

**Schulenburg Independent School District
Long-Term Strategic Plan**

Developed February-September 2014
Approved by Board October 2014
Reviewed by Board October 2015

District Goal 1	SISD will recruit and retain highly qualified teachers, administrators, and staff.				
Objectives	Activities to Meet Objectives and Goals				
	Year 1 (14-15)	Year 2 (15-16)	Year 3 (16-17)	Year 4 (17-18)	Year 5 (18-19)
SISD will offer competitive salaries for all district employees compared to local districts and other 2A districts in Texas.	1. Research and compare salary scales from other districts. 2. Increase salaries in addition to state step in order to be more aligned with other local district salaries. 3. Increase beginning teachers pay (0-5 years) to attract and recruit more HQ teachers to the district.	Continue to increase employee salaries to be more aligned and competitive with other local districts.	GOAL - SISD's salary scales will be fully comparable to those in other local school districts and other 2A districts in Texas.	Continue to offer competitive salaries, providing increases as necessary.	Continue to offer competitive salaries providing increases as necessary.
SISD will offer competitive benefits for all district employees compared to local districts and other 2A districts in Texas	1. Market and advertise local benefits to ensure all staff and potential employees know the full benefit of working at SISD. 2. Continue 457B Retirement Plan. 3. Consider giving employees 1-2 Local Sick Days in addition to State Days. 4. Consider changes to Sick Day Pool, allowing employees to donate more days if they wish.	1. Continue to market and advertise local benefits, including the 457B Retirement Plan. 2. Consider increasing employees Local Sick Days by 1 day. 3. Consider giving employees 5 additional days of medical leave where they will be docked sub pay only rather than their daily rate. 4. Monitor stipends and health insurance. Consider increase if necessary.	GOAL - SISD will have developed and implemented an effective marketing plan for current and future employees. 457 Retirement Plan remains in effect. 1. Consider increasing employees Local Sick Days by 1 day. 2. Consider giving employees additional days of medical leave where they will be docked sub pay only rather than their daily rate.	Continue to market and advertise benefits and offer 457 Retirement Plan. Continue to monitor stipends and health insurance rates. 1. Consider increasing employees Local Sick Days by 1 day. 2. Consider giving employees up to 10 total days of medical leave where they will be docked sub pay only rather than their daily rate.	GOAL - Employees will receive a total of 5 Local Sick Days in addition to State Days. GOAL - Employees will receive a total of 10 additional days of medical leave where they are docked sub pay only rather than their daily rate. Continue to market and advertise benefits. Continue to monitor stipends and health insurance rates, increasing as necessary.

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SISD will actively recruit HQ teachers to the district.	<ol style="list-style-type: none"> 1. Create a District Information Brochure. 2. Participate in job recruiting fairs at ESC's, colleges and universities. 3. Collaborate with area Superintendents to host a County-wide Job Fair. 4. Actively recruit local area graduates and other citizens pursuing teaching degrees. 5. Create collaborative partnerships with colleges and universities for student teachers. 	<p>GOAL - Community and District Brochure created.</p> <p>GOAL - County Job Fair conducted annually.</p> <p>Continue participating in job fairs at region centers and colleges/universities.</p> <p>Continue building relationships with local potential educators.</p> <p>Continue to encourage student teachers to complete student teaching at SISD.</p>	Continue recruiting efforts as noted.	Continue recruiting efforts as noted.	Continue recruiting efforts as noted.
SISD will offer incentives to recruit and retain HQ teachers in the district, especially those teachers in hard-to-fill areas.	<ol style="list-style-type: none"> 1. Offer stipends for teachers in hard-to-fill subject areas. 2. Consider early resignation incentives or retainment bonuses. 3. Implement District Awards/Recognition. 	<ol style="list-style-type: none"> 1. Increase stipend for Advanced Degrees. 2. Consider early resignation incentives or retainment bonuses. 3. Continue stipends and District Awards and Recognitions. 	<ol style="list-style-type: none"> 1. Consider implementing performance pay incentives for teachers based on student achievement. 2. Continue teacher incentives, stipends, and awards. 	Continue incentives as noted.	Continue incentives as noted.
SISD will provide mentoring and instructional coaching opportunities for new and struggling teachers in order to help all educators reach their maximum potential.	<ol style="list-style-type: none"> 1. Assign a mentor teacher for new teachers or teachers who are struggling in the district. 2. Provide time for effective mentoring activities to occur. 3. Ensure that mentor teachers are trained and HQ. 	<p>GOAL - All new teachers will be assigned a mentor teacher upon employment at SISD. Mentors will be trained and time will be provided for effective mentoring activities to occur.</p>	Continue Mentoring and Instructional Coaching.	Continue Mentoring and Instructional Coaching.	Continue Mentoring and Instructional Coaching.

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District Goal 2	SISD will provide safe, secure, and inviting facilities that accommodate current needs and future growth.				
Objectives	Activities to Meet Objectives and Goals				
	Year 1 (14-15)	Year 2 (15-16)	Year 3 (16-17)	Year 4 (17-18)	Year 5 (18-19)
<p>SISD will conduct a district-wide facility assessment to determine current conditions and future facility needs. (old elementary building, CATE/AG buildings and shops, high school offices, field house, track, band hall/fine arts center, tennis courts, HVAC systems, lighting, fire systems, intercom, phone, bell systems, etc.)</p>	<ol style="list-style-type: none"> 1. Conduct the District Safety and Security Audit as required by TEA, updating the EOP as needed. 2. Conduct a Board tour and assessment of facilities. 3. Create a community and staff team to conduct facility assessments. 4. Develop a detailed prioritized list of district facility needs and a plan to address them. 	<ol style="list-style-type: none"> 1. Begin addressing detailed list of facility needs as developed and approved by the board. 2. Continue to conduct annual walk-throughs and evaluations to address facility needs in a timely manner. 	<ol style="list-style-type: none"> 1. Continue addressing facility needs as developed and approved by the board. 2. Continue to conduct annual walk-throughs and evaluations to address facility needs in a timely manner. 	<ol style="list-style-type: none"> 1. Continue addressing facility needs as developed and approved by the board. 2. Continue to conduct annual walk-throughs and evaluations to address facility needs in a timely manner. 	<ol style="list-style-type: none"> 1. Continue addressing facility needs as developed and approved by the board. 2. Continue to conduct annual walk-throughs and evaluations to address facility needs in a timely manner.
<p>SISD will ensure effective communication systems are available district-wide.</p>	<ol style="list-style-type: none"> 1. Evaluate and update intercom, bell, and phone systems to ensure all buildings/facilities have communication capability. There is currently no district-wide system in place. The secondary system is out-dated and ineffective. All buildings are not connected. 	<p>GOAL: District-wide phone, bell, and Intercom systems are in place with effective communication capabilities for all building and facilities.</p>	<p>Continue to monitor and update systems as needed</p>	<p>Continue to monitor and update systems as needed</p>	<p>Continue to monitor and update systems as needed</p>

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SISD will install safety cameras and implement safety protocols to address multiple access points at the secondary campus.	1. Install safety cameras at all entry points at the secondary campus. 2. Training for staff on safety protocols for secondary buildings. 3. Parking passes distributed to students and staff. Parking violations will be enforced.	GOAL: Access to Secondary campus buildings is monitored and controlled as effectively as possible. 1. Consider facility construction project to address access concerns.	1. Consider facility construction project to address access concerns.	GOAL: Facility Construction Project is approved and access concerns are addressed.	Facility Construction Project is completed limiting access to building and increasing safety and security of students and facilities.
SISD will install safety cameras and increase lighting in student and staff parking and common gathering areas.	1. Install safety cameras in all student and staff parking and common gathering areas. 2. Increase safety lighting in all student and staff parking and common gathering areas.	GOAL: Student and Staff parking and common gathering areas have adequate safety lighting and are monitored by cameras for safety and security of students, staff, and facilities.	Continue to monitor and update cameras and lighting as needed.	Continue to monitor and update cameras and lighting as needed.	Continue to monitor and update cameras and lighting as needed.
SISD will develop and implement procedures for building access and key control.	GOAL: Effective procedures for building access and key control are developed and implemented.	Continue to implement building access and key control procedures, updating as needed.	Continue to implement building access and key control procedures, updating as needed.	Continue to implement building access and key control procedures, updating as needed.	Continue to implement building access and key control procedures, updating as needed.
SISD will implement CopSync Emergency Alert System and provide opportunities for emergency drills and practice.	GOAL: CopSync will be implemented and staff trained.	Continue to use CopSync and provide opportunities for emergency drills and practice	Continue to use CopSync and provide opportunities for emergency drills and practice	Continue to use CopSync and provide opportunities for emergency drills and practice	Continue to use CopSync and provide opportunities for emergency drills and practice

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District Goal 3	SISD will provide a supportive infrastructure for technologically-advanced programs.				
Objectives	Activities to Meet Objectives and Goals				
	Year 1 (14-15)	Year 2 (15-16)	Year 3 (16-17)	Year 4 (17-18)	Year 5 (18-19)
SISD will increase bandwidth to accommodate BYOD and 1:1 initiatives, in addition to creating separate bandwidths to support users (staff, students, guests.)	GOAL: Bandwidth is increased from 25mb to 100mb. GOAL: Bandwidth is separated to accommodate and support different user groups.	Continue to monitor and increase bandwidth as needed to effectively accommodate technology needs.	Continue to monitor and increase bandwidth as needed to effectively accommodate technology needs.	Continue to monitor and increase bandwidth as needed to effectively accommodate technology needs.	Continue to monitor and increase bandwidth as needed to effectively accommodate technology needs.
SISD will become a 1:1 district, ensuring that every student has access to and is able to utilize a device to integrate technology into daily instruction.	GOAL: Implement a BYOD policy for secondary students. 1. Purchase mobile devices for student use at school for those who do not have their own device in order to integrate technology more effectively into daily instruction. (5-10 devices per classroom at secondary). 2. Move classmates from junior high to elementary classrooms.	GOAL: Implement a BYOD policy for elementary students Grades 3-5. 1. Purchase mobile devices for student use at school for those who do not have their own device (5-10 devices per classroom at secondary). 2. Implement a lending program for mobile devices for students who do not have personal devices to use at home (secondary). 3. Purchase 3-5 devices for each elementary classroom (Grades 3-5)	GOAL: Implement a BYOD policy for elementary students Grades K-2. 2. Implement a lending program for mobile devices for students who do not have personal devices to use at home (elementary grades 3-5). 3. Purchase 3-5 devices for elementary classrooms (grades K-2) to integrate technology into daily instruction individually and/or in small groups.	GOAL: All secondary students have access to a mobile device at school and at home through BYOD or the district technology lending program. 1. Continue to purchase 3-5 devices for each elementary classroom. (Grades K-5)	GOAL: All students district-wide have access to a mobile device at school at home through BYOD or the district technology lending program.

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	Year 1 (14-15)	Year 2 (15-16)	Year 3 (16-17)	Year 4 (17-18)	Year 5 (18-19)
SISD will train current personnel and hire additional technology staff to accommodate increased technology needs for both system maintenance and instructional support.	1. Increase instructional technology support by 1/2 day through schedule changes. 2. Utilize high school student aides to help with routine tech support needs. 3. More effectively train and utilize campus support personnel to address routine tech needs on each campus.	1. Hire an additional full-time IT staff member so that elementary and secondary will have their own instructional technologist although both will continue to help with network administration. 2. Continue to train and utilize current campus staff and student aides to help with routine tech support needs.	1. Hire an additional full-time IT staff member so that each campus (elementary, junior high, and high school) will now have their own instructional technologist along with one district technology director and network administrator.	GOAL: The district has adequate personnel to effectively maintain and support district technology programs. 1. Evaluate technology support and determine if additional staff is needed to effectively support technology needs of the district.	GOAL: The district has adequate personnel to effectively maintain and support district technology programs. 1. Evaluate technology support and determine if additional staff is needed to effectively support technology needs of the district.
SISD will provide ongoing professional development in technology for current and new staff.	1. Implement mandatory summer training program for current and new staff members on critical technology issues. 2. Implement pilot technology academy to develop technology leaders and mentors on each campus. 3. Instructional technologist will regularly work with current staff to facilitate effective technology instruction and integration.	1. Continue summer technology training for all current and new staff. 2. Technology Academy continues to build and develop campus instructional leaders and mentors. 3. Instructional technologists are able to more effectively work with and facility technology instruction and integration.	GOAL: Regular summer technology training is held for all current and new staff. GOAL: Technology Academy continues to build and develop campus instructional leaders and mentors. GOAL: Instructional technologist on each campus is able to effectively work with and facility technology instruction and integration.	Continue to monitor teacher effectiveness and provide professional development opportunities through summer training, Tech Academies, and other sources as needed.	Continue to monitor teacher effectiveness and provide professional development opportunities through summer training, Tech Academies, and other sources as needed.

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District Goal 4	SISD will provide a wide range of educational opportunities and resources for student success.				
Objectives	Activities to Meet Objectives and Goals				
	Year 1 (14-15)	Year 2 (15-16)	Year 3 (16-17)	Year 4 (17-18)	Year 5 (18-19)
SISD will increase course offerings to build an aligned sequence of credits to meet the designated career clusters in three of the five endorsement areas of the foundation graduation program. (Business and Industry; Public Services; and STEM)	1. Business and Industry: Increase course offerings in business, accounting, and basic and advanced technology programs and applications. 2. Public Services: Add Health Sciences sequence of courses. 3. STEM: Research STEM courses and programs to offer in the future.	1. Continue to increase course offerings in technology, health sciences, business, and accounting. 2. Add STEM sequence of courses to support engineering fields (rocketry, robotics, etc.) 3. Offer additional online or virtual classes to increase course offerings.	GOAL: SISD provides multiple avenues on campus and online for students to achieve credit in any of the five endorsement areas of the foundation graduation program.	1. Continue to research and consider expanding courses of study in these three endorsement areas to address additional career fields such as law enforcement, education, medical research, computer programing, technology applications, etc.	Continue to monitor course schedules and offerings, adding and adjusting as needed to meet state requirements and student interests.
SISD will build comprehensive programs to increase educational opportunities for students in Arts & Humanities and Multi-Disciplinary Studies (the remaining two endorsement areas of the foundation graduation program.)	1. Continue to partner with Blinn College to offer dual credit classes at HS. 2. Research online programs through other colleges and universities to offer additional dual credit opportunities. 3. Research programs through Texas Virtual Schools Network or other providers to increase offerings of online or virtual learning classes in any subject area.	1. Add art classes to the high school. 2. Offer more than one theater arts class, building a sequence of courses over 4 years. 3. Consider additional music-related fine arts classes (Choir, Jazz Band, Symphony) 4. Offer courses in Foreign languages in addition to Spanish. 5. Offer additional online or virtual classes in any area to increase course offerings.	1. Add art & music classes for elementary, hiring personnel as needed. 2. Hire an assistant band director to help with elementary music and additional music classes at secondary. 3. Offer courses in Foreign languages in addition to Spanish. 4. Offer additional online or virtual classes in any area to increase course offerings.	GOAL: SISD offers a comprehensive program of studies in the areas of Arts & Humanities and Multi-Disciplinary Studies with multiple opportunities to earn college credit during high school and to help students successfully transition to post-secondary educational institutions.	Continue to monitor course schedules and offerings, adding and adjusting as needed to meet state requirements and student interests.

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	Year 1 (14-15)	Year 2 (15-16)	Year 3 (16-17)	Year 4 (17-18)	Year 5 (18-19)
SISD will increase course offerings and certification opportunities to encourage work force development.	1. Continue to offer AG classes, wood shop, and welding. 2. Add certification opportunities in addition to CNA, cosmetology and welding (food prep, floral arrangement, etc.) 3. Consider adding additional courses to support work force development (auto mechanics, plumbing, electrical, HVAC, small engine repair, etc.)	1. Continue to offer AG and CATE classes with certification opportunities for students. 2. Continue to research and consider expanding workforce options to include additional fields of study and certification opportunities. 3. Work with area superintendents to consider county-wide vocational programs with each district "specializing" in a career field.	1. Continue to research and consider expanding workforce options to include additional fields of study and certification opportunities. 2. Continue to explore county-wide district partnerships to expand workforce opportunities for all students in the county.	1. Continue to research and consider expanding workforce options to include additional fields of study and certification opportunities. 2. Continue to explore county-wide district partnerships to expand workforce opportunities for all students in the county.	GOAL: SISD offers multiple programs that enable students to graduate from high school with the knowledge, skills, and certifications needed to successfully enter the workforce.
SISD will offer electives to help students learn targeted "soft skills" and to help students successfully transition from high school to post-secondary institutions or the workforce.	1. Continue to offer courses in speech, PALS, Teen Leadership, etc. 2. Research and explore additional courses that directly teach identified "soft skills" to students (social interaction, leadership, work ethic, study skills, conflict resolution, effective communication, etc.)	1. Offer additional elective courses that address targeted "soft skill" areas to include interview skills, resume writing, social media, professional communication, study skills, etc.	GOAL: SISD provides multiple opportunities for students to learn, practice, and apply identified "soft skills" which are critical to future success in post-secondary education and the workforce.	Continue to monitor course schedules and offerings, adding and adjusting as needed to meet identified areas of need and student interests.	Continue to monitor course schedules and offerings, adding and adjusting as needed to meet identified areas of need and student interests.

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District Goal 5	SISD will utilize a variety of strategies and resources to meet the diverse needs of the individual student.				
Objectives	Activities to Meet Objectives and Goals				
	Year 1 (14-15)	Year 2 (15-16)	Year 3 (16-17)	Year 4 (17-18)	Year 5 (18-19)
SISD will offer targeted instruction to students identified for the Preschool Program for Children with Disabilities (PPCD) in collaboration with, but separate from, the PreKindergarten Program.	1. Hire a PPCD teacher who is highly qualified in Early Childhood and Special Education. 2. Offer 1/2 day PPCD instruction for identified students.	GOAL: SISD will continue to offer a comprehensive PPCD program to identified students.	Continue with PPCD Program.	Continue with PPCD Program.	Continue with PPCD Program.
SISD will expand the current PreKindergarten Program to more effectively meet the early educational needs of the children in the district.	1. Continue to offer 1/2 day PreK program to eligible students. 2. Offer tuition-based PreK option to extend learning day (from 1/2 day to full day) and/or to provide opportunities for students who are otherwise ineligible for services according to state guidelines.	Consider and possibly implement one of the two following options: 1. Extend PreK from 1/2 day to full day for all eligible students. 2. Offer open enrollment to PreK program for all students in district who meet age requirements regardless of eligibility per state guidelines.	Consider and possibly implement both of the two following options: 1. Extend PreK from 1/2 day to full day for all eligible students. 2. Offer open enrollment to PreK program for all students in district who meet age requirements regardless of eligibility per state guidelines.	Consider and possibly implement both of the two following options: 1. Extend PreK from 1/2 day to full day for all eligible students. 2. Offer open enrollment to PreK program for all students in district who meet age requirements regardless of eligibility per state guidelines.	GOAL: SISD offers a comprehensive full-day PreK program to all four- year old students in the district
SISD will add a second counselor to help meet the social, emotional, and behavioral needs of the students in the district.	1. A JH/HS counselor will continue to provide academic advising and guidance counseling services to secondary students. 2. Hire a second counselor to address social, emotional, and behavior needs.	Continue with two District counselors. Review effectiveness of expectations and schedules, making adjustments as needed to more effectively meet the needs of the students in the district.	Continue with two District counselors, possibly considering hiring a third counselor or social worker based on student and district needs.	Continue to monitor counseling programs to determine effectiveness in addressing student and district needs.	Continue to monitor counseling programs to determine effectiveness in addressing student and district needs.

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	Year 1 (14-15)	Year 2 (15-16)	Year 3 (16-17)	Year 4 (17-18)	Year 5 (18-19)
SISD will provide all students with intervention support in reading and math to ensure mastery of grade level objectives and expectations for promotion.	1. Develop and implement a strong RtI program at all campuses. 2. Develop schedules that support intervention and accelerated instruction for struggling students (Power Hour, Tutorials, RtI classes). 3. Provide professional development to staff on improving core instruction and effective intervention strategies. 4. Hire a 1/2 day reading interventionist at Elementary.	1. Continue to develop a strong RtI program on all campuses. 2. Continue to develop and revise course schedules to provide intervention support to students. 3. Continue to provide professional development to staff. 4. Hire a full-time reading interventionist at the elementary campus.	1. Continue to develop a strong RtI program on all campuses. 2. Continue to develop and revise course schedules to provide intervention support to students. 3. Continue to provide professional development to staff. 4. Hire a full-time reading interventionist for the secondary campus. 5. Hire a full-time math interventionist at the elementary campus.	1. Continue to develop a strong RtI program on all campuses. 2. Continue to develop and revise course schedules to provide intervention support to students. 3. Continue to provide professional development to staff. 4. Hire a full-time math interventionist for the secondary campus.	GOAL: SISD will have a full time reading and math interventionist at each campus to provide targeted instructional interventions to struggling students in addition to other intervention services.
SISD will improve instructional support for students identified as "At-Risk", ESL, RtI, 504, Dyslexia, and/or Special Education.	1. Provide targeted inclusion and "pull-out" programs based on individual student needs. 2. Improve ESL services to students and parents through programs, training, and communication.	1. Continue to provide targeted inclusion and "pull-out" programs based on individual student needs. 2. Translate documents and/or provide translation services to accommodate non-English speakers.	Continue to monitor and review program supports and accommodations for identified students, changing and adjusting to meet student needs.	Continue to monitor and review program supports and accommodations for identified students, changing and adjusting to meet student needs.	Continue to monitor and review program supports and accommodations for identified students, changing and adjusting to meet student needs.

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	Year 1 (14-15)	Year 2 (15-16)	Year 3 (16-17)	Year 4 (17-18)	Year 5 (18-19)
<p>SISD will actively encourage, promote and reinforce positive student behavior expectations through incentive programs and behavioral support systems.</p>	<ol style="list-style-type: none"> 1. Implement campus and district positive behavior incentive programs for students including attendance, grades, and discipline. 2. Provide counseling and other behavior support systems for students struggling with behavioral issues. 3. Weekly Character Education classes at the elementary to directly teach, model, and allow students opportunities to practice appropriate social and behavioral skills. 4. Implement Saturday School to address behavior and attendance concerns. 5. Contract with Fayette County DAEP for students requiring an alternate education placement due to disciplinary needs. 6. Continue to provide detention and ISS at each campus. 	<ol style="list-style-type: none"> 1. Continue campus and district positive behavior incentive programs, counseling support, and weekly Character Education classes at the elementary. 2. Review and evaluate effectiveness of Saturday School to address behavior and attendance concerns. 3. Continue to contract with Fayette County DAEP for students requiring an alternate education placement due to disciplinary needs. 4. Continue to provide detention and ISS at each campus. 5. Monitor and review discipline reports, adjusting and implementing new support systems as identified to meet student needs. 	<p>Continue to monitor and review discipline reports, incentive programs, behavior supports, counseling, alternative placements, etc., adjusting and implementing new behavioral support systems as identified to meet student needs.</p>	<p>Continue to monitor and review discipline reports, incentive programs, behavior supports, counseling, alternative placements, etc., adjusting and implementing new behavioral support systems as identified to meet student needs.</p>	<p>Continue to monitor and review discipline reports, incentive programs, behavior supports, counseling, alternative placements, etc., adjusting and implementing new behavioral support systems as identified to meet student needs.</p>

District Goal 6	SISD will communicate effectively and develop partnerships with students, parents, and community.				
Objectives	Activities to Meet Objectives and Goals				
	Year 1 (14-15)	Year 2 (15-16)	Year 3 (16-17)	Year 4 (17-18)	Year 5 (18-19)
SISD will work with the community to establish an Alumni Association to support Schulenburg ISD students and school.	1. Create a steering committee to begin process of establishing an alumni association for the district. 2. Actively work with the committee to identify the mission, purpose and goals of the organization and write by-laws supporting those ideas. 3. Launch the Alumni Association.	1. Continue to work with, support, and help build membership in the Alumni Association. 2. Help the Association begin development and implementation of programs and activities to support its mission, purpose, and goals.	1. Continue to work with, support, and help build membership in the Alumni Association. 2. Continue to support the Association with the development and implementation of programs and activities to support its mission, purpose, and goals.	1. Continue to work with, support, and help build membership in the Alumni Association. 2. Continue to support the Association with the development and implementation of programs and activities to support its mission, purpose, and goals.	1. Continue to work with, support, and help build membership in the Alumni Association. 2. Continue to support the Association with the development and implementation of programs and activities to support its mission, purpose, and goals.
SISD will continue to partner with local organizations to support children and youth in the schools and community.	1. Continue to partner with Champion Valley Boys and Girls Club, Parents As Teachers, Youth and Family Services, the Bastrop Family Crisis Center, Bluebonnet Trails, and SWIFT Americorps to provide various services to students and their families. 2. Research and build new partnerships with organizations that will benefit our students.				
SISD will continue to partner with local, state, and national organizations to provide service opportunities for students.	1. Students will be given the opportunity to participate in service-learning projects through organized school events and activities such as FFA's Adopt a Highway Program, the Vietnam Veteran's Wounded Warriors Project, and the Athletics Christmas Toy Drive. 2. Students will be given the opportunity to participate in various charitable events that support youth education, medical research, and other appropriate programs, such as St. Jude's Math-a-thon, Caps for Kids, Pink-Out Days, Pennies for Patients, Jump-Rope for Heart, and local food and clothing drives.				

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<p>SISD administration and personnel will actively "market" the district and publize the good things that are happening in public schools.</p>	<p>1. Superintendent will facilitate a weekly article "From the Super's Desk" in the local newspaper. 2. Implement a "Shorthorns Forever Spotlight" in the newspaper each week, that informs the public about positive news regarding current or former students or staff members. 3. Update the District Website and keep current. 4. More effectively utlize School Reach, expanding services to include text messaging. 5. Explore social media options to promote the school district (Facebook, Twitter, etc.)</p>	<p>1. Continue weekly articles, "From the Super's Desk" and "Shorthorns Forever Spotlight". 2. Continue to update and keep current the District Website and School Reach Program. 3. Start a social media campaign for the District using Facebook, Twitter, or another social media site. 4. Publish the recruiting brochure (Goal 1) and make it available at local community businesses and public buildings.</p>	<p>Continue current activities and explore new positive marketing ideas for the District.</p>	<p>Continue current activities and explore new positive marketing ideas for the District.</p>	<p>Continue current activities and explore new positive marketing ideas for the District.</p>
<p>SISD will continue to encourage community participation in school activities and events.</p>	<p>1. Directly and intentionally invite public to school activities and events through positive marketing and advertising. 2. Directly contact and invite parents, local businesses, organizations, and community members to participate in specially planned activities and events. These include but are not limited to: Career Days, Veteran's Programs, Monthly Elementary Programs, Family Fun Nights, Parent Information Meetings, Back to School Rally, Community Resource Fair, Meet the Teacher Night, Granny Readers, PTSO Meetings, Athletic and Booster Club Meetings, Band Concerts, Theater Arts Productions, Fundraising events, Walk-a-thon, FFA/AG programs, Talent Shows, Book Fairs, Family Reading Night, etc.</p>				

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