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**To:** Coppell ISD Board of Trustees

**From:** Angela Brown, Chief Communications Officer

**Date:** February 21, 2024

**cc:** Dr. Brad Hunt

**Re:** **Strategic Planning Objectives, Strategies and Specific Results**

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Coppell ISD launched a Strategic Planning initiative in September 2023 with a Board Workshop seeking input and outlining the process. At the Board Workshop, School Board Members reaffirmed the district's Mission, Vision and core values and established the 7 pillars of the strategic planning to align with the Community-Based Accountability System (CBAS) pillars. They are:

- Student Learning and Progress
- Student Readiness
- Professional Learning and Quality Staff
- Community Engagement and Partnerships
- Engaged, Well-Rounded Students
- Fiscal and Operational Systems
- Safety and Well-Being

A Strategic Planning Committee consisting of 64 parents, students, staff and community members worked to develop Objectives and Strategies for each of the pillars during a day and a half retreat. From the 7 pillars, 9 Objectives and 16 Strategies were developed by the Strategic Planning Committee.

Then 16 Action Teams were formed engaging 169 parents, students, staff and community members. The Action Teams built off the work of the Strategic Planning Committee and developed Specific Results that would guide the work and accomplish the Objectives and Strategies. During the Action Team process, costs versus benefits were evaluated.

On February 1, the Action Team leaders presented the Specific Results to the Strategic Planning Committee. After a couple of adjustments, the Strategic Planning Committee and the Action Teams all approved the Objectives, Strategies and Specific Results. The Action Team also presented the cost versus benefits analysis.

The district is working to build a timeline of implementation for the Objectives, Strategies and Specific Results over the next five years aligning the complimentary Strategies and Specific Results. Implementation Leads will be assigned to each of the Specific Results, and they will develop a plan to move the work forward.

The proposed Objectives, Strategies and Specific Results are included for review.

**RECOMMENDATION:** The Administration recommends that the Board of Trustees approve the Strategic Plan Objectives, Strategies and Specific Results as presented.



# Coppell ISD 2030 Strategic Plan

Developed by Strategic Planning and Action Teams

February 2024

## Student Learning and Progress:

**Objective 1** - Maximize educator capacity to meet the varied needs of all learners.

**1.1 Strategy** - Create and implement consistent district-side systems with fidelity that value equitable student support and growth.

**1.1.1 Specific Result** - Ensure continuous cycle of improvement of Professional Learning Communities (PLCs) as a highly functional PLC is the vehicle by which educator capacity is maximized to support student outcomes within Multi-Tiered Systems of Support (MTSS).

**1.2 Strategy** - Proactively and intentionally ensure high quality Tier I instruction to transform student learning.

**1.2.1 Specific Result** - Design and implement a system of professional learning that inspires teachers to grow their capacity to meet the varied needs of all learners through transformative Tier I instruction.

## Student Readiness:

**Objective 2** - CISD will maximize our learners' readiness, self-awareness and exposure to their unique career pathway opportunities.

**2.1 Strategy** - Raise awareness for all stakeholders about current and expanding career pathway opportunities.

**2.1.1 Specific Result** - Develop a comprehensive awareness program for all stakeholders (with a special emphasis on parents and students) that provides timely communication platforms for middle and high school students, including a robust interactive online information hub.

**2.2 Strategy** - Develop holistic benchmarks, academic, social emotional, and mental, to ensure learner readiness utilizing modern academic approaches.

**2.2.1 Specific Result** - Develop and implement a comprehensive PK-12 social-emotional curriculum as well as a plan for assessing character traits, social emotional skills and readiness.

**2.2.2 Specific Result** - Ensure a system of academic benchmarks are developed and implemented consistently resulting in increased learner readiness.

## **Professional Learning and Quality Staff:**

**Objective 3** - Recruit, retain, and develop high quality staff.

**3.1 Strategy** - Utilize the strengths of the district's culture to recruit high quality staff.

**3.1.1 Specific Result** - Develop a comprehensive recruitment plan to increase the highly qualified applicant pool.

**3.2 Strategy** - Maximize retention by introducing educator voice in their individualized professional learning.

**3.2.1 Specific Result** - Revise and finalize a professional learning framework that supports choice and autonomy while leveraging alignment to district priorities and needs across communities, roles, and departments.

**3.2.2 Specific Result** - Create a systematic process for building the capacity of administrators, support staff, and educators to design and facilitate quality professional learning using the CISD Professional Learning Framework.

## **Community Engagement and Partnerships:**

**Objective 4** - Foster enthusiasm for the wide array of opportunities and services accessible to our entire community.

**4.1 Strategy** - Identify relevant communication strategies to reach all subsets of key stakeholders.

**4.1.1 Specific Result** - Ensure all Coppell ISD parents and guardians, teachers and staff, students and community members receive timely and relevant information that enhances their experience as a CISD stakeholder.

**4.2 Strategy** - Drive collaboration between CISD and strategic allies to develop opportunities, experiences, and skill sets that prepare learners for their next steps.

**4.2.1 Specific Result** - Develop a comprehensive system to ensure strategic partners invest in students' futures.

## **Engaged, Well-Rounded Students:**

**Objective 5** - Engage the whole child in experiences that foster a sense of belonging.

**5.1 Strategy** - Create and revamp spaces that boost experiences within and beyond the classroom.

**5.1.1 Specific Result** - Within: Teacher and Student Training: Implement a comprehensive professional development plan to ensure educators and students are well-prepared to create a sense of belonging emphasizing empathy and perspective taking.

**5.1.2 Specific Result** - Beyond: Pilot flexible common areas as well as extracurricular activities to ensure that all students have opportunities to engage with peers in order to create a sense of belonging.

**5.2 Strategy** - Develop staff and educators with an inclusive mindset focusing on meeting the needs of each learner.

**5.2.1 Specific Result** - To ensure all students feel included, recognized, connected, and appreciated by staff and educators.

## **Fiscal and Operational Systems:**

**Objective 6** - Optimize investment to enhance a comprehensive total rewards package.

**6.1 Strategy** - Expand creative benefit offerings to differentiate Coppell ISD from other North Texas school districts.

**6.1.1 Specific Result** - Create and implement a unique, individualized benefit package that offers voice and choice to employees.

**6.1.2 Specific Result** - Create and implement an individualized professional development program that adds value by increasing district competencies and is valued by employees.

**Objective 7** - Determine a long-term properties plan taking into account age of facilities, available space, current and projected enrollment and program needs.

**7.1 Strategy** - Implement an evaluation process and a prioritization matrix to assess current and future expenditures.

**7.1.1 Specific Result** - Develop an evaluation process that promotes more efficient facility and property management, cost savings, improved learning environments, transparency, data-driven decision-making, and long-term sustainability in property management by prioritizing expenditures and addressing long-term needs.

## **Safety and Well-Being:**

**Objective 8** - Ensure consistent and proactive standards, upheld by all community members, for the physical safety of learners and staff.

**8.1 Strategy** - Develop a plan to assess gaps in current safety protocols and processes.

**8.1.1 Specific Result** - Focus on developing strategies to improve active and timely communication, technology, perimeter security, and traffic management at each campus, ensuring consistent and proactive standards for the physical safety of learners and staff.

**8.2 Strategy** - Increase accountability of individual roles in safety protocols.

**8.2.1 Specific Result** - Create and communicate a plan and process to ensure the physical safety of all CISD stakeholders.

**Objective 9** - Create a nurturing and inclusive environment where each individual is supported.

**9.1 Strategy** - Ensure mental health resources are adequate.

**9.1.1 Specific Result** - Develop a comprehensive mental health plan to assess needs and ensure implementation of best practices and appropriate resources for all stakeholders.

**9.2 Strategy** - Intervene early to promote mental well-being.

**9.2.1 Specific Result** - Implement campus and district character development teams to guide a common language and identify a purpose that is easy for teachers and students to understand.

**9.2.2 Specific Result** - Implement a common time for teachers and students to meet and build relationships focusing on character development, mental health resources and goals for success.

**9.2.3 Specific Result** - Establish a mental health initiative that brings together resources and services, aiming to actively champion and prioritize the mental well-being of staff members.