



Building Our Children's Future



Shorewood School District
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Shorewood School District 2016-2017 Strategic Plan

Dear Shorewood Community,

It is my pleasure to share our 2016-2017 Strategic Plan with you. This plan began in February of 2016 at the Shorewood Schools Summit where over 100 stakeholders came together to “Build our Children’s Future.” Their work resulted in a number of themes that we will focus on through the year 2025. Within these pages are our vision statements, our connections to the Summit themes, and our action plans in five strategic areas. All of these elements work together to help us continue a tradition of excellence here in Shorewood. Thanks to all our District staff, Board members, parents, students and community members for your continued commitment to our schools.

Dr. Bryan Davis
Superintendent



Growing Learners

Our Vision: Our students are leaders who challenge themselves to grow and achieve academically, pursue their passions, navigate change, learn continuously, and contribute to the common good.

2016-2017 Strategic Initiatives: “Growing Learners” addresses the following themes from the 2016 Shorewood Schools Summit:

- Authentic Experiential Learning
- Maintain and Build on Strength of Academics, Fine Arts, Athletics & Character Ed
- Develop Curriculum for All Students
- Cross-Curricular and Interdisciplinary Education
- Improve and Provide More Opportunities for Communication and Collaboration Between All Teachers and Schools
- Educational Debt/Achievement Gap

Our areas of focus for the 2016-2017 school year will be on High Quality Instruction, Balanced Assessment, and Authentic Learning.

1. High Quality Instruction: High quality instruction is engaging, standards-based, data-driven, and research-based. Curriculum and instruction that is grounded in the culturally responsive practices of relevance, identity, belonging, and community will serve to engage all students.

Action Plan

- Update Response to Intervention (RtI) Handbook
- Update Advanced Learner Handbook
- Utilize School-wide Implementation Review (SIR) survey to evaluate RtI framework
- Complete analysis of current interventions
- Explore the use of “Learning Profiles,” or student portfolios, for all students to evaluate and portray a student’s learning journey as well as their “soft skills”
- Begin identifying current advanced learner options and identify gaps in advanced learning opportunities
- Engage staff in conversations about race and the school environment

2. A Balanced Assessment System: A balanced assessment system is a way for teachers, students, and families to identify growth in learning.

Action Plan

- Communicate academic achievement based on assessment information to students and parents
- Create opportunities for staff to share assessment data between schools to positively impact instruction and student learning

Community Outreach Action Plan

- Maintain Shorewood Today magazine for community outreach
- Create regular press releases for local media
- Develop marketing materials targeting specific stakeholders
- Collaborate with the Village of Shorewood and establish links between each other’s publications
- Maintain and enhance linkages with community groups

2. District Partnerships Plan: This plan will grow partnerships with a variety of organizations and create a regional network with Shorewood Schools at its center. This will involve creating authentic learning and career advancement opportunities for students, as well as fundraising opportunities for the District.

Expand and Formalize Partnerships Network

- Increase the number of organizations participating in our quarterly Shorewood Partners meetings
- Develop a partnerships survey that engages organizations in a formalized relationship with the Shorewood School District

Collaborate with Partners to Create Authentic Learning Experiences

- Increase the number of authentic learning experiences for students that involve partner organizations
- Create sustainable arrangements that continue to engage partners annually

Collaborate with Partners to Create Career Opportunities

- Increase the number of student internship, apprenticeship, and job shadowing opportunities with partner organizations
- Create regional connections with students that lead to future engagement with employers and higher education institutions

During the last two years, over \$2 million has been raised to support District initiatives.



Shorewood Intermediate School outgoing 8th graders participating in the GE Girls summer camp program.

Advancement and Communications

Our Vision: The Shorewood School District will advance its mission and commitment to excellence by developing partnerships with regional organizations that enrich the student experience. The District will also provide opportunities for meaningful, comprehensive two-way communications that engage key stakeholders.

2016-2017 Strategic Initiatives: “Advancement and Communications” addresses the following themes from the 2016 Shorewood Schools Summit:

- Funding Community, Business, and Institutional Partnerships for Students
- Engage the Community Through Different Communication Routes
- Collaboration with Parents, District Administration Through Open Two-Way Communication

Our areas of focus for the 2016-2017 school year will be a Communications Plan and a District Partnerships Plan.

1. Communications Plan: Develop and implement successful internal and external communications strategies that strengthen the Shorewood School District’s relationships with stakeholders.

Parent and Family Outreach Action Plan

- Implement a new annual parent survey to gauge satisfaction levels with District communications and allow parents to share feedback and ideas
- Launch a new annual showcase event to offer parents the opportunity to see student presentations on authentic learning experiences, projects, and expeditions
- Share news items via District communications outlets
- Launch a campaign to increase parent and family subscribership to District social media channels by capitalizing on the summer Forms and Fees Days
- Raise awareness about opportunities for parent feedback via District communications channels

Alumni Outreach Action Plan

- Recognize distinguished alumni through the Tradition of Excellence Awards
- Develop and maintain a comprehensive alumni online community, and increase awareness and usage of this new resource
- Work with the Alumni Association to increase the reach and impact of alumni newsletters and alumni social media networks
- Capitalize on alumni reunion events as opportunities to engage and maintain relationships with alumni

Internal Communications Action Plan

- Re-establish monthly newsletters for staff and Board members
- Provide customer service training for administrative support staff
- Launch a campaign to increase staff subscribership to District social media channels
- Implement a staff survey to gauge satisfaction levels with internal communications

3. Authentic Learning: Authentic learning is when students become content experts, apply their learning to solve problems, and present their work to an audience.

Action Plan

- Continue elementary schools’ implementation of Expeditionary Learning (EL)
- Plan implementation steps for Project Lead The Way (PLTW) for grades 6-8
- Implement PLTW at the high school
- Explore “Design Thinking” and “Mission Model Canvas” models and their application to learning and instruction in grades 7-12
- Implement and review the cross-curricular opportunity of “Visual Journalism” at the high school
- Plan for implementation of Academic and Career Planning (ACP) program for the 2017-2018 school year



Shorewood students building robots in the Recreation Department’s extracurricular program, FIRST Lego League.

Becoming Well

Our Vision: The Shorewood School District provides services that promote the positive growth of children’s social-emotional development.

2016-2017 Strategic Initiative: “Becoming Well” addresses the following theme from the 2016 Shorewood Schools Summit:

- Support for the Whole Child

Our area of focus for the 2016-2017 school year will be on the Mental Health of our students.

1. Mental Health: School mental health services offer a continuum of supports for school age children that are integrated throughout the school community.

Action Plan

- Develop a Shorewood School District Mental Health Framework that aligns with The Wisconsin School Mental Health Framework
- Collaborate with other school districts on research and best practices used to support mental health services for students
- Explore learning opportunities for staff related to student mental health
- Identify schools structures that contribute positively and negatively to students’ mental health
- Participate in REDgen (Resiliency, Education, and Determination to make a difference in the health of the next generation)

Modernizing Historic Facilities

Our Vision: The Shorewood School District will provide safe, healthy and efficiently operated school facilities, equipped for 21st century learning, while honoring the history of our buildings.

2016-2017 Strategic Initiatives: “Modernizing Historical Facilities” addresses the following themes from the 2016 Shorewood Schools Summit:

- Modernized and Maintained Historic Buildings
- Flexible Classroom Spaces and Settings
- Support Technological Improvements

Our areas of focus for the 2016-2017 school year will be a District Facilities Assessment, a District Facilities Master Plan, and Financial Analysis and Planning.

1. District Facilities Assessment: The Shorewood School District will complete an assessment of all District campuses and buildings.

Action Plan

- Initiate assessment in May of 2016 including:
 - Architectural assessments
 - Maintenance assessments
 - Facilities/space utilization assessments
 - Enrollment assessments and trends
- Communicate the findings of the assessment to District and community stakeholders by District leadership and Eppstein Uhen Architects

2. District Facilities Master Plan: The Shorewood School District will utilize the information from the architectural assessment to develop a District Facilities Master Plan.

Action Plan

- Engage District and community stakeholders in the development of the master plan

3. Financial Analysis and Planning: The Shorewood School District will develop a comprehensive financial plan that will support the vision of “Modernizing Historic Facilities.”

Action Plan

- Complete financial analysis and planning
- Engage District staff, the Village of Shorewood, and community stakeholders to determine a sustainable level of financial support for the master plan



Lake Bluff Elementary School families enjoying the school's annual Hot Dog Day on the front lawn.

Engaging Staff

Our Vision: The Shorewood School District focuses on achievement for all students by engaging with staff in meeting our vision for growing learners.

2016-2017 Strategic Initiatives: “Engaging Staff” addresses the following themes from the 2016 Shorewood Schools Summit:

- Improve and Provide More Opportunities for Communication and Collaboration between all Teachers & Schools
- Diversity in Teacher Support, Recruitment, and Development

Our areas of focus for the 2016-2017 school year will be on Creating School Growth Plans Using Staff Input and Recruiting a Diverse Staff.

1. Creating School Growth Plans Using Staff Input: School growth plans communicate the direction of the school to staff and community members. Collaborating with staff to create growth plans helps foster shared responsibility.

Action Plan

- Administer Comprehensive Assessment for Leadership and Learning (CALL) survey for the 2016-2017 School Year
- Administer Expeditionary Learning (EL) Implementation Review for the 2016-2017 School Year
- Complete data analysis with staff members in Summer 2016
- Implement growth plan for each school

2. Recruiting a Diverse Staff: Shorewood strives to recruit and hire a diverse staff that is reflective of our student population.

Action Plan

- Participate in job fairs to attract racially diverse applicants



Atwater Elementary School staff members in a group photo on the front steps of their school building. (Photo credit: Jonathan Kim)