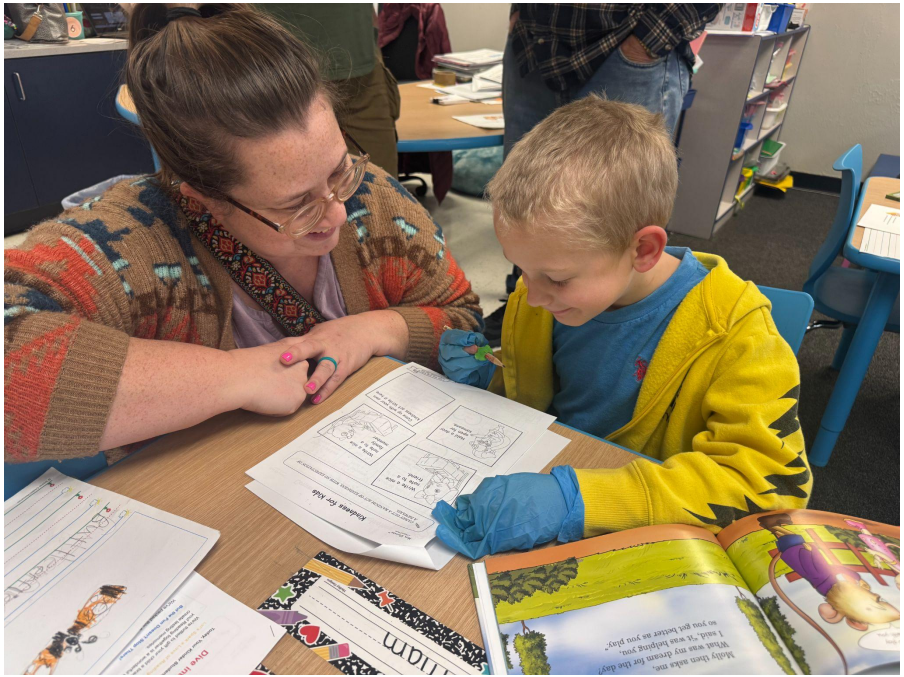
Engaging Community Partners





Engaging Community Partners

Max Rhymes Books with Texas A&M





Engaging our Community

Smithville Area Chamber of Commerce







Strategy 3.3

Ensure Communication is Consistent

Parent & Family Communication

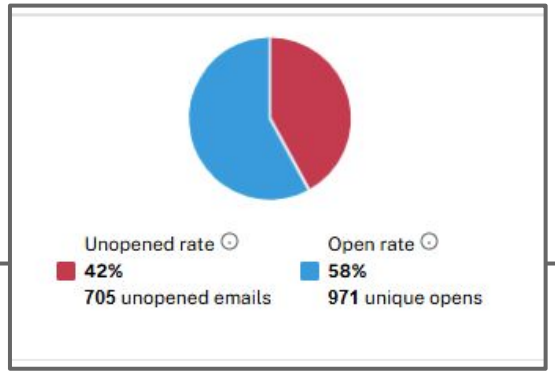
- Lunch & Learns
- Monthly SISD Newsletters
- Master Calendar on Website
- Consistent Branding & Trademark Use
- Family Survey
- Website Updates
- Comms Meetings with Campuses & Athletics
- SISD App



Parent & Family Communication

Is it working?

Tiger's Roar Newsletter
December 2025



← SISD Newsletter - December 2025 Sent

Preview | Engagement | Email Analytics

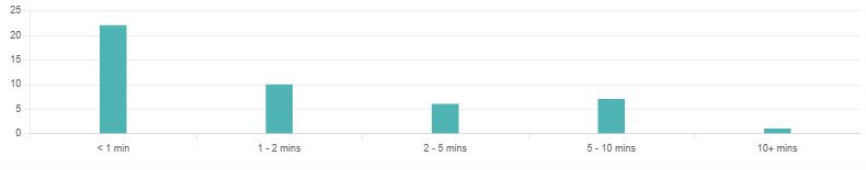
Page Engagement

Page Engagement

181 Page views

6.08% Click-through rate

Average time spent



Links **5**

Total clicks **14**

Click performance by link

https://www.smithvilleisd.org/o/s...	8
https://www.smithvilleisd.org/o/s...	4
https://portals13.ascendertx.co...	1
https://www.smithvilleisd.org/o/s...	1
https://www.smithvilleisd.org/pa...	0

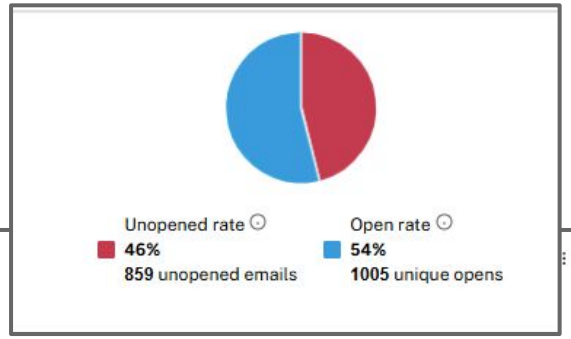
Device type



Mobile
134 Page visits

Desktop
47 Page visits

Tiger's Roar Newsletter
October 2026



← SISD Newsletter - October 2026 Sent

Preview | Engagement | Email Analytics

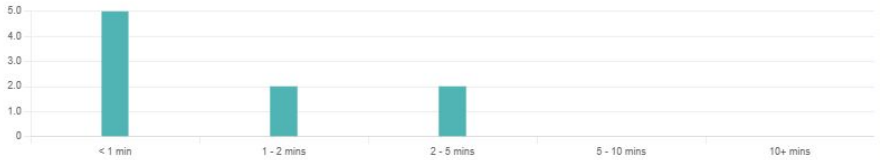
Page Engagement

Page Engagement

106 Page views

12.26% Click-through rate

Average time spent



Links 13

Total clicks 15

Click performance by link

https://www.smithvilleisd.org/o/s...	2
https://www.smithvilleisd.org/o/s...	5
https://meetings.boardbook.org/...	1
https://meetings.boardbook.org/...	1
https://bit.ly/3TRYB3H	0
https://www.smithvilleisd.org/pa...	2

Device type



Mobile
89 Page visits

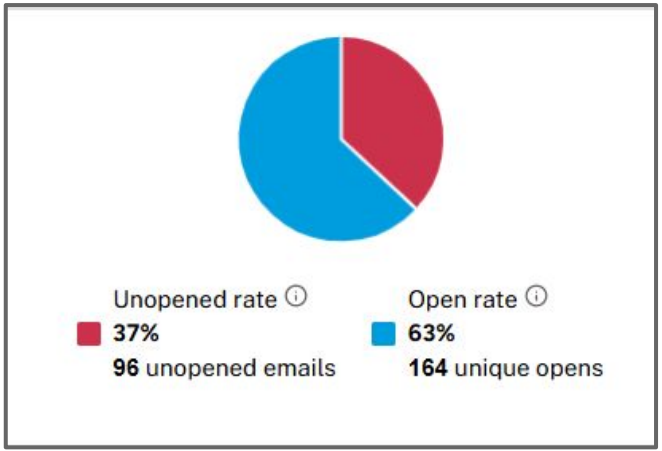
Tablet
3 Page visits

Desktop
14 Page visits

Brown Primary

BP BUZZ

November 2026 Edition

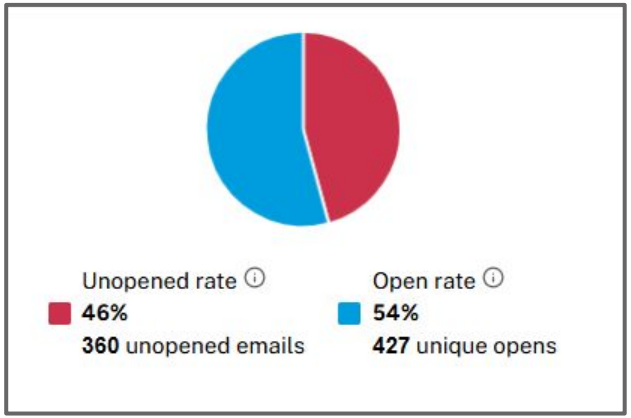




Smithville Elementary

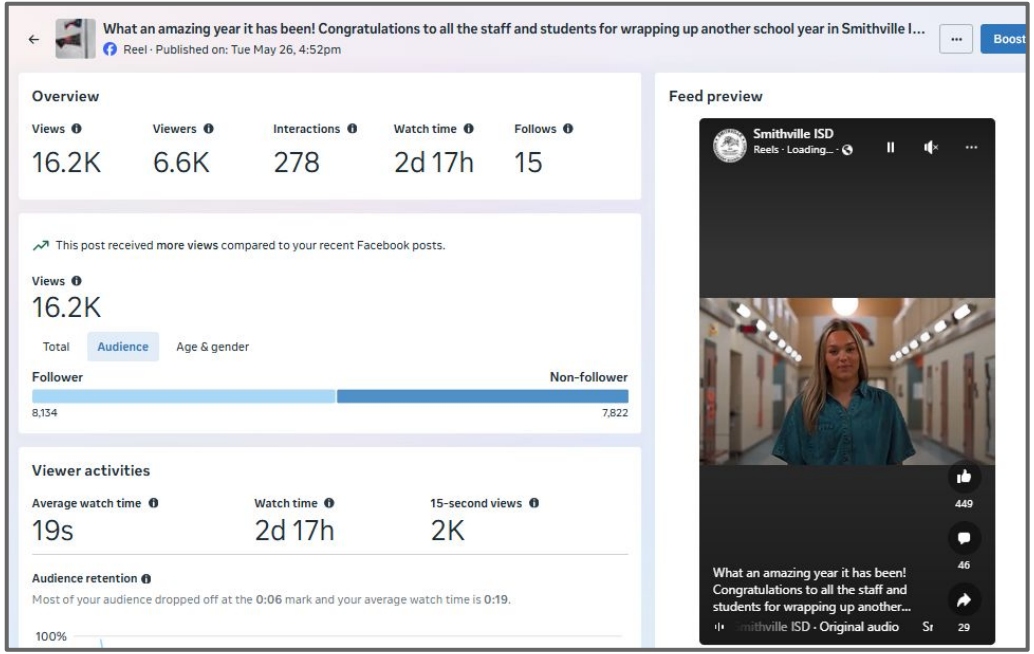
Smithville Elementary

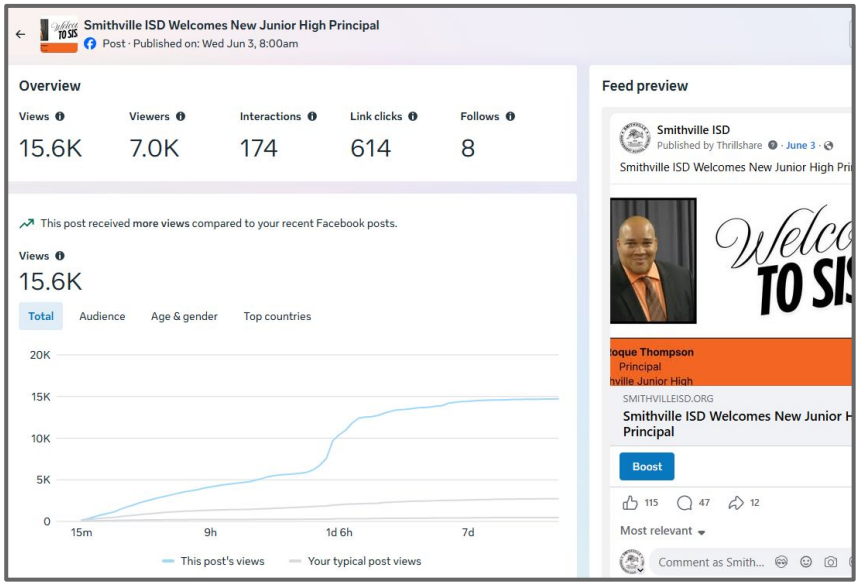
November 2026 Edition



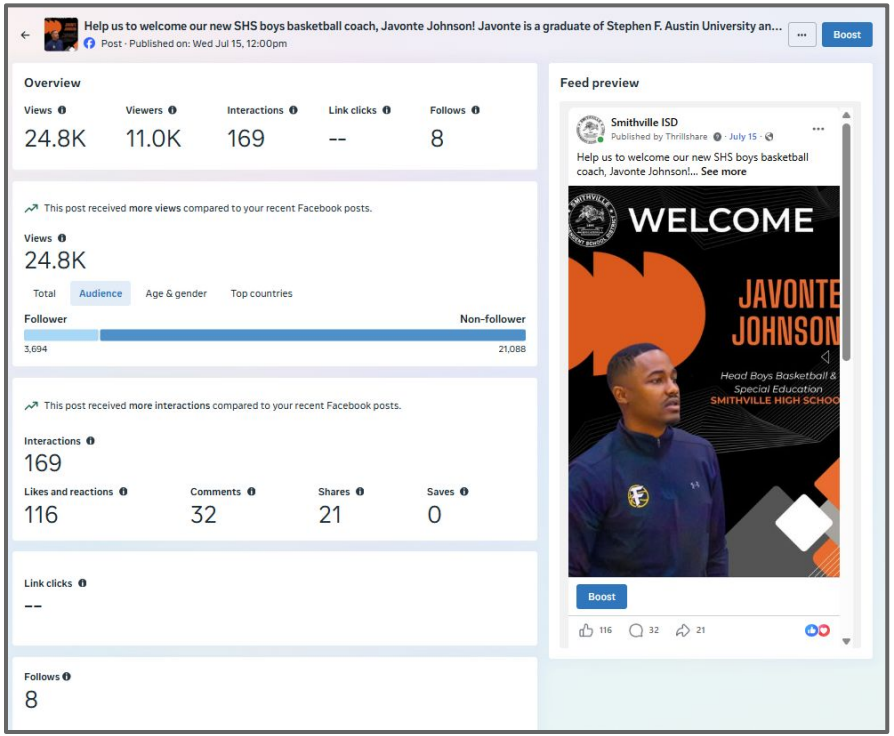


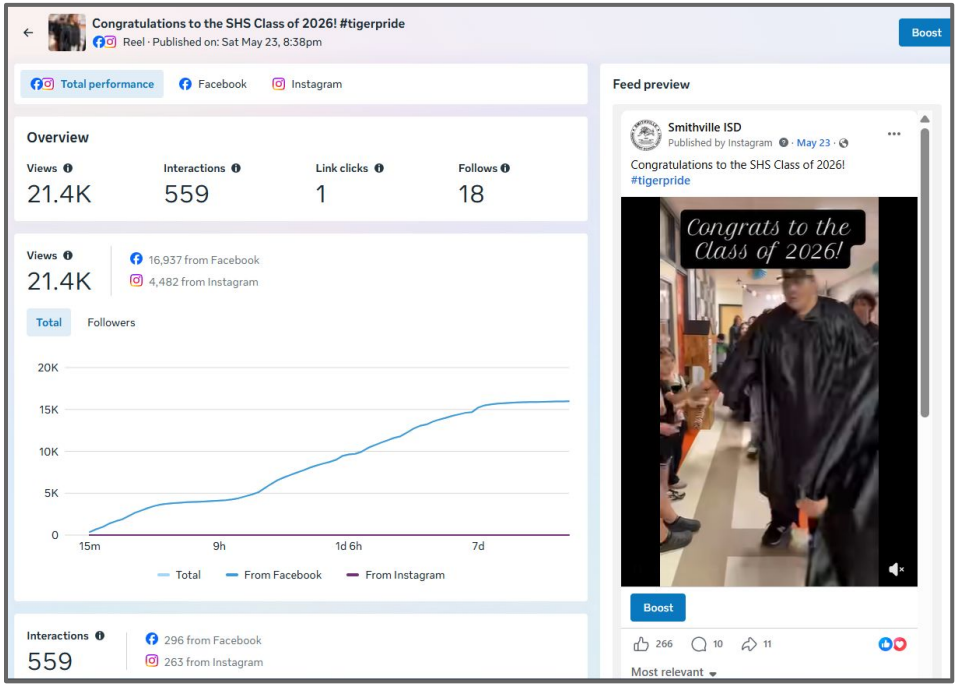
Top Facebook Postings
January 2026 - present





Top Facebook Postings
January 2026 - present

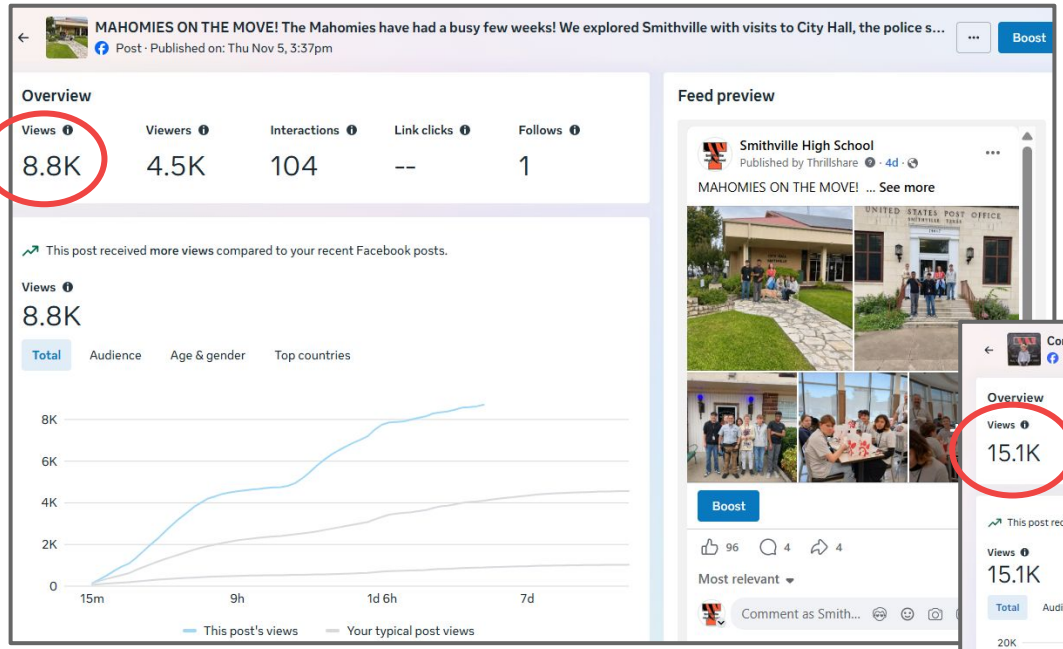


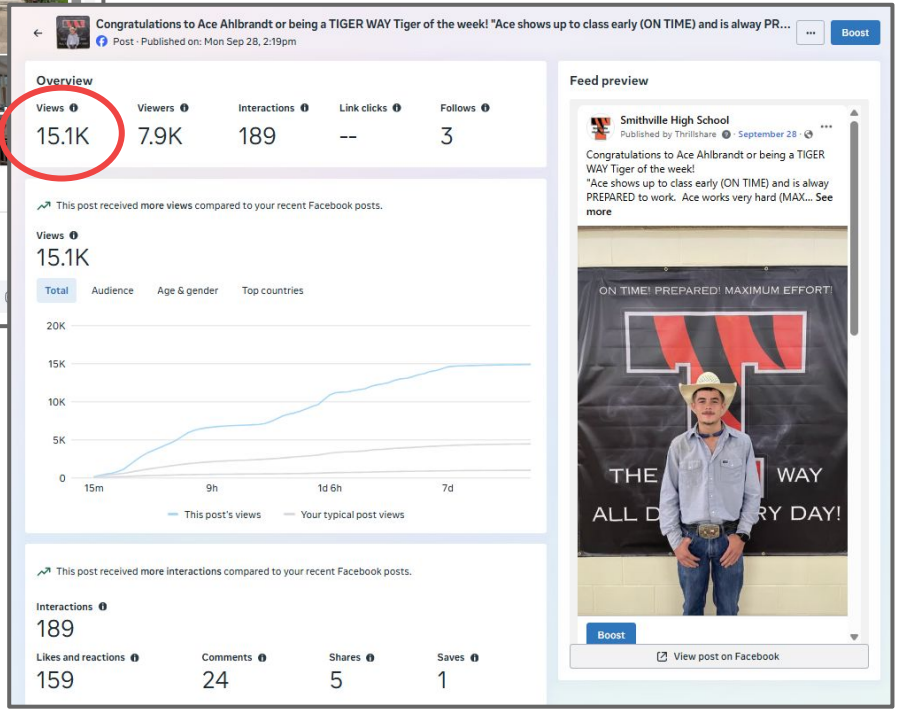


Top Watch Time
January 2026 - present

Title	Replies	Follows	Watch time	Video average...	3-second views
 What an amazing year it has been! Congrat... Reel • Smithville ISD Boost ···	--	15	236,736,551	19s	6,075
 TIA Awards Day Reel • Smithville ISD Boost ···	--	7	161,684,124	15s	5,902
 Welcome back SISD!!! Reel • Smithville ISD Boost ···	--	16	146,053,207	15s	4,166
 Congratulations to the SHS Class of ... Reel • Crossposted • Smith... Boost ···	--	18	137,604,562	10s	8,717
 What a great first day! Welcome back... Reel • Crossposted • Smith... Boost ···	--	6	50,602,383	14s	2,203

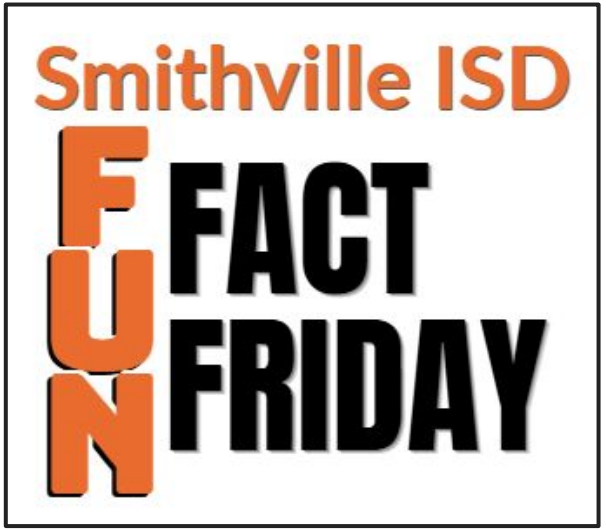



MAHOMIES ON THE MOVE! The Mahomies have had a busy few weeks! We explored Smithville with visits to City Hall, the police s...
Post · Published on: Thu Nov 5, 3:37pm
Boost
Overview
Views
8.8K
Viewers
4.5K
Interactions
104
Link clicks
--
Follows
1
This post received more views compared to your recent Facebook posts.
Views
8.8K
Total
Audience
Age & gender
Top countries
8K
6K
4K
2K
0
15m
9h
1d 6h
7d
This post's views
Your typical post views
Feed preview
Smithville High School
Published by Thrillshare · 4d
MAHOMIES ON THE MOVE! ... See more
UNITED STATES POST OFFICE
Boost
96
4
4
Most relevant
Comment as Smith...


Congratulations to Ace Ahlbrandt or being a TIGER WAY Tiger of the week! "Ace shows up to class early (ON TIME) and is alway PR...
Post · Published on: Mon Sep 28, 2:19pm
Boost
Overview
Views
15.1K
Viewers
7.9K
Interactions
189
Link clicks
--
Follows
3
This post received more views compared to your recent Facebook posts.
Views
15.1K
Total
Audience
Age & gender
Top countries
20K
15K
10K
5K
0
15m
9h
1d 6h
7d
This post's views
Your typical post views
This post received more interactions compared to your recent Facebook posts.
Interactions
189
Likes and reactions
159
Comments
24
Shares
5
Saves
1
Feed preview
Smithville High School
Published by Thrillshare · September 28
Congratulations to Ace Ahlbrandt or being a TIGER WAY Tiger of the week!
"Ace shows up to class early (ON TIME) and is alway PREPARED to work. Ace works very hard (MAX... See more
ON TIME! PREPARED! MAXIMUM EFFORT!
Boost
View post on Facebook

Communications with our Community

Coming soon...



Questions & Comments