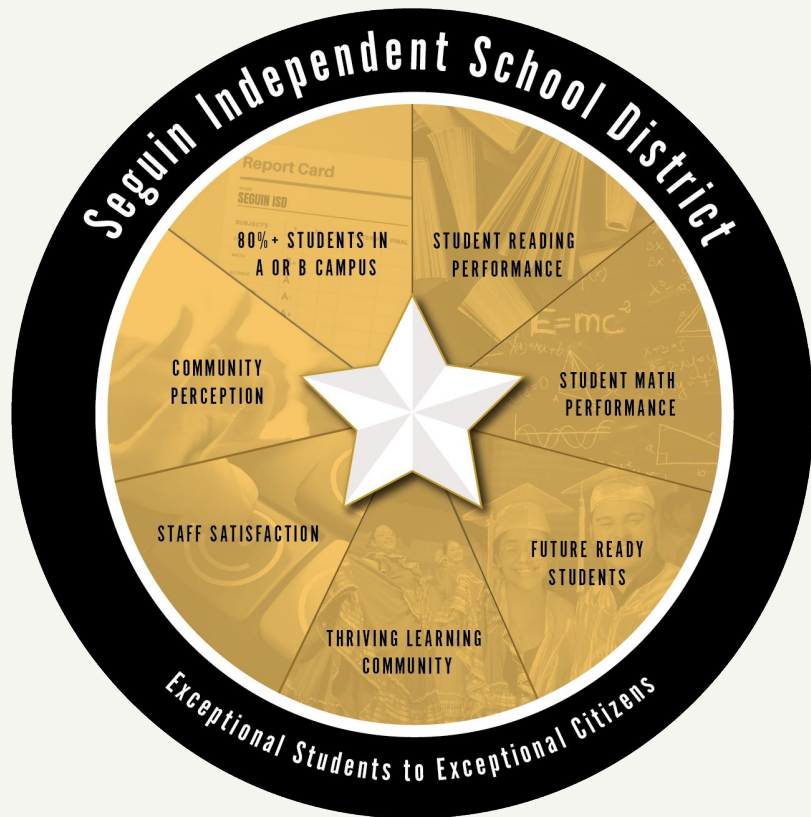




Seguin ISD Strategic Plan 2025 Monthly Update

May 23, 2023

Seguin ISD Board of Trustees



Strategic Priorities

1. Creating Future Ready Students

2. Supporting + Valuing Staff

3. Developing Relationships with Family + Community

4. Building a Thriving Learning Community

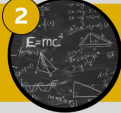
Seguin Independent School District

STRATEGIC GOALS



1 Student Reading Performance

Increase the percentage of third grade students who score meets grade level or above on STAAR (State of Texas Assessment of Academic Readiness) Reading from 40% to 54% by August 2025.



2 Student Math Performance

Increase the percentage of third grade students who score meets grade level or above on STAAR Mathematics from 35% to 49% by August 2025.



3 Future Ready (College, Career, Military)

Increase the percentage of graduates who meet the College, Career, or Military Readiness (CCMR) requirements from 39% to 73% by August 2024.



4 Thriving Learning Community

Seguin ISD will build a thriving learning community as indicated on a numerical score of 80 or higher on the balanced scorecard.



5 Staff Satisfaction

Seguin ISD will improve staff satisfaction as determined by the Organizational Health Inventory (OHI).



6 Community Perception

Seguin ISD will improve student, staff, parent, and community perception as determined by the Net Promoter score.



7 80% Students in A or B campuses

80% or more of SISK students will be enrolled in a campus that is rated A or B by August 2025.

Performance Objectives

30 total

Short-Term Measures

(12-18 months)

Strategic Actions

80 total

Align to performance objectives



Seguin ISD Strategic Plan 2025: Bright Spot

Strategic Actions Progress Highlights

Task Force: Community Engagement

Chair: Sean Hoffmann

Strategic Priority #3: Developing Relationships with Families and The Community

Goal #6

Seguin ISD will improve student, staff, parent, and **community perception** as determined by the Net Promoter score.



Performance Objective 6.1: By Spring 2023, SISD will increase the number of parents who are involved in parent groups on campuses from 11% to 25% as measured by the Panorama survey.

Performance Objective 6.2: By Fall 2023, SISD will improve the district's image as measured by Net Promoter score in Vision Week survey data.

Performance Objective 6.3: By Spring 2023, SISD will increase the percentage of parents by 10% who indicate that school communication for involvement opportunities is favorable as measured by the Panorama survey.



Strategic Actions

6.1.1 Create strategic and meaningful family- and parent-friendly campus activities.

6.1.3 Increase opportunities to offer parental involvement partnerships to include professional learning.

6.2.1 Showcase student, staff, campus and district achievements through ever-evolving social media outlets.

6.2.3 Nurture relationships with local and regional media to market SISD's student-centered programs and initiatives.

6.3.1 Publicize the various communication platforms that are utilized by campuses and the district to share information.



Bright Spot

April community engagement work resulted in the successful passage of the May 8 Bond election.

Highlights

- Targeted social media campaigns on various platforms
- Recurring emails to parents and staff
- Outdoor signage in school community
- Focus on employees, parents/guardians
- Community presentations
- Testimonials
- Consistent yet simple messaging



Sequin ISD Strategic Plan 2025: Area of Focus

Strategic Actions that Require Re-Focusing



Area of Focus

The Communications Team has been holding monthly Social Media meetings with campus liaisons.

Attendance for the May 10 meeting was low.

Problem Solving Actions

- Distribute meeting schedule for 2023-2024 in August
- Possibly front load meetings next year to avoid busier months
- Reinforce the importance of attending
- Incentivize (it works with student attendance!)



June Meeting: Quarterly Update on Seguin ISD Goals

