

Plainview ISD Strategic Plan

Revised—October 2007

Strategic Planning

Revised - October 2007

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Strategic Planning Committee

October 2007

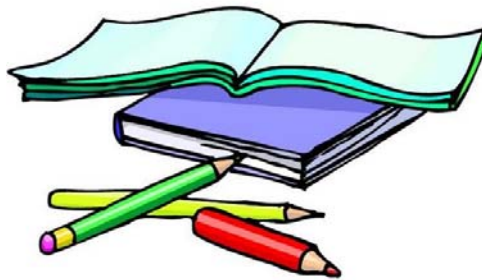
Facilitator – Judy Buchanan

Assistant – Randa Wrenn

Name		Representing
Tillie	Becerra	Middle School Principal
Bryan	Bishop	La Mesa Parent
Dana	Broyles	Houston School Asst Principal
Thomas	Curry	High School Parent
Lonnie	DiSalvo	Board Member
Billy	Dulakis	Student
Edna	Garcia	Special Programs Instructional Coordinator
Rick	Garcia	Director of Operations
John	Hightower	Director of Special Education
Rusty	Ingram	Executive Director of Finance
Matt	Kelley	Community
Lisa	Kersh	High School Principal
Betsy	Lewis	Elementary Teacher
Nancy	Leyendecker	Parent/Educational Improvement Council
Paulette	Manning	Assistant Superintendent of Federal Programs
Cecilia	Masters	Director of School Information
Don	McMillon	Director of Maintenance
Brandy	Merrick	Middle School Instructional Coordinator
Ron	Miller	Superintendent
Linda	Murphree	Elementary Instructional Coordinator
Sherri	Neff	High School Teacher
Marci	Owens	Counselor
Leslie	Pearce	Community
Adam	Richards	Parent/Community
Donette	Sabins	High School Instructional Coordinator
Karen	Sandlin	Secretary to Asst Superintendent/Non-Certified
Kerry	Sarchet	Middle School Teacher
Sherrie	Wall	Community/Elementary Campus Advisory Council
Gene	Whitfill	Director of Technology
Jack	Wirth	Parent/City Council PTA
Sharon	Wright	Elementary Principal

MISSION STATEMENT

The mission of the Plainview Independent School District, in partnership with the community, is to graduate all students with skills and values to compete successfully as life-long learners in society by addressing the needs and recognizing the worth of each student through a coordinated program of instruction in a safe, disciplined environment.



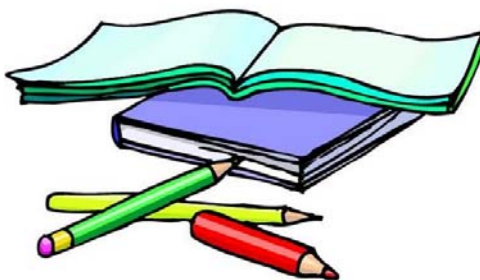
OBJECTIVES

- To have 100% of our students graduate or successfully complete their individual achievement programs.
- To increase the average daily attendance to 97%.

BELIEF STATEMENTS

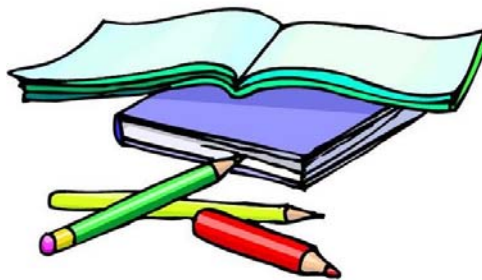
We believe:

- ❖ Every student can learn.
- ❖ Education is a community partnership.
- ❖ Every individual deserves a nurturing and safe environment.
- ❖ Experiencing diversity is essential for the full development of the individual.
- ❖ Every student has the right to a quality education.
- ❖ Every individual has worth and deserves respect.
- ❖ Education is a process of adapting to change.
- ❖ Parental/Family involvement is a critical element in promoting student success.



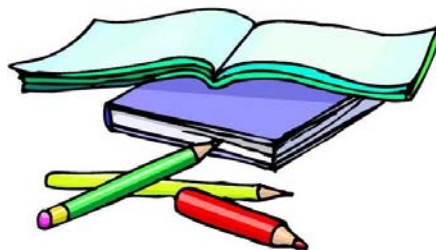
PARAMETERS

1. We will always put students first.
2. We will not tolerate prejudicial discrimination of any kind.
3. We will leave no child behind.
4. We will not tolerate ineffective employees.
5. Nothing will take precedence over the PreK-12 instructional program.
6. We will always provide a safe and disciplined environment.
7. We will practice participative management at all levels of the organization.
8. All employees must be supportive of the district's mission.



STRATEGIES

1. We will continue to analyze and address facility needs.
2. We will improve student attendance and reduce the dropout rate.
3. We will promote student success through parental/family involvement.
4. We will provide or modify programs that will address the individual needs of students.
5. We will employ and retain a highly qualified and diverse staff.
6. We will continue to develop an effective communication system.
7. We will maintain a safe, disciplined school environment.
8. We will transform the educational system through technology.
9. We will provide comprehensive, research-based staff development opportunities.
10. We will prepare students to reach their maximum potential.
11. We will continue to establish and encourage community partnerships.
12. We will continue to implement a comprehensive, well-defined curriculum.
13. We will continue to enhance student services.



STRATEGIES WITH ACTION PLANS

1. We will continue to analyze and address facility needs.
2. We will improve student attendance and increase the completion rate.
 - ▶ Mentoring
 - ▶ Houston High School Credit Recovery Program
 - ▶ Drugs
3. We will promote student success through parental/family involvement.
 - ▶ The district will facilitate communication between schools and home that will foster a positive relationship and create partnerships between teachers, parents, and students.
 - ▶ Each school will promote a welcoming environment for parents, teachers and students that foster ownership in the educational process.
 - ▶ Parents are encouraged to participate, to become involved in school activities, and to promote school pride.
4. We will provide or modify programs that will address the individual needs of students.
 - ▶ Develop programs to fill in the gap for LEP students.
 - ▶ We will provide additional support for students experiencing reading difficulties.
 - ▶ We will provide appropriate placement and education for all students with behavior and/or social problems and those who cannot make proper adjustment in the classroom so that they will be able to make informed, educated and responsible decisions.
5. We will employ and retain a highly qualified and diverse staff.
 - ▶ We will attract and retain a highly qualified and diverse staff through incentives.
 - ▶ We will employ and retain a highly qualified and diverse staff through an effective teacher-mentoring program.
 - ▶ We will attract and retain a highly qualified and diverse staff through marketing, recruiting and community awareness.
6. We will continue to develop an effective communication system.
 - ▶ We will create better district and community communications within the campus.
 - ▶ Continue to spread the "Good News" of Plainview ISD through use of the radio, newspaper, cable TV, internet, and other marketing venues.
7. We will maintain a safe, disciplined school environment.
 - ▶ We will provide appropriate training for staff members and parents to ensure each school is safe.
 - ▶ We will implement strategies to ensure all classrooms and buildings are safe.

8. We will transform the educational system through technology.
 - ▶ Curriculum
 - ▶ Equipment
 - ▶ Internet
 - ▶ Network
 - ▶ PISD – TV
9. We will provide comprehensive, research-based staff development opportunities.
 - ▶ The district will emphasize research-based best practices in all facets of staff development design, implementation and evaluation following the NSDC standards.
 - ▶ Each campus will emphasize research-based best practices in all facets of staff development design, implementation and evaluation following the NSDC standards.
10. We will prepare students to reach their maximum potential.
 - ▶ We will promote career awareness activities that help students develop job skills including work ethic, organizational skill and self-discipline.
 - ▶ We will promote attainment of basic skills including handwriting, spelling, grammar, punctuation, reading, math calculation and problem solving.
 - ▶ We will offer programs to students to promote success after graduation.
11. We will continue to establish and encourage community partnerships.
12. We will continue to implement a comprehensive, well-defined curriculum.
 - ▶ We will articulate aspects of the district’s curricular philosophy and design.
 - ▶ We will vertically and horizontally align the curriculum within each content/subject area.
 - ▶ We will analyze data to evaluate the curriculum and the depth of implementation.
 - ▶ We will continue to design and provide a variety of course offering that meet individual student needs.
13. We will continue to enhance student services.
 - ▶ We will establish, maintain, and periodically evaluate a health services program focusing on health related needs of students and their families.
 - ▶ The district’s guidance and counseling program shall be designed to provide ongoing assistance to enhance the educational development of all students.

Plainview Independent School District

**District Goals
2007 - 2008**

"Measuring Success One Student at a Time"

GOAL #1

DISTRICT/CAMPUS ACCOUNTABILITY

Continue to increase student performance toward the state "exemplary" standards while closing achievement gaps between student groups and increasing the high school completion rate.

GOAL #2

EMPHASIS ON SPECIAL PROGRAMS

Continue to improve and monitor the instructional focus for students in special programs.

GOAL #3

TECHNOLOGY UTILIZATION AND INTEGRATION

Continue to incorporate technologies to optimize teaching, learning, and working.

GOAL #4

SCHOOL ENVIRONMENT

Ensure a safe, disciplined, and positive environment conducive to student learning.

GOAL #5

PARENT AND COMMUNITY INVOLVEMENT

Provide increased opportunities for teachers, parents and the community to become full partners in the education of their children.

GOAL #6

HIGHLY QUALIFIED STAFF

Employ and retain fully certified and highly qualified professional staff.

STRATEGY # 1

We will continue to analyze and address facility needs.

Action Plan # 1

SPECIFIC RESULTS: (Measurable, Observable, or Demonstrable)

We will continue to analyze and address facility needs.					
#	Action Step	Assigned to	Starting Date	Due Date	Completed Date or Status
1	The Administration and the Board of Trustees will develop a priority list of immediate facility needs that can be purchased with existing funds.	Superintendent	Fall 2008	To be decided by Board and Superintendent	
2	Survey the district and the community on facility needs.	Superintendent	Fall 2008	To be decided by Board and Superintendent	
3	Using the results of the survey, the Administration and the Board of Trustees will develop a plan of action addressing facilities needs, timelines, and budget.	Superintendent	Fall 2008	To be decided by Board and Superintendent	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

STRATEGY # 2

We will improve student attendance and increase the completion rate.

Action Plan # 1 – Mentoring

SPECIFIC RESULTS: (Measurable, Observable, or Demonstrable)

Identifying high-risk incoming Freshmen students. Mentoring students includes guidance for students at the Freshmen level.

**Increased attendance, grades, reduced dropout rate.

#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
1	Identification and pairing with teachers.	Principals Counselors Grade 8 & 9 Teachers	9/2007	5/2009	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

STRATEGY # 2

We will improve student attendance and increase the completion rate.

Action Plan # 2 – Houston High School Credit Recovery Program

SPECIFIC RESULTS: (Measurable, Observable, or Demonstrable)

Expand the credit recovery program availability for students to attend Houston School.

**Help students recover credits by allowing them to attend the alternative programs until students catch up with their class. Students will then return to PHS the following year.

#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
1	Revisit criteria used for admitting students into the programs.	Director of Operations Principals	8/2007	5/2009	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

STRATEGY # 2

We will improve student attendance and increase the completion rate.

Action Plan #3 – Drugs

SPECIFIC RESULTS: (Measurable, Observable, or Demonstrable)

Address the drug problem in schools.
 **Address and utilize the drug testing program for extracurricular participants

#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
1	With Superintendent and Board of Trustee agreement, implement a drug testing policy for extracurricular participants.	Superintendent Director of Operations	8/2007	5/2009	
2	Provide community awareness, pending approval	Superintendent Assistant Superintendents Director of Operations	8/2007	5/2009	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

STRATEGY # 3

We will promote student success through parental/family involvement.

Action Plan # 1

SPECIFIC RESULTS: (Measurable, Observable, or Demonstrable)

The district will facilitate communication between schools and home that will foster a positive relationship and create partnerships between teachers, parents, and students.					
#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
1	PISD staff members will improve communication with parents by offering interpreters upon request.	Principals	8/2007	Ongoing	
2	Campus staff will utilize various forms of communication including email, newsletters, and phone calls to share information with parents.	Principals Campus Technology Coordinators	8/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

STRATEGY # 3

We will promote student success through parental/family involvement.

Action Plan # 2

SPECIFIC RESULTS: (Measurable, Observable, or Demonstrable)

Each school will promote a welcoming environment for parents, teachers, and students that foster ownership in the educational process.					
#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
1	PISD will continue to offer opportunities for parent education such as GED, ESL, technology classes, etc.	Assistant Superintendent of Federal Programs Director of Technology	9/2007	Annually	
2	PISD staff members will take an active role in encouraging parents to volunteer at school and will provide opportunities for parent involvement.	Principals All Staff	8/2007	Annually	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

STRATEGY # 3

We will promote student success through parental/family involvement.

Action Plan # 3

SPECIFIC RESULTS: (Measurable, Observable, or Demonstrable)

Parents are encouraged to participate, to become involved in school activities, and to promote school pride.					
#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
1	PISD staff members will continue to encourage school pride by promoting campus logos, mottos, and pledges.	All District Employees	8/2007	Annually	
2	Implementation of Dads on Guard at every campus with adequate background check and training.	Director of Operations	8/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

STRATEGY # 4

We will provide or modify programs that will address the individual needs of students.

Action Plan # 1

SPECIFIC RESULTS: (Measurable, Observable, or Demonstrable)

Develop programs to fill in the gap for LEP Students.					
#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
1	Train 5 th – 12 th grade teachers to make appropriate accommodations and use effective strategies to meet the needs of LEP students in all content areas.	Special Program Instructional Coordinator	9/2007	Ongoing	
2	Clarify guidelines for speech and special education referrals for LEP students.	Director of Special Education	9/2007	Ongoing	
3	Increase community awareness of available Pre-K programs.	Special Program Instructional Coordinator	9/2007	Ongoing	
4	Work toward promoting bilingual classes at each elementary campus and explore the dual language program.	Special Program Instructional Coordinator	9/2007	Ongoing	
5	Study expansion of ESL program at secondary campuses and explore, research the practice of requiring all teachers to be ESL endorsed.	Special Program Instructional Coordinator	9/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

STRATEGY # 4

We will provide or modify programs that will address the individual needs of students.

Action Plan # 2

SPECIFIC RESULTS: (Measurable, Observable, or Demonstrable)

We will provide additional support for students experiencing reading difficulties.					
#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
1	Continue to train teachers to make appropriate accommodations for all students according to their individual needs.	Instruc-tional Coordina-tors	8/2007	Annual	
2	Implement a 3-tiered reading program to be used prior to special education referrals.	Director of Special Education Elementary Instruc-tional Coordina-tor	8/2007	Annual	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

STRATEGY # 4

We will provide or modify programs that will address the individual needs of students.

Action Plan # 3

SPECIFIC RESULTS: (Measurable, Observable, or Demonstrable)

We will provide appropriate placement and education for all students with behavior and/or social problems and those who cannot make proper adjustment in the classroom so that they will be able to make informed, educated and responsible decisions.					
#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
1	Implement Positive Behavior Support throughout district.	Principals Counselors Teachers	8/2007	Annual	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

STRATEGY # 5

We will employ and retain a highly qualified and diverse staff.

Action Plan # 1

SPECIFIC RESULTS: (Measurable, Observable, or Demonstrable)

We will attract and retain a highly qualified and diverse staff through incentives.					
#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
1	Continue to provide a district incentive package for new teachers in critical need areas.	Superintendent Executive Director of Finance	8/2007	Ongoing	
2	Create a school-community partnership with the City of Plainview, Chamber of Commerce, Hale County Industrial Foundation and community leaders providing a variety of incentives for first year teachers and/or teachers new to the district.	Superintendent Executive Director of Finance	1/2008	9/2008	
3	Develop a “grow our own” teacher program which includes tuition reimbursement for the district’s support and service personnel.	Assistant Superintendent of Federal Programs	8/2007	Ongoing	
4	Provide healthcare opportunities which could include a variety of health insurance benefits, wellness screening, and memberships in programs such as the YMCA.	Assistant Superintendent of Federal Programs	8/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

STRATEGY # 5

We will employ and retain a highly qualified and diverse staff.

Action Plan # 2

SPECIFIC RESULTS: (Measurable, Observable, or Demonstrable)

We will employ and retain a highly qualified and diverse staff through an effective teacher-mentoring program.					
#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
1	Provide training for teachers serving as a mentor to first year teachers and/or teachers new to the district.	Assistant Superintendent of Curriculum and Instruction	8/2007	Ongoing	
2	Provide time during the school year for mentors and intern teachers to work together with administrators and special guests.	Assistant Superintendent of Curriculum and Instruction Principals	8/2007	Ongoing	
3	Provide district and campus information with an on-line handbook and a discussion board for new teachers.	Director of Technology Director of Operations	8/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

STRATEGY # 5

We will employ and retain a highly qualified and diverse staff.

Action Plan # 3

SPECIFIC RESULTS: (Measurable, Observable, or Demonstrable)

We will attract a highly qualified and diverse staff through marketing, recruiting and community awareness.

#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
1	Continue to provide online application forms for professional staff, substitutes, support personnel and service personnel including electronic submission of applications.	Superintendent Director of Technology	8/2007	Ongoing	
2	Use technology to promote the district and community to potential staff.	Director of Technology Director of School Information	8/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

STRATEGY # 6

We will continue to develop an effective communication system.

Action Plan # 1

SPECIFIC RESULTS: (Measurable, Observable, or Demonstrable)

We will create better district and community communications within the campus.					
#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
1	Consider equipping each classroom with a telephone or two-way radio.	Director of Operations	8/2008	8/2008	
2	Update campus website information.	Director of Technology Campus Technical Coordinator	8/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

STRATEGY # 6

We will continue to develop an effective communication system.

Action Plan # 2

SPECIFIC RESULTS: (Measurable, Observable, or Demonstrable)

Continue to spread the “Good News” of Plainview ISD through use of the radio, newspaper, cable TV, internet, and other marketing venues.					
#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
1	Continue to explore the possibility of developing a cable TV program and podcasting capabilities to highlight and showcase programs of the school district.	Director of Technology	1/2008	1/2009	
2	Marketing the school district in high visibility areas using all modes of communication including billboards, TV, internet, print and radio.	Director of Technology Director of School Information	8/2008	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

STRATEGY #7

We will maintain a safe, disciplined school environment.

Action Plan # 1

SPECIFIC RESULTS: (Measurable, Observable, or Demonstrable)

We will provide appropriate training for staff members and parents to ensure each school is safe.					
#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
1	Provide CPR/AED and basic first aid training for appropriate district staff members.	Assistant Superintendent of Federal Programs Nurses	8/2007	Annual	
2	Provide training for campus staff and parents for potential crisis situations.	Director of Operations Principals	8/2009	Annual	
3	Provide training for both staff members and school security personnel on major crisis events (i.e. bomb threats, armed assaults, evacuation of schools).	Director of Operations	8/2009	Annual	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

STRATEGY #7

We will maintain a safe, disciplined school environment.

Action Plan # 2

SPECIFIC RESULTS: (Measurable, Observable, or Demonstrable)

We will implement strategies to ensure all classrooms and buildings are safe.					
#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
1	Each campus will review their individual safety needs and make recommendations as needed.	Director of Operations Director of Maintenance Principals	8/2007	Ongoing	
2	Continue to provide metal detectors and use them on a random basis.	Director of Operations	8/2007	Ongoing	
3	Provide a district-wide two-way communication system to the office for all staff in all classrooms.	Director of Operations	8/2007	Ongoing	
4	Upgrade district procedures for monitoring of campus visitors and volunteers.	Director of Operations	8/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

STRATEGY # 8

We will transform the educational system through technology.

Action Plan # 1 – Curriculum

SPECIFIC RESULTS: (Measurable, Observable, or Demonstrable)

We will provide technology based curriculum support.					
#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
1	Continue to review the TEKS/TAKS based software programs.	Instructional Coordinators	11/2007	Ongoing	
2	Purchase appropriate student ability level software for the elementary schools, middle schools, and high schools with grant money or allocated budget money.	Instructional Coordinators Principals	11/2007	Ongoing	
3	Investigate on-line textbooks/courses for our district with grant monies or allocated budget money.	Instructional Coordinators Principals	11/2007	Ongoing	
4	Blackboard Moodle - Provide Moodle Server for providing online instruction and staff development 24/7.	Director of Technology	11/2007	Ongoing	
5	Provide online curriculum incorporated with Skyward Student Accounting.	Director of Technology	11/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

STRATEGY # 8

We will transform the educational system through technology.

Action Plan # 2 – Equipment

SPECIFIC RESULTS: (Measurable, Observable, or Demonstrable)

We will provide the latest hardware for students and teachers.					
#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
1	<p>Periodic Upgrade Equipment</p> <ul style="list-style-type: none"> ▪ Upgrade computer equipment for the entire district on a 3-year cycle. <ol style="list-style-type: none"> 1. Enter a lease agreement for system units for the entire district. 2. Purchase peripheral devices for every classroom in the District. Includes printer/scanner/copier, digital camera, DVD player, AverKey or comparable video card as needed. ▪ Upgrade or purchase TV and VCR for every classroom. ▪ Handheld devices as needed for classroom instruction. 	Director of Technology	11/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
2	<p>Obsolescence</p> <ul style="list-style-type: none"> ▪ Maintain inventory of all technology equipment in the district to determine life and 3 year cycle. ▪ Develop a calendar with equipment rotation plan to fit 3-year cycle. ▪ Adapt a 3 year budget plan for equipment that considers a 3 year cycle and cost for a long-term budget plan. ▪ Utilize and recycle equipment for terminal server labs. ▪ Implement a 2-year give away for the district for obsolete and outdated equipment with proceeds returned to the technology budget. 	Director of Technology	11/2007	Ongoing	
3	<p>Consider student Pocket PCs and Laptops</p> <ul style="list-style-type: none"> ▪ Study feasibility of issuing laptops or pocket PCs to students to access online text, curriculum and for distance learning. ▪ Pursue partnership with computer suppliers to provide access for student technology needs outside the classroom. 	Director of Technology	11/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

STRATEGY # 8

We will transform the educational system through technology.

Action Plan # 3 – Internet

SPECIFIC RESULTS: (Measurable, Observable, or Demonstrable)

We will provide more information and services via our internet presence.					
#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
1	Web page for organizations and campuses Prepare Web Pages - Updates <ul style="list-style-type: none"> ▪ Principal ▪ Library ▪ Computer ▪ Classrooms ▪ Administration ▪ Teacher Organizations ▪ Student Organizations ▪ Professional Organizations 	District Grant Writer	11/2007	Ongoing	
2	Web master <ul style="list-style-type: none"> ▪ Each campus needs an appointed person. ▪ Audit the website. ▪ Keep website information current. 	District Grant Writer	11/2007	Ongoing	
3	Training <ul style="list-style-type: none"> ▪ Web-Pages ▪ Launching Web Pages 	District Grant Writer	11/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

STRATEGY # 8

We will transform the educational system through technology.

Action Plan # 4 – Network

SPECIFIC RESULTS: (Measurable, Observable, or Demonstrable)

We will provide a viable network infrastructure to enhance communication and information retrieval.					
#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
1	Efficient means of integrating student accounts and services in the network.	Director of Technology Network Administrator	11/2007	Ongoing	
2	Provide intra-campus wireless network.	Director of Technology Network Administrator	11/2007	Ongoing	
3	Voice over IP- To provide phones for all faculty.	Director of Technology Network Administrator	11/2007	Ongoing	
4	Improve Storage Accounts made available for PISD students.	Director of Technology Network Administrator	11/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

STRATEGY # 8

We will transform the educational system through technology.

Action Plan # 5 – PISD - TV

SPECIFIC RESULTS: (Measurable, Observable, or Demonstrable)

We will provide a video distribution presence to the community and school campuses. In addition, PISD will better use the instructional video resources.					
#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
1	Develop TV- Studio located at the Tech Center.	Director of Technology Director of School Information	11/2007	Ongoing	
2	Improve current campus in house TV Stations at each campus.	Director of Technology Campus Technology Coordinators	11/2007	Ongoing	
3	Consider offering Visual Productions at the middle schools, high school and district production.	Director of Technology Instructional Coordinators	11/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
4	Improve utilization of Tech Center, Videos 2 Go, & Video Service.	Director of Technology Campus Technology Coordinators	11/2007	Ongoing	
5	Effective “Cable in the Classroom” use.	Director of Technology Campus Technology Coordinators	11/2007	Ongoing	
6	Increase staff awareness of guidelines for copyright policies concerning films, broadcasting and visual production.	Director of Technology Campus Technology Coordinators Principals	11/2007	Ongoing	
7	Improve ITV usage for PISD, Plainview, and Region 17.	Director of Technology Director of School Information Campus Technology Coordinators	11/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

STRATEGY # 9

We will provide comprehensive, research-based staff development opportunities.

Action Plan # 1

SPECIFIC RESULTS: (Measurable, Observable, or Demonstrable)

The district will emphasize research-based best practices in all facets of staff development design, implementation and evaluation following the NSDC standards.					
National Staff Development Council Standards for Staff Development					
Staff development that improves the learning of all students through:					
<u>Context Standards</u>		<u>Process Standards</u>		<u>Content Standards</u>	
Learning Communities		Data-Driven		Equity	
Leadership		Evaluation		Quality Teaching	
Resources		Design		Family Involvement	
		Learning			
		Collaboration			
#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
1	Annually submit staff development waiver to Texas Education Agency.	Assistant Superintendent of Curriculum and Instruction	10/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
2	Provide district staff development opportunities that will <ul style="list-style-type: none"> • be based upon an ongoing needs analysis; • promote individual growth and development; • promote collaborating with colleagues; • reflect best practices; • provide a positive climate for involvement by all participants; • have strong administrative support; • be guided by the district improvement plan; • be approved the Educational Improvement Council (EIC). 	Assistant Superintendent of Curriculum and Instruction	10/2007	Ongoing	
3	The EIC will determine district professional development priorities and implementation strategies based on input from campus staff.	Assistant Superintendent of Curriculum and Instruction	10/2007	Ongoing	
4	Follow legislative mandates and guidelines by providing training in <ul style="list-style-type: none"> • technology; • conflict resolution; • discipline strategies; • working with students with disabilities; • student performance in the TEKS. 	Assistant Superintendent of Curriculum and Instruction	10/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
5	District professional development opportunities will incorporate a range of design models including: <ul style="list-style-type: none"> • training; • observation/assessment; • development/improvement process; • inquiry/action research; • study groups; • individually-designed and guided activities; • mentoring. 	Assistant Superintendent of Curriculum and Instruction	10/2007	Ongoing	
6	Provide professional development delivery processes based upon adult learning theory and sound instructional practices complemented with <ul style="list-style-type: none"> • active modeling; • demonstration; • practice; • feedback; • coaching. 	Assistant Superintendent of Curriculum and Instruction	8/2007	Ongoing	
7	Continue ongoing staff development opportunities for curriculum alignment in the foundation/enrichment subject areas.	Assistant Superintendent of Curriculum and Instruction	8/2007	Ongoing	
8	Provide new teacher orientation and ongoing training opportunities.	Assistant Superintendent of Curriculum and Instruction	8/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
9	Provide a mentoring program for first year certified staff.	Assistant Superintendent of Curriculum and Instruction Assistant Superintendent of Federal Programs	8/2007	Ongoing	
10	Provide increased opportunities for staff development for administrators.	Assistant Superintendent of Curriculum and Instruction	8/2007	Ongoing	
11	Provide content-specific/job-specific training opportunities for staff in specialized areas (counseling, nurses, librarians, diagnosticians, physical education, music, career and technology, etc)	Assistant Superintendent of Curriculum and Instruction	8/2007	Ongoing	
12	Secure trainers and facilitators for district professional development activities that are highly competent with background and experience necessary to give them high credibility with program participants.	Assistant Superintendent of Curriculum and Instruction	8/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
13	All professional development activities and initiatives will be evaluated to determine the extent to which their objectives have been accomplished. Formative and summative evaluation processes will be used to identify areas of strength and areas in need of modification.	Assistant Superintendent of Curriculum and Instruction	8/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

STRATEGY # 9

We will provide comprehensive, research-based staff development opportunities.

Action Plan # 2

SPECIFIC RESULTS: (Measurable, Observable, or Demonstrable)

Each campus will emphasize research-based best practices in all facets of staff development design, implementation and evaluation following the NSDC standards.

National Staff Development Council Standards for Staff Development

Staff development that improves the learning of all students through:

Context Standards

Learning Communities
Leadership
Resources

Process Standards

Data-Driven
Evaluation
Design
Learning
Collaboration

Content Standards

Equity
Quality Teaching
Family Involvement

#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
1	Provide campus staff development opportunities that will <ul style="list-style-type: none"> • be based upon an ongoing needs analysis; • promote individual growth and development; • promote collaborating with colleagues; • reflect best practices; • provide a positive climate for involvement by all participants; • have strong administrative support; • be guided by the campus improvement plan; • be approved Campus Advisory Council. 	Principals	8/2007	Ongoing	
2	The Campus Advisory Committee will determine campus professional development priorities and implementation strategies based on input from campus staff.	Principals	8/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
3	Follow legislative mandates and guidelines by providing training in <ul style="list-style-type: none"> • technology; • conflict resolution; • discipline strategies; • working with students with disabilities; • student performance in the TEKS. 	Principals	8/2007	Ongoing	
4	Campus professional development opportunities will incorporate a range of design models including: <ul style="list-style-type: none"> • training; • observation/assessment; • development/improvement process; • inquiry/action research; • study groups; • individually-designed and guided activities; • mentoring. 	Principals	8/2007	Ongoing	
5	Provide professional development delivery processes based upon adult learning theory and sound instructional practices complemented with <ul style="list-style-type: none"> • active modeling; • demonstration; • practice; • feedback; • coaching. 	Principals	8/2007	Ongoing	
6	All campus professional development activities and initiatives will be evaluated to determine the extent to which their objectives have been accomplished. Formative and summative evaluation processes will be used to identify areas of strength and areas in need of modification.	Principals	8/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

STRATEGY # 10

We will prepare students to reach their maximum potential.

Action Plan # 1

SPECIFIC RESULTS: (Measurable, Observable, or Demonstrable)

We will promote career awareness activities that help students develop job skills including work ethic, organizational skills and self-discipline.					
#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
1	Vertically align and teach social skills, organizational skills, study skills, and decision-making skills.	Assistant Superintendent of Curriculum and Instruction Counselors	10/2007	Ongoing	
2	Continue to develop and implement a systematic discipline program that promotes self-discipline and personal accountability.	Principals	10/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
3	Reevaluate the Plainview ISD Late Work Policy to ensure a strong work ethic among students.	Assistant Superintendent of Curriculum and Instruction Principals	8/2007	5/2008	
4	Develop career activities at all grade levels as an on going process.	Curriculum Coordinators Counselors	8/2007	Ongoing	
5	Use campus TV stations to highlight different career options.	Principals	8/2007	Ongoing	
6	Continue Business Support Systems/Market Yourself as required courses at PHS	CTE Coordinator High School Principal	8/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

STRATEGY # 10

We will prepare students to reach their maximum potential.

Action Plan # 2

SPECIFIC RESULTS: (Measurable, Observable, or Demonstrable)

We will promote attainment of basic skills including handwriting, spelling, grammar, punctuation, reading, math calculation and problem solving.					
#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
1	Advertise, in English and in Spanish, opportunities available to parents for early childhood intervention programs and pre-K programs.	Director of School Information	8/2007	Ongoing	
2	Continue to offer accelerated learning opportunities for students needing extra help reaching their maximum potential (i.e., OEY, tutorials, etc.).	Assistant Superintendent of Curriculum and Instruction Principals	8/2007	Ongoing	
3	Continue to track knowledge and skill attainment through the use of standardized test results.	Instructional Coordinators Counselors	8/2007	Ongoing	
4	Emphasize the use of proper spelling, punctuation, grammar and handwriting in class assignments.	Instructional Coordinators	8/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

STRATEGY # 10

We will prepare students to reach their maximum potential.

Action Plan # 3

SPECIFIC RESULTS: (Measurable, Observable, or Demonstrable)

We will offer programs to students to promote success after graduation.					
#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
1	Continue to offer advanced placement classes and college courses at the high school.	High School Principal Advanced Services Coordinator	9/2007	Ongoing	
2	Continue to offer CTE classes at the junior high and high school.	Middle School Instructional Coordinator	8/2007	Ongoing	
3	Consider offering ACT/SAT prep classes at the high school.	High School Principal Advance Services Coordinator	8/2007	Ongoing	
4	Continue and expand opportunities to help students and parents fill out forms for financial aid and college application.	Advanced Services Coordinator Counselors LEARN	8/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
5	Continue programs at middle school and high school level on college awareness.	Principals Counselors	8/2007	Ongoing	
6	Continue and expand programs such as Tech Prep, Area Health Education Cooperative and student to student mentoring (i.e., Ground Hog Shadow Day, college visitation, summer camps at colleges and cross-grade tutoring).	Middle School Instructional Coordinator	8/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

STRATEGY # 11

We will continue to establish and encourage community partnerships.

Action Plan # 1

SPECIFIC RESULTS: (Measurable, Observable, or Demonstrable)

We will continue to establish and encourage community partnerships.					
#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
1	Expand use of campus parenting centers by coordinating program offerings utilizing media for increased public awareness.	Director of School Information Principals	8/2007	Annual	
2	Develop business partnerships to take an active role in promoting Plainview ISD and the value of education.	Director of School Information	1/2008	Annual	
3	Leadership in community and leadership of school need to become intertwined in goals and vision for success of schools and community.	Superintendent Board of Trustees	8/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

STRATEGY # 12

We will continue to implement a comprehensive, well-defined curriculum.

Action Plan # 1

SPECIFIC RESULTS: (Measurable, Observable, or Demonstrable)

We will articulate aspects of the district’s curricular philosophy and design.					
#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
1	We will define and align the components of the taught, written, and assessed curriculum.	Assistant Superintendent of Curriculum and Instruction Instructional Coordinators	10/2007	Ongoing	
2	We will follow guidelines for monitoring and modifying curriculum to meet special population needs.	Assistant Superintendent of Curriculum and Instruction Director of Special Education Instructional Coordinators	10/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
3	Subject area curriculum guides will be developed and available on the district website for all grade levels and subjects.	Assistant Superintendent of Curriculum and Instruction Instructional Coordinators	10/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

STRATEGY # 12

We will continue to implement a comprehensive, well-defined curriculum.

Action Plan # 2

SPECIFIC RESULTS: (Measurable, Observable, or Demonstrable)

We will vertically and horizontally align the curriculum within each content/subject area.					
#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
1	We will implement a system to ensure that students from teacher to teacher and school to school learn the same core information at each instructional level.	Assistant Superintendent of Curriculum and Instruction Instructional Coordinators	10/2007	Ongoing	
2	We will continue to utilize a district vertical team for each content/subject area with representation from each grade level.	Assistant Superintendent of Curriculum and Instruction Instructional Coordinators	10/2007	Ongoing	
3	We will continue implementation of horizontal teaming at each grade level, PreK-12.	Assistant Superintendent of Curriculum and Instruction Instructional Coordinators	10/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
4	We will establish and or refine a written TEKS-based scope and sequence for each content/subject area.	Assistant Superintendent of Curriculum and Instruction Instructional Coordinators	10/2007	Ongoing	
5	We will allocate adequate time for vertical and horizontal team meetings.	Assistant Superintendent of Curriculum and Instruction Instructional Coordinators	10/2007	Ongoing	
6	We will provide options each year for ongoing vertical and horizontal alignment training.	Assistant Superintendent of Curriculum and Instruction Instructional Coordinators	10/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

STRATEGY # 12

We will continue to implement a comprehensive, well-defined curriculum.

Action Plan # 3

SPECIFIC RESULTS: (Measurable, Observable, or Demonstrable)

We will analyze data to evaluate the curriculum and the depth of implementation.					
#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
1	We will continue to utilize software programs such as AEIS-It to disaggregate and analyze test results, such as TAKS and benchmark tests.	Assistant Superintendent of Curriculum and Instruction Instructional Coordinators	10/2007	Ongoing	
2	We will continue to analyze student performance data to aid in the instructional decision making process. (Early reading instruments, reading intervention programs, TAKS, benchmarks, etc.)	Assistant Superintendent of Curriculum and Instruction Instructional Coordinators	10/2007	Ongoing	
3	We will utilize data to identify areas of strengths and weaknesses in the curriculum.	Assistant Superintendent of Curriculum and Instruction Instructional Coordinators	10/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
4	We will analyze student performance and progress data disaggregated by socioeconomic status, gender, race and ethnicity, disability, and limited English proficiency to ensure the curriculum is meeting the needs of all students.	Assistant Superintendent of Curriculum and Instruction Instructional Coordinators	10/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

STRATEGY # 12

We will continue to implement a comprehensive, well-defined curriculum.

Action Plan # 4

SPECIFIC RESULTS: (Measurable, Observable, or Demonstrable)

We will continue to design and provide a variety of course offerings that meet individual student needs.					
#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
1	We will continue to offer courses in the foundation and enrichment areas based on essential knowledge and skills.	Assistant Superintendent of Curriculum and Instruction Instructional Coordinators	10/2007	Ongoing	
2	We will explore and further research additional course offerings that will meet the needs of all populations of students.	Assistant Superintendent of Curriculum and Instruction Instructional Coordinators	10/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

3	We will implement the “Achieve Texas” (Career Cluster) initiative to facilitate a seamless transition from secondary education to postsecondary opportunities.	Assistant Superintendent of Curriculum and Instruction Instructional Coordinators Estacado and PHS Counselors and Principals	10/2007	Ongoing	
4	We will evaluate current course offerings/listings in respect to meeting student needs.	Assistant Superintendent of Curriculum and Instruction Instructional Coordinators	10/2007	Ongoing	
5	We will establish requirements for maintaining current course offerings and implementing new course offerings.	Assistant Superintendent of Curriculum and Instruction Instructional Coordinators	10/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

STRATEGY # 13

We will continue to enhance student services.

Action Plan # 1

SPECIFIC RESULTS: (Measurable, Observable, or Demonstrable)

We will establish, maintain, and periodically evaluate a health services program focusing on health related needs of students and their families					
#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
1	Provide funding for a health professional at every campus based on campus needs assessment.	Assistant Superintendent for Federal Programs Advanced Services Coordinator	8/2007	Ongoing	
2	Provide training for nurse substitutes and office personnel.	Assistant Superintendent for Federal Programs Advanced Services Coordinator	8/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

#	Action Step	Assigned To	Starting Date	Due Date	Completed Date or Status
3	Design and implement programs for providing information about health issues such as nutrition, exercise, pregnancy, STD's, mental health, eating disorders, and drug/alcohol abuse.	Assistant Superintendent for Federal Programs Advanced Services Coordinator School Health Advisory Council	8/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration

STRATEGY # 13

We will continue to enhance student services.

Action Plan # 2

SPECIFIC RESULTS: (Measurable, Observable, or Demonstrable)

The district's guidance and counseling program shall be designed to provide ongoing assistance to enhance the educational development of all students.					
#	Action Step				
1	Counselors shall advise students & parents and/or guardians regarding the importance of higher education, coursework to prepare for higher education, and financial aid resources and requirements.	Assistant Superintendent of Curriculum and Instruction	8/2007	Ongoing	
2	Counselors shall provide guidance services coordinated with regular instructional programs and in cooperation with the professional staff of the school.	Assistant Superintendent of Curriculum and Instruction	8/2007	Ongoing	
3	Reduce the dropout rate by providing counseling opportunities for those students at-risk.	Assistant Superintendent of Curriculum and Instruction	8/2007	Ongoing	
4	Explore ways to increase availability for responsive services in crisis and non-crisis situations.	Assistant Superintendent of Curriculum and Instruction Principals	8/2007	Ongoing	

Evaluation Progress Review Key: N – Not Started; I – In Progress; C – Completed; S – Still Under Consideration