



Strategic Plan Update

Goal Area 2: School, Family, and
Community Engagement
January - October 6, 2025 Update

Implementation Chart - Goal Area 2

Goal Area 2: School, Family, and Community Engagement Performance Objectives	Implementation Years				
	2024-2025	2025-2026	2026-2027	2027-2028	2028-2029
2.1: Strengthen family, school, and community engagement to establish clear, accessible, and relevant communication tailored to meet stakeholders' preferences.	I	I	R	R	R
2.2: Create opportunities for collaboration between the district, families, community partners, and businesses to foster partnerships to support district-wide initiatives.	P	I	R	R	R
2.3: Improve communication processes for stakeholders to ensure the flow of clear, timely, and relevant information.	P	I	R	R	R
2.4: Establish clear communication channels to effectively engage with multilingual families and provide equitable access to district and school information.	I	I	R	R	R

Key:

Not Started	NS	Planning	P	Initial Implementation	I	Continuous Refinement	R
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2.1: Strengthen family, school, and community engagement to establish clear, accessible, and relevant communication tailored to meet stakeholders' preferences.

- **Adult Ed:** FY25 met 100% of our State Targets for IET Certifications attained. Currently monitoring 15 Custodial Tech employees continuing their GED pathway, who hired through the District First Choice program.
- **CEIP:** Ended FY25 with 356 engagements on ThoughtExchange with 9,000 participants, an increase from FY24 with 45 engagements and 7,000 participants. MIRACLES priority for FY25 – DCSD Align (surveys and calendars)
- **COMS:** Using the data from the NSPRA Communications Audit, we created [2025-29 Strategic Communication Plan](#) with 4 priorities: Internal Standard of Excellence, Strong Partnerships, Multilingual Access, and Innovative Campaigns

2.2: Create opportunities for collaboration between the district, families, community partners, and businesses to foster partnerships to support district-wide initiatives.

- **FACE:** Trained level II and III volunteers - FY25: 2,586; FY26: 1,441
- **Foundation:** FY25 Raised \$158,505 in sponsorships and donations and \$24,960 in-kind donations
- **Foundation:** FY26 Awarded \$42,000 for 12 school grants impacting 5,000+ students
- **Grants and Partnerships:** New partner district goal FY24 target 15, actual 36
- **Grants and Partnerships:** FY25 \$3.29 million in grants and \$1,367,250 in donations grants received thus far \$73,064
- **Grants and Partnerships:** FY24 held two Mix and Mingles to recruit new partners and recognize 7 existing partners

2:3 Improve communication processes for stakeholders to ensure the flow of clear, timely, and relevant information.

- **COMS:** FY24 to FY 25 Schoolmessenger - Phone: ↑ 701,780 messages (164% increase) People: ↑ 16,000 (14% increase), Email: ↑ 7.4 million messages (93% increase) People: ↑ 31,000 (27 % increase), SMS: ↑ 9 million messages (75% increase) People: ↑ 16,000 (14 % increase)
- **COMS:** Social Media (7 accounts) – Likes/Subscribers FY25: 113,547 (↑ 20% from FY24) FY25 Added BlueSky
- **COMS:** *Hitting the Road with Horton* FY25 open rate increased by 13% (launched redesign)
- **COMS:** *Board Report* launched in FY25 with 34% open rate
- **COMS:** FY26 Launching DCSD Unplugged, goal two episodes per month
- **COMS and Technology:** FY25 Updated website content, launched new redesign in September. Plans for FY26 to redesign school websites, alignment to new district platform

2:4 Establish clear communication channels to effectively engage with multilingual families and provide equitable access to district and school information.

- **CEIP:** Interpreters at 100% of district events
- **COMS:** Multilingual Access is 1 of 4 priorities in 25-29 Strategic Communications Plan
- **COMS:** FY25 WhatsApp Groups: Districtwide 5 with 562 members, Schools 4 with 953 members
- **COMS:** FY26 Added new District Spanish FB group; along with **FACE**, FY26 moving from personal social media to professional accounts and adding languages beyond Spanish
- **COMS:** Interpretations FY24: 30, FY25 60; **Student Services:** FY24 7,158, FY25 8,588
- **FACE:** FY25 - 38 volunteer trainings and 70 programs/events; FY26 monthly programs/events including volunteer training, Adult Ed, ESL – August 16, September 46
FY26: MIRACLES project with International Student Center



November 2025!

**Goal Area 3: Recruit, Develop, and Retain Talent
with Tasha Davis Mills and Eric Hilton**