

# Strategic Plan Broad Goal Areas

## 1. Facilities Modernization & Master Planning

The data highlights aging infrastructure and the logistical strain of a split elementary system.

- **Focus:** Developing a long-term Master Facilities Plan, addressing the split elementary challenge, improving safety infrastructure, and exploring the feasibility of a centralized campus or new PreK-5 facility.
- **Key Drivers:** 1% sales tax, safety updates, and curb appeal.

## 2. K-12 Curricular Alignment & Academic Excellence

While the district has high test scores, there are noted gaps in transitions between schools.

- **Focus:** Ensuring vertical articulation (alignment across grade levels), closing gaps in core subjects (like Elementary Math and Science), and maintaining the tradition of excellence through data-driven instruction
- **Key Drivers:** PLC effectiveness, instructional coaching, and standardizing expectations across buildings

## 3. Financial Stewardship & Revenue Diversification

The reliance on property taxes and the current financial deficit are significant threats.

- **Focus:** Achieving long-term fiscal solvency and maximizing grant opportunities to offset the lack of commercial/industrial revenue
- **Key Drivers:** Commercial development, balanced budgets, 1% sales tax, and cost-efficiency in operations

## 4. Transparent Communication & District Branding

There was a specific mention of a lack of understanding of "the why" behind district actions and a need to better market the district's successes.

- **Focus:** Streamlining internal and external communication, increasing social media presence, and clearly articulating the "why" to the aging tax base and community members without children in school
- **Key Drivers:** Electronic signage, improved social media, and consistent branding