

**Washington Elementary School District**  
**Strategic Action Plan**  
**2015–2018**  
**Community Relationships Plan**  
*Updated July 2015*

**Vision:** The Washington Elementary School District is committed to achieving excellence for every child, every day, every opportunity.

**Mission:** The mission of the Washington Elementary School District is student achievement, preparing all students to become responsible, successful contributors to our diverse society.

**Values That Are Relevant to This Plan:**

- We value open and honest communication.
- We value the health, safety and welfare of our students, parents, community and staff.
- We value parents as children’s first and best teachers.
- We value providing equal educational opportunities for all students to achieve physically, intellectually, emotionally and socially.
- We value teaching and learning that integrate academics, fine arts, health, physical fitness and extracurricular activities in a technologically-enriched environment.
- We value teachers who teach by example, principals who lead by example and support staff who serve by example.
- We value dedicated educators who mentor others to develop successful professional learning communities.
- We value professional development that directly impacts student achievement.
- We value schools that are student-friendly, parent-friendly and community-friendly.
- We value building relationships between each school and the community it serves.
- We value the commitment and contributions of all members of our diverse school community – students, parents, community and staff.
- We value our community, which entrusts us to responsibly manage the fiscal resources of the District.

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<b>Outcome</b>	<b>Strategy/Activity</b>	<b>Party(ies) Responsible</b>	<b>Accountability Measures</b>	<b>Timeline (start/end date)</b>
<b>1.0 Crisis and General Communication</b>				
1.1 Parents and community members are informed and updated regularly on emergency preparedness and crisis response.	<ul style="list-style-type: none"> <li>Inform parents of specific incidences and ongoing crisis information through advisories, outdials, texts, Parent/Student Handbook and school newsletters.</li> </ul>	<ul style="list-style-type: none"> <li>Director of Strategic Communication</li> <li>Digital and Crisis Communications Coordinator</li> <li>Administrator of Translation Services</li> </ul>	<ul style="list-style-type: none"> <li>Letters, outdial scripts, handbooks, texts, newsletters, etc.</li> </ul>	Continue into 2015–2016
1.2 WESD's graphic identity is updated, is consistent with its vision, mission and values, is consistently utilized and is being maintained.	<ul style="list-style-type: none"> <li>Publish an updated graphic usage/standards manual, and train appropriate personnel.</li> <li>Perform regular spot-checks for adherence to standards.</li> </ul>	<ul style="list-style-type: none"> <li>Director of Strategic Communication</li> <li>Manager of Printing Services</li> <li>Graphics Specialist</li> </ul>	<ul style="list-style-type: none"> <li>Published manual</li> <li>School/District materials</li> <li>Employee access on Web site</li> </ul>	Continue into 2015–2016
1.3 School-based and department-based communication opportunities, based on WESD communication goals, include non-English plan(s), if appropriate, and focus on communication with school communities.	<ul style="list-style-type: none"> <li>Work with individual schools to develop and implement school-based communication efforts.</li> </ul>	<ul style="list-style-type: none"> <li>Communications and Public Engagement Department Staff</li> <li>Principals</li> <li>Department Supervisors</li> <li>Director of Community Engagement and Marketing</li> <li>Administrator of Translation Services</li> </ul>	<ul style="list-style-type: none"> <li>Written training tools</li> <li>Training sessions</li> <li>Ongoing updates to digital and print communication</li> </ul>	Continue into 2015–2016
<b>2.0 Community Relations</b>				
2.1 Each WESD school is viewed as a center of the community, a welcoming place for students, parents and communities.	<ul style="list-style-type: none"> <li>Build tracking/reporting mechanisms to recognize outstanding efforts by schools in reaching out to communities.</li> <li>Create Community and Family Engagement (CAFÉ) teams.</li> </ul>	<ul style="list-style-type: none"> <li>Director of Strategic Communication</li> <li>Digital and Crisis Communications Coordinator</li> <li>Director of Community Engagement and Marketing</li> <li>Community Outreach Specialists</li> </ul>	<ul style="list-style-type: none"> <li>Tracking sheet</li> <li>Publications</li> <li>Community outreach reports</li> <li>CAFÉ agendas and sign-in sheets</li> </ul>	Continue into 2015–2016
2.2 WESD leadership is actively involved in community and civic organizations.	<ul style="list-style-type: none"> <li>Research, join and actively participate in civic and community groups within WESD boundaries.</li> </ul>	<ul style="list-style-type: none"> <li>Administrative Leadership Team</li> <li>Director of Community Engagement and Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Membership roster</li> <li>Organization information</li> </ul>	Continue into 2015–2016

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	<ul style="list-style-type: none"> <li>Actively collaborate and participate in community events.</li> <li>Maintain pace-setter status with Valley of the Sun United Way.</li> </ul>	<ul style="list-style-type: none"> <li>Digital and Crisis Communications Coordinator</li> </ul>	<ul style="list-style-type: none"> <li>Annual employee campaign</li> </ul>	September–October 2015	
2.3	WESD is actively involved in faith-based community relationships.	<ul style="list-style-type: none"> <li>Participate in School Connect (building education/faith/business partnerships in Arizona).</li> </ul>	<ul style="list-style-type: none"> <li>Principals</li> <li>Administrator of Social Services</li> <li>Director of Community Engagement and Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Completed projects</li> <li>Publicity materials</li> </ul>	Continue into 2015–2016
<b>3.0 Marketing</b>					
3.1	WESD is the “district of choice” for students, parents and educators.	<ul style="list-style-type: none"> <li>Update marketing materials specific to <ul style="list-style-type: none"> <li>teacher/staff recruitment;</li> <li>teacher intern/student teacher recruitment;</li> <li>staff retention;</li> <li>general usage.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Director of Strategic Communication</li> <li>Director of Communications and Public Engagement</li> <li>Human Resources Analyst – Recruitment</li> <li>Director of Community Engagement and Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Revised/new materials</li> </ul>	Continue into 2015–2016
3.2	The WESD marketing plan guides and reflects the marketing efforts of District staff.	<ul style="list-style-type: none"> <li>Review and enhance the WESD marketing plan regularly to reflect District marketing efforts.</li> </ul>	<ul style="list-style-type: none"> <li>Director of Strategic Communication</li> <li>Director of Community Engagement and Marketing</li> <li>Digital and Crisis Communications Coordinator</li> </ul>	<ul style="list-style-type: none"> <li>Marketing plan</li> </ul>	Continue into 2015–2016
3.3	The WESD Web site and school Web sites are enhanced to better market the District.	<ul style="list-style-type: none"> <li>Continue to enhance the WESD Web site by regularly updating news, maintaining department sites and introducing new features as they become available.</li> </ul>	<ul style="list-style-type: none"> <li>Director of Strategic Communication</li> <li>Digital and Crisis Communications Coordinator</li> </ul>	<ul style="list-style-type: none"> <li>Updates</li> </ul>	Continue into 2015–2016
3.4	News about WESD is shared through social media as well as traditional methods.	<ul style="list-style-type: none"> <li>Research, evaluate and expand WESD’s presence on social media sites.</li> </ul>	<ul style="list-style-type: none"> <li>Director of Strategic Communication</li> <li>Digital and Crisis Communications Coordinator</li> </ul>	<ul style="list-style-type: none"> <li>Social media guidelines</li> <li>Messages</li> <li>Tracking reports</li> </ul>	Continue into 2015–2016
3.5	WESD provides online information and resources for the benefit of employees.	<ul style="list-style-type: none"> <li>Continue to develop and redesign the District’s Intranet capabilities using the service currently housing WESD’s external Web site.</li> </ul>	<ul style="list-style-type: none"> <li>Director of Strategic Communication</li> <li>Director of Human Resources</li> <li>Digital and Crisis Communications Coordinator</li> </ul>	<ul style="list-style-type: none"> <li>Action plans</li> <li>Department training materials</li> </ul>	2015-2016

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<b>4.0 Business Partners</b>					
4.1	WESD seeks and celebrates business partnerships that provide a reciprocal relationship among businesses, schools, WESD administration and the community.	<ul style="list-style-type: none"> <li>Establish new and enhance existing business partnerships.</li> <li>Seek opportunities for the District and business community to work together.</li> <li>Enhance the Business Advisory Team Web page.</li> </ul>	<ul style="list-style-type: none"> <li>Director of Community Engagement and Marketing</li> <li>School-based 21<sup>st</sup> Century Community Outreach Specialists and/or Coordinators</li> </ul>	<ul style="list-style-type: none"> <li>WESD/business partner documentation</li> </ul>	Continue into 2015-2016
4.2	The WESD Business Advisory Team develops, enhances and maintains mutually supportive, strategic relationships between WESD and its surrounding business community.	<ul style="list-style-type: none"> <li>Hold quarterly Business Advisory Team meetings to bring businesses, community leaders and WESD leadership together to share, celebrate collaborations and exchange valuable information.</li> </ul>	<ul style="list-style-type: none"> <li>Administrative Leadership Team</li> <li>Director of Community Engagement and Marketing</li> <li>School Leadership</li> </ul>	<ul style="list-style-type: none"> <li>Agendas</li> <li>Notes</li> <li>Mailing list of business members</li> </ul>	Continue into 2015-2016
4.3	WESD has explored and initiated appropriate academic partnerships with higher-learning institutes.	<ul style="list-style-type: none"> <li>Explore ASU West, Grand Canyon University and other college opportunities for career exploration for WESD students.</li> <li>Maintain newly created academic partnerships with Glendale Community College, Grand Canyon University, ASU West and other local colleges to provide after-school intervention utilizing college interns through education field placements.</li> </ul>	<ul style="list-style-type: none"> <li>Director of Community Engagement and Marketing</li> <li>Director of Academic Support Programs</li> <li>Administrator of Academic Support Programs</li> <li>After-school Coordinators</li> </ul>	<ul style="list-style-type: none"> <li>Opportunities profile</li> <li>Student intern hours</li> <li>Attendance records</li> </ul>	Continue into 2015-2016
4.4	WESD has explored opportunities to establish the District as an active member of the business/organization community.	<ul style="list-style-type: none"> <li>Explore membership and involvement in civic, community and Chamber of Commerce organizations.</li> </ul>	<ul style="list-style-type: none"> <li>Superintendent</li> <li>Director of Community Engagement and Marketing</li> <li>Administrator of Translation Services</li> </ul>	<ul style="list-style-type: none"> <li>Report</li> <li>Memberships</li> </ul>	Continue into 2015-2016

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<b>5.0 Media Relations</b>					
5.1	WESD pitches ongoing, timely media stories focused on student achievement, innovative teaching methods and cutting-edge use of technologies, in both English and non-English media.	<ul style="list-style-type: none"> <li>Update point-person relationships with major media outlets as personnel and assignments change.</li> </ul>	<ul style="list-style-type: none"> <li>Director of Strategic Communication</li> <li>Director of Community Engagement and Marketing</li> <li>Digital and Crisis Communications Coordinator</li> <li>Administrator of Translation Services</li> </ul>	<ul style="list-style-type: none"> <li>Media list</li> <li>Key communicator list</li> </ul>	August 2015
		<ul style="list-style-type: none"> <li>Support schools in identifying newsworthy information to share in print, broadcast and electronic media.</li> </ul>		<ul style="list-style-type: none"> <li>Stories</li> <li>Story pitches</li> </ul>	Continue into 2015–2016
		<ul style="list-style-type: none"> <li>Maintain a news tip sheet for use by schools to submit story ideas.</li> </ul>		<ul style="list-style-type: none"> <li>Tip sheet</li> </ul>	
5.2	WESD responds to media requests for information in times of crisis.	<ul style="list-style-type: none"> <li>Respond to media requests for information during “crisis” situations.</li> <li>Develop a formal statement, if necessary, utilizing the expertise of key WESD personnel.</li> </ul>	<ul style="list-style-type: none"> <li>Director of Strategic Communication</li> <li>Digital and Crisis Communications Coordinator</li> </ul>	<ul style="list-style-type: none"> <li>Crisis log</li> </ul>	Continue into 2015–2016
5.3	WESD is recognized as the “go to” district for a local angle on national and state education-related stories.	<ul style="list-style-type: none"> <li>Update the “panel of experts” to respond to media inquiries and serve as spokespersons on specific topics.</li> </ul>	<ul style="list-style-type: none"> <li>Director of Strategic Communication</li> <li>Director of Community Engagement and Marketing</li> <li>Digital and Crisis Communications Coordinator</li> </ul>	<ul style="list-style-type: none"> <li>List of panelists and specialties</li> <li>Talking points</li> </ul>	Continue into 2015–2016
5.4	WESD actively participates in social networking opportunities.	<ul style="list-style-type: none"> <li>Maintain and enhance Facebook, Twitter and LinkedIn accounts for WESD.</li> <li>Develop and monitor Facebook and Twitter accounts for schools.</li> <li>Explore opportunities for Spanish posts in social media.</li> </ul>	<ul style="list-style-type: none"> <li>Director of Strategic Communication</li> <li>Digital and Crisis Communications Coordinator</li> <li>Administrator of Translation Services</li> <li>Principals</li> </ul>	<ul style="list-style-type: none"> <li>Posts</li> </ul>	Continue into 2015-2016
5.5	WESD spotlights its programs, services and partners through use of the Administrative Center television.	<ul style="list-style-type: none"> <li>Update messages shown on the Administrative Center television.</li> </ul>	<ul style="list-style-type: none"> <li>Director of Strategic Communication</li> <li>Digital and Crisis Communications Coordinator</li> <li>Graphic Specialist</li> </ul>	<ul style="list-style-type: none"> <li>Television messages</li> </ul>	Continue into 2015-2016

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<b>6.0 Public Education Advocacy</b>					
6.1	WESD staff actively engage in efforts to promote public education.	<ul style="list-style-type: none"> <li>Promote participation in organizations and events that spotlight public education.</li> </ul>	<ul style="list-style-type: none"> <li>Superintendent</li> <li>Administrative Leadership Team</li> <li>WESD Principals</li> <li>Site Councils</li> </ul>	<ul style="list-style-type: none"> <li>Memberships</li> <li>Event participation</li> </ul>	Continue into 2015–2016
		<ul style="list-style-type: none"> <li>Actively participate in professional organizations.</li> </ul>	<ul style="list-style-type: none"> <li>Superintendent</li> <li>Administrative Leadership Team</li> </ul>	<ul style="list-style-type: none"> <li>Memberships</li> <li>Organization participation</li> </ul>	
<b>7.0 Recognition</b>					
7.1	WESD recognizes and celebrates the contributions of members of the WESD community in an ongoing, consistent, appropriate manner.	<ul style="list-style-type: none"> <li>Support the recognition of sites and individuals for their unique contributions to WESD and the community.</li> <li>Seek opportunities to nominate schools, programs and staff for local, regional, state-wide and national awards</li> </ul>	<ul style="list-style-type: none"> <li>Administrative Leadership Team</li> <li>Principals</li> <li>Communications and Public Engagement Department Staff</li> </ul>	<ul style="list-style-type: none"> <li>Employee of the Month</li> <li>Washington Apple</li> <li>Years of Service</li> <li>Retiree Reception</li> <li>Lamp of Learning</li> <li>Awards</li> </ul>	Continue into 2015–2016
<b>8.0 Community Outreach</b>					
8.1	All WESD sites collaborate with their respective community block watch organization.	<ul style="list-style-type: none"> <li>Work with community organizations to build relationships with city of Phoenix Block Watch programs in WESD school communities.</li> </ul>	<ul style="list-style-type: none"> <li>Director of Academic Support Programs</li> <li>Director of Community Engagement and Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Agendas of regular meetings held at each school</li> <li>Name and contact information of each participant to add to WESD communication plan</li> </ul>	Continue into 2015–2016
8.2	WESD cultivates and fosters relationships with businesses in the community to support school needs.	<ul style="list-style-type: none"> <li>Initiate ongoing advocacy for the school through local businesses to build partnerships, increase donations and student incentives, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Administrator of After-school Programs</li> <li>Director of Community Engagement and Marketing</li> <li>Administrator of Social Services</li> <li>21<sup>st</sup> Century Community Outreach Specialists</li> </ul>	<ul style="list-style-type: none"> <li>Log of all donations and partnerships</li> <li>Name and contact information of each participant to add to WESD communication plan</li> </ul>	Continue into 2015–2016
8.3	WESD works to increase partnerships with community organizations.	<ul style="list-style-type: none"> <li>Attend and participate in organizations' meetings.</li> <li>Include organizations in WESD events, town halls and community forums.</li> </ul>	<ul style="list-style-type: none"> <li>Director of Academic Support Programs</li> <li>Director of Community Engagement and Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Documentation of meetings, grant collaboration and special District projects</li> </ul>	Continue into 2015–2016

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			<ul style="list-style-type: none"> <li>• Rosters of WESD committee members</li> <li>• Logs of WESD event participants</li> </ul>		
8.4	WESD maintains proactive involvement with appropriate local government and officials, such as the city of Phoenix mayor and city council members.	<ul style="list-style-type: none"> <li>• Attend local government meetings, and participate on committees.</li> </ul>	<ul style="list-style-type: none"> <li>• Director of Academic Support Programs</li> <li>• Director of Community Engagement and Marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Meeting agendas</li> </ul>	Continue into 2015–2016
<b>9.0 Parent Involvement</b>					
9.1	WESD schools support student achievement through increased presence and participation of parents as active partners in the District, school and classroom.	<ul style="list-style-type: none"> <li>• Identify, initiate and monitor implementation of site-specific strategies to increase parent involvement in schools.</li> <li>• Facilitate the involvement of non-English speaking parents with interpreters and appropriate equipment.</li> <li>• Identify and enlist Spanish-speaking participants on decision-making councils and committees in schools with a Spanish-speaking population of more than 25%.</li> <li>• Develop a volunteer recruitment process.</li> </ul>	<ul style="list-style-type: none"> <li>• Administrator of Title I</li> <li>• Principals</li> <li>• Parent Outreach Coordinator</li> <li>• Administrator of Translation Services</li> <li>• Parent Outreach Liaisons</li> <li>• Principals</li> <li>• Director of Community Engagement and Marketing</li> <li>• Parent Outreach Liaisons</li> <li>• School-based 21<sup>st</sup> Century Community Outreach Specialists</li> <li>• Administrator of Translation Services</li> <li>• Director of Curriculum</li> <li>• Administrator of Social Services</li> <li>• Administrator of Title I</li> <li>• Parent Outreach Coordinator</li> <li>• Parent Outreach Liaisons</li> <li>• School-based 21<sup>st</sup> Century Community Outreach Specialists</li> </ul>	<ul style="list-style-type: none"> <li>• District and site-based action plans</li> <li>• List of members</li> <li>• District and site-based plans</li> </ul>	Continue into 2015-2016
9.2	WESD supports the education and involvement of parents	<ul style="list-style-type: none"> <li>• Coordinate a District-wide Parent University at least annually, and</li> </ul>	<ul style="list-style-type: none"> <li>• Assistant Superintendent for Administrative Services</li> <li>• Parent Outreach Coordinator</li> </ul>	<ul style="list-style-type: none"> <li>• Parent University promotional and educational materials</li> </ul>	Continue into 2015-2016

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<p>through Parent University.</p>	<p>work with schools to develop parent education programs.</p> <ul style="list-style-type: none"> <li>• Coordinate and implement a Refugee Parent Partner event.</li> <li>• Coordinate and present Parent University classes at various schools throughout the year.</li> </ul>	<ul style="list-style-type: none"> <li>• Administrator of Title I</li> <li>• Administrator of Social Services</li> <li>• Academic Support Programs Department Staff</li> <li>• Director of Translation Services</li> <li>• School-based 21<sup>st</sup> Century Community Outreach Specialists</li> </ul>		
<p>9.3 Each WESD school has a parent outreach/ advocacy program to respond to the need for new parent orientation in the school setting.</p>	<ul style="list-style-type: none"> <li>• Research and implement site-specific “parent outreach/ advocacy” programs in District schools.</li> </ul>	<ul style="list-style-type: none"> <li>• Administrator of Title I</li> <li>• Principals</li> <li>• Parent Outreach Coordinator</li> <li>• Parent Outreach Liaisons</li> <li>• School-based 21<sup>st</sup> Century Community Outreach Specialists</li> </ul>	<ul style="list-style-type: none"> <li>• Documents</li> <li>• Handbook</li> <li>• Guidelines</li> </ul>	<p>Continue into 2015-2016</p>
<p>9.4 Families that live within WESD boundaries and have children ages five and under are able to access social, educational, and health services and programs through a centrally located parent resource center.</p>	<ul style="list-style-type: none"> <li>• In partnership with First Things First, maintain the Washington Resource Information Center (WRIC) on the campus of Washington Elementary School.</li> <li>• Through the WRIC, provide preventive programs, parenting skills training, family-centered support and referral services, and employment and financial mentoring to targeted families that reside within the District and have at least one child between zero and five years of age.</li> </ul>	<ul style="list-style-type: none"> <li>• Administrator of Social Services</li> <li>• Parent Outreach Coordinator</li> <li>• Washington Resource Information Center (WRIC) Coordinator</li> </ul>	<ul style="list-style-type: none"> <li>• First Things First Grant performance and evaluation reports</li> </ul>	<p>Continue into 2015-2016</p>
<p><b>10.0 Volunteerism</b></p>				
<p>10.1 WESD schools are supported by a core of engaged volunteers, including volunteer organizations, e.g., OASIS, Assistance League of Phoenix, who contribute to student achievement.</p>	<ul style="list-style-type: none"> <li>• Actively promote the need for volunteers and volunteer opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>• Director of Strategic Communication</li> <li>• Director of Community Engagement and Marketing</li> <li>• Title I Program Coach</li> <li>• School-based 21<sup>st</sup> Century Community Outreach Specialists</li> </ul>	<ul style="list-style-type: none"> <li>• Press releases</li> <li>• Web postings</li> </ul>	<p>Continue into 2015–2016</p>



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10.2	WESD refugee students are supported by volunteers in partnership with ASU West.	<ul style="list-style-type: none"> <li>Develop, coordinate and train volunteers.</li> </ul>	<ul style="list-style-type: none"> <li>ELL Program Coach</li> <li>Administrator of Social Services</li> <li>Refugee Liaison</li> </ul>	<ul style="list-style-type: none"> <li>Roster of volunteers</li> </ul>	Continue into 2015–2016
10.3	WESD recognizes and celebrates volunteer participation.	<ul style="list-style-type: none"> <li>Develop a volunteer tracking mechanism and recognition materials to be used by schools and departments.</li> </ul>	<ul style="list-style-type: none"> <li>Director of Communication Services</li> <li>Director of Community Engagement and Marketing</li> <li>Graphic Specialist</li> <li>Volunteer Coordinators</li> </ul>	<ul style="list-style-type: none"> <li>Tracking instrument</li> <li>Recognition materials</li> </ul>	Continue into 2015–2016

**Fiscal Resources:**

Communication Services

- M&O Funds
- Desegregation Funds
- Title I Funds
- Donations

Community Outreach

- Academic Support Programs
- 21<sup>st</sup> Century Community Learning Center Grant
- First Things First North Phoenix Regional Partnership Council Grant

**Acknowledgement of Accomplishment (Celebrations):**

- Recognition events
- Committee celebrations
- Appropriate Governing Board recognition
- Media stories/social media stories
- Neighborhood newsletter stories
- Department celebrations
- School celebrations
- Community outreach
- Community/neighborhood celebrations
- Business Advisory Team spotlights

**Accomplishments to Date:**

- Published and disseminated three issues of *Washington Connections* during 2014-2015
- Implemented SchoolMessenger parent notification system
- Piloted ParentVUE at four schools
- Launched recruitment Web site and developed collateral materials
- Completed one-third of the school brochures

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- Transitioned department Intranet pages to the employee access Centricity site
- Established six school collaboratives to support school initiatives
- Developed and implemented a pandemic flu crisis plan
- Developed and implemented a special needs crisis plan
- Developed a WESD marketing plan
- Developed a WESD graphics/editorial standards manual
- Developed and distributed a school lockdown video; instituted ongoing lockdown evaluations at schools
- Instituted an annual District-wide Parent University event
- Established the Washington Resource Information Center in partnership with First Things First
- Instituted local Parent University activities, including the Refugee Parent Partnership Event
- Launched new school Web sites
- Launched new District Web site
- Updated and redrew school mascots
- Established and built Business Advisory Team membership to more than 1,000 (with average meeting attendance of 225+)
- Maintained a presence in various civic and community organizations
- Introduced Family Links Program at 21<sup>st</sup> Century schools
- Operated 21<sup>st</sup> Century Community Learning Centers at 25 schools
- Introduced Rachel’s Challenge at multiple schools
- Participated in the annual Kiwanis Walk-a-thon
- Maintained ongoing relationship with the INVE\$T in Education! PAC
- Added “alert” feature to WESD Web site for special announcements
- Updated WESD logo/branding across publications and Web presence
- Developed and maintain Web training tools for departments and schools
- Increased the visibility of WESD in social media
- Helped organize and coordinate community volunteer events to benefit WESD such as Love Our Schools Day
- Organized WESD Food Drive and celebrated the District and community efforts to collect 151,676 pounds of food for St. Mary’s Food Bank in 2015.
- Created new academic partnerships with Glendale Community College, Grand Canyon University, ASU West and other local colleges to provide after-school intervention

**Future Outcomes:**

- Expand business and community partnerships.
- Create Community and Family Engagement (CAFÉ) teams.
- Continue to participate in School Connect (building education/faith/business partnerships in Arizona).
- Continue to support volunteer efforts such as Love Our Schools Day.
- Increase public education advocacy efforts among all stakeholder groups.
- Increase involvement with Support Our Schools Arizona (SOSAz).
- Establish academic partnerships with higher-learning institutes to provide career exploration opportunities for seventh and eighth grade students.
- Strengthen relationships with WESD Business Advisory Team members, and increase their involvement with District schools and departments.
- Develop a strategic partnership with Metrocenter.
- Continue redesigning the District’s Intranet capabilities using Centricity, the service currently housing WESD’s external Web site.

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- Pursue and analyze responses to the following questions:
  - What do parents/other stakeholders want their children to experience?
  - How do parents/other stakeholders get their information, in general?
  - How do parents/other stakeholders get their information about WESD?
- Expand WESD’s social media presence by posting a daily good news story on Facebook and Twitter, with a goal of 5,000 Facebook likes by the end of 2015-2016.