**LEADERSHIP...WE BELIEVE**

Leadership is collaborative action that empowers stakeholders to promote improvement.

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**FUTURE-READY STORY**

**GOAL:** We will utilize traditional, live, and digital media platforms and branding to engage stakeholders and reclaim and advance our story. (Reclaim and advance our story)

**ACTION:** To do this we will:

- Develop a consistent brand through story concepts, themes, media platforms, and visual aesthetic design
- Design communication plans which inform stakeholders on changes which support the District’s future-ready vision
- Utilize various media platforms to showcase successful implementation of future-ready initiatives
- Design and implement a plan which empowers staff to use communication platforms to showcase positive stories
- Implement procedures to strategically, consistently, and timely communicate with the public
- Implement procedures to proactively and timely communicate with stakeholders regarding urgent issues
- Improve accessibility and transparency of information to internal and external stakeholders via the website and other media platforms
- Implement strategies to influence the content and timing of stories presented by traditional media
- Develop and execute a plan to redesign the CRSSD website
- Ensure ADA compliant access to CRSSD digital media

**MEASURES:** Success will be measured by:

- High Reliability Schools Level 1 Safe and Collaborative Culture Assessment baseline
- Employee engagement survey results for specific questions in the Shared Values driver (current baseline: 89% agree they are familiar with the mission/vision; 78% agree they know how to support the mission/vision)
- Increase number of official CRCSD social media pages from 18 to 32 (Facebook), 18 to 32 (Twitter), 1 to 32 (Instagram)
- Increase number of followers from 3,305 to 4,000 (Facebook), 4,257 to 4,800 (Twitter), 23 to 100 (Instagram)
- Increase number of positive events and stories intentionally presented to external audiences.

**CULTURE/CLIMATE...WE BELIEVE**

We believe all school community members are valued and thrive in a safe, diverse, engage, and growth oriented culture/climate while exhibiting respect for the well-being of self, others, and the learning environment.

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**FUTURE-READY WORKFORCE**

**GOAL:** We will align workforce and workforce programs around vision & goals and build a high performance culture. (Build a highly engaged workforce)

**ACTION:** To do this we will:

- Define and operationalize employee engagement and develop a plan to drive higher levels of engagement
- Develop and implement a diverse hiring strategy
- Develop careful norms and behavior expectations aligned to vision
- Develop leadership capacity (autonomy and accountability)
- Develop a workforce system that drives high levels of performance, engagement, and student outcomes (hire, evaluate, reward, develop)
- Create an internal talent pipeline for future employment

**MEASURES:** Success will be measured by:

2017-2018:

- Increase participation in employee engagement survey
- Completed plans for increased diversity in the workforce and internal talent pipeline
- 100% of School and District Leaders will demonstrate growth on the Marzano School and District Leader Professional Growth Continuum
- Number of listening sessions held and number of attendees

2018-2019 and beyond:

- 100% of Teachers will have attended the Marzano Institute training
- Cultural norms and behavior expectations defined
- Increase diversity of workforce – current baseline – 4%
- Increase employee attendance
- Internal candidates identified for future employment
- Employee engagement has increased

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**FUTURE-READY CURRICULAR MINDSET**

**GOAL:** We will embrace and value the diversity of all learners; students, staff and families. (Grow intercultural capacity)

**ACTION:** To do this we will:

- Build a quality equity and Culture/Climate Transformation team
- Identify our current state of intercultural awareness (ID)
- Develop, resource and implement an intercultural development learning road-map
- Engage with communities and stakeholders to promote workplace ready and cultural competencies

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**FUTURE-READY FACILITIES**

**GOAL:** We will re-imagine, re-envision, and re-invest in our facilities.

**ACTION:**

- Build Facilities Master Plan options
- Update Board on Facilities Master Plan options
- Conduct public input forums through meetings and surveys
- Update Board on public forums
- Refine Facility Master Plan options, building consensus, and finalize recommendations
- Update Board on refined options and recommendations
- Receive feedback from Board on recommendations
- Hold third and final round of public forums to gain input and feedback on recommendations
- Finalize recommendations for Board consideration
- Gain approval from Board on the adoption of the Facilities Master Plan

**MEASURES:** Success will be measured by:

2017-2018:

- Identified groups will have completed ID assessment and individuals will have received their results
- Pilot Schools will have completed their learning roadmaps
- At least 50% of Support Staff will have participated in intercultural mindset training
- Student proficiency and growth rates by subgroup on District assessment (baseline)
- Decrease in the disparity between student subgroups related to social, emotional, and behavioral development

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**STUDENT OWNERSHIP...WE BELIEVE**

Students are empowered to take ownership when they engage as partners in their learning.

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**GOALS ~ ACTION STEPS ~ MEASURES**

**2017-2022**

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**2018-2019 and beyond:**

- Complete workplace ready curriculum and integration of workplace readiness competencies
- Completion of workplace ready curriculum and integration of workplace readiness competencies
- Implementation of rubrics to support workplace readiness competencies
- Develop, resource and implement an intercultural development learning road-map
- Engage with communities and stakeholders to promote workplace ready and cultural competencies