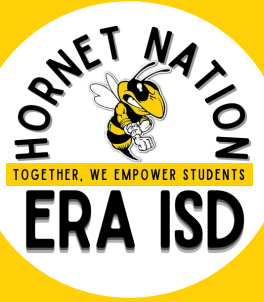


# STRATEGIC PLAN

**Balanced Scorecard**

ERA ISD 2021-2026



## VISION:

Together, We  
Empower  
Students

## MISSION:

A Community  
Dedicated to  
Equipping and  
Empowering  
Students for a  
Lifetime of  
Success

# IN ERA ISD WE BELIEVE...

- **Students** are at the center of our work and will be instructed in a way that maintains the flexibility to engage in a variety of programs, and with that freedom, the student shall accept the responsibility of maintaining the integrity of Era ISD.
- **Parents and Families** should be the greatest of advocates for their children, flexible, involved, encouraging, and seek to partner with, and support our teachers as an investment in the future success of our students.
- **Faculty and Staff** are respected role models in our community who challenge themselves and our students to be continual learners in a way that supports them in and out of the classroom to equip our children for success in life.
- **Campus Leaders** are trustworthy, committed and invested in our students and community, and hold themselves and others accountable in a way that inspires and empowers.
- **The Superintendent and Central Office Staff** are servant leaders who demonstrate integrity, transparency, and open communication in a way that values diversity and directs resources towards the overall mission while maintaining accountability to all stakeholders.
- **The School Board** members are trusted leaders with integrity who are actively involved in the community while providing checks and balances, adherence to the chain of command, strong financial stewardship and always acting in the best interest of Era ISD students.

# GUIDING PILLARS



**STUDENT  
SUCCESS**



**FACULTY AND  
STAFF  
RECRUITMENT,  
RETENTION AND  
CAPACITY  
BUILDING**

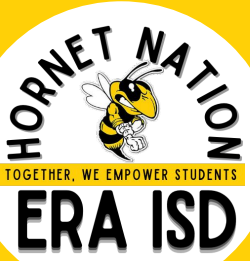


**STAKEHOLDER  
ENGAGEMENT  
AND  
SATISFACTION**



**EFFECTIVE  
AND  
EFFICIENT  
OPERATIONS**

# ERA ISD STRATEGIC PLAN 2021-2026



**VISION:**  
Together, We  
Empower  
Students

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Success

## PILLAR III: STAKEHOLDER ENGAGEMENT AND SATISFACTION

PERFORMANCE OBJECTIVES	KEY STRATEGIC ACTIONS
3.1 Annually increase student engagement and satisfaction	3.1.A. Student engagement and satisfaction survey and follow-up actions
3.2 Annually increase parent engagement and satisfaction	3.2.A. Parent engagement and satisfaction survey and follow-up actions
3.3 Annually increase community engagement and satisfaction	3.3.A. Community engagement and satisfaction survey and follow-up actions

### Sept. 7-Sept. 17:

- In collaboration with Dr. Gibson, a survey was created and disseminated to students, staff, parents, and community members.
- Questions were designed to capture feedback on engagement and satisfaction from each stakeholder group.
- A QR code was created and posted at the football game on Sept. 10th with encouragement during the game to complete the survey.
- A link was sent via text message to all stakeholder groups and time was designated on each campus for students to complete the survey during the week of Sept. 13th.
- Over the next couple of weeks, the leadership team will be digging into the data to determine themes in the responses for what is going well and what we can do to improve.
- This will serve as our baseline set of data. The survey will be distributed again in the spring to provide a post-assessment of our progress in this area.
- As of today, we have 395 responses.