





Our Mission

We will inspire the heart, mind, behavior, and habits of each student, each day, preparing our students to make significant, lifelong contributions to our global society.

Our Culture

We commit to enhancing a culture of Collegiality, Engaged Student Learning, Continuous Improvement, and Mooreville Pride!

Our Vision

We seek to be an Indiana premier school community committed to learning and growth for all students.

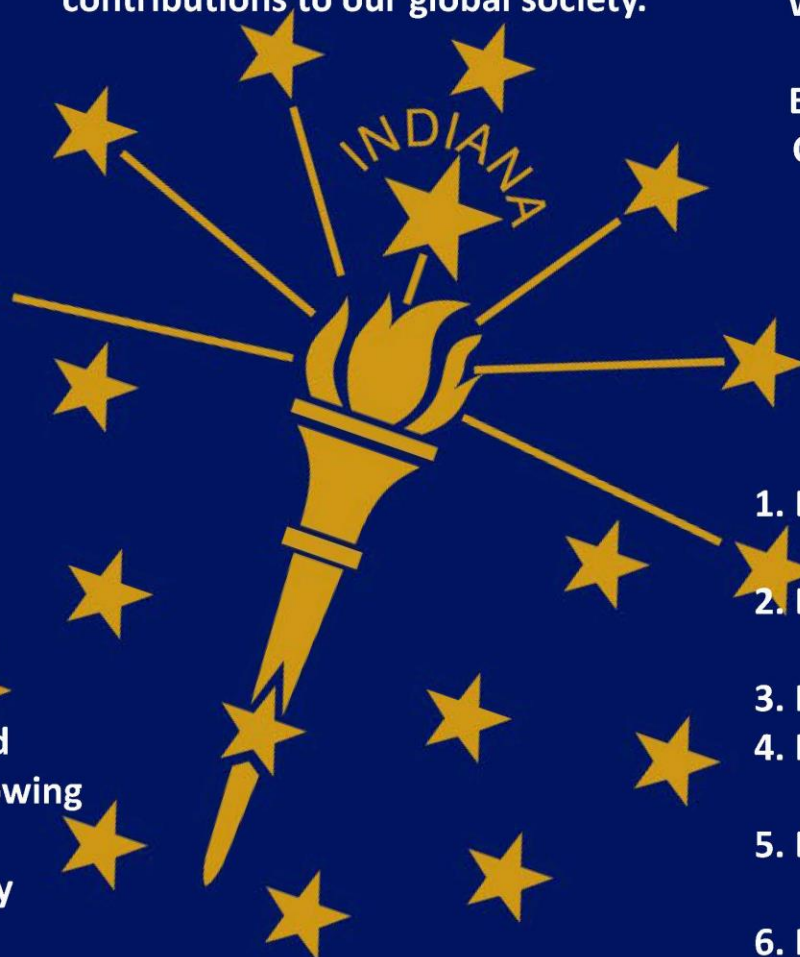
Our Values

We commit to consistently modeling attitudes, words, and behavior aligned with the following core values:

- Character
- Trustworthiness
- Responsibility
- Accountability
- Honesty
- Caring
- Work Ethic

Our Goals

1. Enrich the Culture of our Schools
2. Enhance Teaching and Engaged Student Learning
3. Increase Financial Efficiency
4. Improve Facilities Maintenance and Curb-side Appeal
5. Enhance our Image and Distinctives
6. Improve Communication and Community Connections



Goal #1: Enrich the Culture of Our Schools

Target 1: Maintaining commitment to a welcoming school environment, student success, and continuous improvement

Persons Responsible: Board of Education, Superintendent, Asst. Superintendent, Principals, and all school faculty and staff

Strategy 1: All schools will be clearly and distinctly identified

Evidence in Support of Strategy:

- There is not adequate signage for some of the buildings in the district. Clear signage will improve identity and appeal to community.

Action Steps	Who	When	Status
Work with School Board, Administration Team and Building Principals to create a budget and design	School Board, Administrative Team, Principals	Summer 2019	Complete
Provide each building with distinct signage that is prominent and visually appealing	School Board, Administrative Team, Principals	2021-2022	Ongoing
Add electronic signage for high-traffic areas (Neil Armstrong, Newby)	School Board, Administrative Team, Principals	2020	Complete

Strategy 2: Street signs (directional) will be placed in the community so that schools can be easily located

Evidence in Support of Strategy:

- Some schools can be difficult to locate; directional signage will greatly improve familiarity.
- Signage will promote school spirit and community involvement.

Action Steps	Who	When	Status
Collaborate with School Board, Administrative Team, Principals, and Town of Mooresville	School Board, Principals, Administrative Team, Town of Mooresville	2018	Completed
Design signage	School Board, Principals, Administrative Team, Town of Mooresville	2018	Completed
Place directional signage at key locations throughout the community	School Board, Principals, Administrative Team, Town of Mooresville	2018	Completed

#1: Enrich the Culture of Our Schools

Target 2: Parents, students, and visitors will experience a welcoming environment

Persons Responsible: Principals, school faculty and staff

Strategy 1: School personnel will be trained in welcoming practices.

Evidence in Support of Strategy:

- The importance of a positive first impression and experience upon entering the schools is critical in creating a welcoming environment.

Action Steps	Who	When	Status
Schedule meeting with secretaries at the beginning of the school year	Administrative Team	Annually	Ongoing
Create training presentation and activities	Administrative Team	Annually	Ongoing
Deliver training at “back-to-school” gathering for secretaries	Administrative Team	Annually	Ongoing

Strategy 2: All student office assistants will be trained on proper etiquette, expectations, and safety guidelines.

Evidence in Support of Strategy:

- Making a positive first impression and experience upon entering the schools from student assistants can be improved.

Action Steps	Who	When	Status
Schedule training times for student office assistants at the secondary level	Principal / Secretaries	Annually	Ongoing
Create training materials	Principal / Secretaries	Annually	Ongoing
Hold training for all student office assistants	Principal / Secretaries	Annually	Ongoing
Provide training and frequent communication regarding COVID-related safety issues for staff and families.	Administrative Team	As updated by ISDH & IDOE	Ongoing

#1: Enrich the Culture of Our Schools

Strategy 3: Informative district print and online information will be updated and kept accessible to all visitors.

Evidence in Support of Strategy:

- Easily accessible printed school information is valuable to parents and community members, especially those who might not have reliable access to the internet. Including information for actual school boundaries for prospective students.

Action Steps	Who	When	Status
Prospective student web information page updated	Communications Director	Annually	Ongoing
School boundary areas	Communications Director, Transportation Director	Annually	Ongoing
Updated print materials	Communications Director	Annually	Ongoing

Goal #1: Enrich the Culture of Our Schools

Target 3: Families, students, and staff will provide feedback to contribute to the enrichment of school culture

Persons Responsible: Principals, staff, students, parents, and community members.

Strategy 1: Gather information and feedback (surveys and other methods) from specific group as needed.

Evidence in Support of Strategy:

- Input is valued from key stakeholders concerning the enrichment of our school culture. With more input, stakeholders will have more ownership and pride in our district schools.

Action Steps	Who	When	Status
Title 1 School Survey	Title 1 Director, Principals	Annually	Ongoing
Distribute and analyze data	Assistant Superintendent for Curriculum, Title 1 Director, Principals	Annually	Ongoing

Strategy 2: Gather information and feedback (surveys and other methods) from students as needed

Evidence in Support of Strategy:

- Input is valued from all stakeholders in regard to the enrichment of school culture so that all stakeholders will have ownership and pride in our district schools.

Action Steps	Who	When	Status
Annual IUPRC Survey for grades 7-12	HS/MS Admin	Annually	Ongoing
Distribute and analyze data	Administrative Team	Annually	Ongoing

Strategy 3: Gather information and feedback (surveys and other methods) from classified and certified staff as needed

Evidence in Support of Strategy:

- Input is valued from all stakeholders in regard to the enrichment of school culture so that all stakeholders will have ownership and pride in our district schools.

Action Steps	Who	When	Status
Environmental Quality Survey	Asst. Superintendent Maint. Director, Comm. Director	Annually in spring	Ongoing
Distribute and analyze data	Administrative Team	Annually	Ongoing

Goal #2: Enhance Teaching and Engaged Student Learning

Target 1: Strengthen and refine MCSC's High Ability program K-12

Persons Responsible: High Ability Coordinator, Assistant Superintendent for Curriculum, Building-level Admin, Classroom teachers, Building reps

Strategy 1: Research best-practices in relation to high ability math acceleration at grades K-6

Evidence in Support of Strategy:

- Math acceleration for students in our high ability program at grades K, 1, and 6 present some placement challenges. Maturity, communication, reading ability are all factors
- Sixth grade teachers must also teach 7th grade content in 6th grade
- Some sixth grade teachers lack formal training in teaching middle school mathematics

Action Steps	Who	When	Status
Research high ability math practices in surrounding school districts	High Ability Coordinator Building Reps	Continuous	In Progress
Provide 6 th grade teachers with appropriate training to effectively instruct students at a 7 th grade and higher math ability level	High Ability Coordinator, Assistant Superintendent, Principals Math Teachers at PHMS and MHS	Continuous for new staff	In Progress
Seek possible technological options to assist with 1 and 6 math acceleration instruction	High Ability Coordinator, Technology Director, Building Representatives, PHMS Math Teachers	Continuous	In Progress

Goal #2: Enhance Teaching and Engaged Student Learning

Strategy 2: Expand and communicate opportunities for students with high ability/achievement at PHMS and MHS

Evidence in Support of Strategy:

- With our strong high ability program at grades K-6, we predict a need for expanded course offerings at PHMS and MHS in the near future as these students progress toward these grade levels
- There have been limited vertical articulation conversations between PHMS and MHS teachers
- We will provide our students with strong preparation for post-secondary life which would include additional AP and Dual-Credit courses.

Action Steps	Who	When	Status
Ensure our teachers at MHS are appropriately certified to teach Dual-Credit courses by 2023 in accordance with new legislation	Assistant Superintendent MHS Administration Student Services Director	2021-2023	Ongoing
Audit our current Advanced, AP, and Dual-Credit classes including number of students enrolled in each course and possible courses of interest to add to our offerings at PHMS and MHS. Vertical articulation to ensure student preparation while advancing levels	Assistant Superintendent PHMS/MHS Administration Student Services Director PHMS Guidance Counselors PHMS & MHS Teachers	2020-2021	Completed
Communicate course offerings and pathways for advanced/HA with parents and students at transitional grades	PHMS Guidance, MHS Guidance, MHS Principal, PHMS Principal	Annually	Annual Parent Meeting; Fall of each school year

Goal #2: Enhance Teaching and Engaged Student Learning

Strategy 3: Increase the number of teachers with high ability licensure across the district

Evidence in Support of Strategy:

- The interest in teaching high ability clusters has increased over the past few years
- With our high ability program continuing to grow, we feel it is necessary to provide opportunities for teachers to add to their licensure

Action Steps	Who	When	Status
Assist teachers in seeking the addition of high ability to their teaching licenses through the IDOE High Ability Grant	High Ability Coordinator Assistant Superintendent	Continuous	Ongoing
Provide financial support to teachers interested in adding high ability to their teaching license	High Ability Coordinator Assistant Superintendent	Annually	Ongoing through HA grant funding and IDOE
Provide professional development opportunities that will count toward licensure in high ability	High Ability Coordinator Assistant Superintendent	Annually	Ongoing

Goal #2: Enhance Teaching and Engaged Student Learning

Target 2: Enhance Career Pathways

Persons Responsible: Assistant Superintendent, Building Administration

Strategy 1: Expand opportunities for career exploration in Elementary K-6

Evidence in Support of Strategy:

- Opportunities for career awareness and exploration by elementary students varies across the district.
- Due to state elementary curriculum requirements, the time to implement stand-alone career lessons is limited.

Action Steps	Who	When	Status
Implementation of Project Lead the Way (PLTW) Launch in K-6 at all five elementary schools	Elementary Principals Assistant Superintendent	2018-2021	Complete
Investigate ways to implement career awareness and exploration into core content instruction	Elementary Principals/Teachers Assistant Superintendent	2021-2022	Ongoing
Develop community connection with local businesses to partner with 4-6 grade students for exploration	Elementary Principals/Teachers Assistant Superintendent Communications Director	2021-2022	Initial Stage
Explore other options for elementary career exploration (All Around Our Town, Biz Town, Guest Speakers)	Elementary Principals/Teachers Communications Director	Annually	Ongoing

Goal #2: Enhance Teaching and Engaged Student Learning

Strategy 2: Expand knowledge of and opportunities for career pathways available to students 7-12

Evidence in Support of Strategy:

- PHMS offers a required College/Career readiness course for a semester to students in the 8th grade. Guest speakers are integral part of this curriculum.
- PHMS offers a one-day experience to students which allows the students to participate in a “Reality Store”. This activity provides exposure to many different career options and salaries available.
- PHMS and MHS offer electives related to a variety of career pathways.
- MHS now offers a full Agriscience program and PLTW pathways.
- MHS participates in the Area 31 Career Center.

Action Steps	Who	When	Status
Provide professional development opportunities on college and career opportunities for counselors to assist with the development of scheduling, 4-year plans, and post-secondary planning	PHMS and MHS Counselors PHMS and MHS Admin Assistant Superintendent	Annually	Ongoing
Communicate course offerings and career pathways with parents and students	PHMS and MHS Counselors PHMS and MHS Admin	Annually	Ongoing
Utilize 4-year plans and Naviance to increase student and parent awareness	MHS and PHMS Counselors Teachers	Continuous	Ongoing
Explore ways to integrate career projects into curriculum	PHMS and MHS Teachers PHMS and MHS Admin Assistant Superintendent	2021-2022	Ongoing
Survey current students regarding interest in career pathways at PHMS and MHS	PHMS and MHS Counselors PHMS and MHS Admin	Annually	Ongoing

Goal #2: Enhance Teaching and Engaged Student Learning

Target 3: Continue to Refine Response to Instruction (RtI)

Persons Responsible: Assistant Superintendent, Building Level Administrators, Special Education Director, Special Education Staff, General Education Teachers

Strategy 1: Research best practices for response to instruction

Evidence in Support of Strategy:

- All MCSC teachers are a part of the Professional Learning Communities utilizing the DuFour model, which addresses Tier 1 and Tier 2.
- All MCSC elementary schools utilize a general education intervention protocol to identify students in need of Tier 3 services.
- All MCSC secondary schools offer Tier 3 services through expanded learning opportunity classes.
- All MCSC schools offer state-assessment remediation based upon classroom and standardized assessment data.

Action Steps	Who	When	Status
Continue to research and implement best practices for Tier 1 and Tier 2 instruction	All Certified Staff, Title 1 and Special Ed Assistants	Continuous	Ongoing
Continue to research and implement best practices for Tier 3 instruction. Explore additional resources as necessary	Assistant Superintendent, Special Education Director, Building-level Admin, Special Education Staff	Continuous	Ongoing
Elementary RtI electronic forms through Skyward for consistency of protocols and procedures	Assistant Superintendent, Special Education Director, Building-level Admin, Special Education Staff	2019-2021	Completed

Goal #2: Enhance Teaching and Engaged Student Learning

Strategy 2: Refine RtI (Response to Instruction) identification of student needs K-12

Evidence in Support of Strategy:

- We utilize PLC to identify students and areas of need for Tier 2 interventions.
- At the elementary level, we utilize the RtI process to identify students in need of Tier 3 interventions.

Action Steps	Who	When	Status
Refine use of data in PLC's for the purposes of identifying students and areas of need for Tier 2 interventions	All Certified Staff	Continuous	Ongoing
Research and implement best practices for Tier 2 interventions within the current school day structure	All Certified Staff	Continuous	Ongoing
Continue to evaluate and refine our processes for identifying students in need of Tier 3 interventions	Assistant Superintendent Special Education Director Building-level Admin	Continuous	Ongoing

Goal #2: Enhance Teaching and Engaged Student Learning

Target 4: Enhance Instructional Technology Integration and Virtual Learning Options

Persons Responsible: Technology Director, Assistant Superintendent, Building Administrators, Technology Staff, Instructional Technology Coaches, Teachers

Strategy 1: Expand opportunities for technology in classrooms

Evidence in Support of Strategy:

- MCSC has implemented a 1-1 program in grades K-12.
- MCSC utilizes eLearning days for inclement weather and professional development days throughout the year.
- Required state testing is all online.

Action Steps	Who	When	Status
Implement 1:1 Chromebook technology K-12	Technology Director, Asst. Superintendent, Elementary staff	2019-2020	Completed

Strategy 2: Research and implement best-practices in relation to technology integration

Evidence in Support of Strategy:

- All MCSC schools utilize some PLC time for professional development on technology integration.
- All MCSC schools include technology integration for instructional purposes as a school-wide expectation.
- MCSC utilizes eLearning days for staff professional development in instructional technology.

Action Steps	Who	When	Status
Provide teachers with continued appropriate training to effectively use technology integration strategies in the classroom	Technology Director, Asst. Supt, Building-level Admin, Teachers, Technology Task Force, Building technology committees	Quarterly	Ongoing
Continue to research best practices for technology integration strategies in the classroom in surrounding districts	Building-level Admin, Instructional Technology Coaches	Continuous	Ongoing
Expand Canvas/Google usage to all MCSC classrooms	Tech Director, Asst. Superintendent, Building-level Admin, Teachers, Technology Task Force, Building technology committees	2018-2021	Completed

E-Learning Days – apply summer 2019 for 2019-20 implementation	Technology Task Force	2019	Completed
Strategy 3: Create virtual learning options for students in K-12 for future years			
Evidence in Support of Strategy: <ul style="list-style-type: none"> MCSC has implemented a virtual learning option for students in grades K-12 during the COVID-19 pandemic. We see the need to continue to offer a virtual learning option for students in the future. 			
Action Steps	Who	When	Status
Create a plan to provide a virtual learning option for students in grades K-12 for future years.	Technology Director, Asst. Superintendent, Instructional Technology Coaches, Administrators, Teachers, Board Member	2020-2021	Completed
Goal #2: Enhance Teaching and Engaged Student Learning			
Target 5: Prepare Teachers and Students for Continued Assessment with ILEARN			
Persons Responsible: Assistant Superintendent, Building administrators, Teachers, Corporation Test Coordinator			
Strategy 1: Analyze annual ILEARN score reports			
Evidence in Support of Strategy: <ul style="list-style-type: none"> New reports are available to teachers and administrators from ILEARN. Reports provide information on how our students performed on specific state standards. District data shared with staff 			
Action Steps	Who	When	Status
Analyze ILEARN data at the building level to determine strengths and areas of need	Assistant Superintendent, Building Administration, Teachers	Annually	Ongoing
Analyze ILEARN data at the district level to determine comparisons and patterns across all schools	Assistant Superintendent	Annually	Ongoing
Strategy 2: Provide Intentional Instruction Daily			
Evidence in Support of Strategy: <ul style="list-style-type: none"> All teachers in grades K-6 will utilize the district Units of Study for ELA and Math as their instructional calendar each year. 			

- All teachers in grades 7-12 will utilize department curriculum maps for all subjects as their instructional calendar each year.

Action Steps	Who	When	Status
Teachers will come together each semester and summer to update the K-6 Units of Study and curriculum maps in 7-12.	Assistant Superintendent, Building Administration, Teachers	Annually	Ongoing
All instruction in MCSC classrooms will be standards-based, data-driven, and efficient.	Assistant Superintendent, Building Administration, Teachers	Continuous	Ongoing

Strategy 3: Promote Accountability to the Units of Study, Curriculum Maps, and Intentional Instruction

Evidence in Support of Strategy:

- Building Administration must understand the instruction taking place daily in all classrooms.
- Classroom observations must align to the Units of Study and curriculum maps.
- Teachers must be able to communicate which standards and learning targets are being taught at all times.

Action Steps	Who	When	Status
Building Administration will complete classroom walkthroughs on a weekly basis.	Building Administration	Continuous	Ongoing
The Units of Study and curriculum maps will be the basis for classroom walkthroughs and evaluation observations in addition to the MCSC teacher evaluation rubric.	Assistant Superintendent, Building Administration	Continuous	Ongoing
State standards/learning targets must be communicated daily (orally when asked, posted in classroom for students, provided in written lesson plans).	Building Administration, Teachers	Continuous	Ongoing

Goal #3: Increase Financial Efficiency

Target 1: Achieve a balanced budget annually while wisely using available resources to maximize educational achievement, sustain effective programming, and demonstrate best financial practices.

Persons Responsible: School Board, Superintendent and Central Office Leadership team

Strategy 1: The leadership team will continue to ensure revenue exceeds expenditures, while maximizing educational achievement, sustaining effective programming, and demonstrating best financial practices.

Evidence in Support of Strategy:

- The Assistant Superintendent of Operations will continuously develop, manage, and monitor district revenues and expenditures, as well as future trends in economics that may affect the district budget.

Action Steps	Who	When	Status
Annually assess job positions and do financial analysis to meet current and future needs.	Administrative Team	Annually	Ongoing
All open job positions will be assessed to determine need for replacement or repurposing with a goal of no reduction in force.	Administrative Team	Annually	Ongoing
Evaluate enrollment for each school and assess future demographic needs.	Administrative Team	Annually	Ongoing
The academic core of our schools will be protected and strengthened by investing in people and programs which produce relevant and engaged learning.	Administrative Team	Annually	Ongoing
Maximize use of staff members within all buildings.	Administrative Team	Annually	Ongoing
Work collaboratively to maintain a compensation model which will motivate and operate within our budget.	Administrative Team, Mooresville Classroom Teachers Assoc.	Annually	Ongoing as legally permitted (IEERB compliant)

Goal #3: Increase Financial Efficiency

Target 1: Achieve a balanced budget annually while wisely using available resources to maximize educational achievement, sustain effective programming, and demonstrate best financial practices.

Strategy 2: The leadership team will continue to be effective and efficient in using property tax levy to ensure debt service obligations are met.

Evidence in Support of Strategy:

- Current growth of the Rainy Day Fund targets pension liability and capital outlay projects.

Action Steps	Who	When	Status
Maximize fund totals by transferring excess Education Fund revenue to Rainy Day Fund	Board of Education	Annually	Ongoing
Tax rate to remain at \$0.7874	Board of Education	Annually	Ongoing
Debt levy will not be increased for the foreseeable future	Board of Education	Annually	Ongoing
Common School Loan to be used for technology	Technology Director, Assistant Superintendent	Annually (March/April)	Ongoing

Strategy 3: Seek grants and other alternative funding sources to support the educational mission of the district.

Evidence in Support of Strategy:

- Expand current practice of seeking grants and exploring alternative funding sources.
- Need to continue conversations with the Mooresville Redevelopment Commission

Action Steps	Who	When	Status
Research outsourcing of district services to maximize efficiency	Administrative Team	Ongoing	Ongoing
Consider public/private partnerships to enhance district programs	Administrative Team	Ongoing	Ongoing
Work with Mooresville Redevelopment Commission to provide funding for current and future needs	School Board, Superintendent	Ongoing	Ongoing

Goal #3: Increase Financial Efficiency

Target 1: Achieve a balanced budget annually while wisely using available resources to maximize educational achievement, sustain effective programming, and demonstrate best financial practices.

Strategy 4: Maintain fiscal responsibility in Transportation and Bus Replacement Fund

Evidence in Support of Strategy:

Current lease to own program operates fiscally efficiently.

Action Steps	Who	When	Status
Continue lease to own program for bus replacement	Administrative Team	Annually	Ongoing
Monitor cash balances and all monies within the Operation fund to ensure fiscal responsibility.	Administrative Team	Annually	Ongoing
Minimize outsourcing when appropriate	Transportation Director	Annually	Ongoing

Goal #4: Improve Facilities Maintenance and Curb-Side Appeal

Target 1: Provide safe campus environments and school facilities

Persons Responsible: Assistant Superintendent, Maintenance Director, Safety Director, Technology Director

Strategy 1: The Facilities Team will maintain and improve safety for our campuses and facilities

Evidence in Support of Strategy:

- Continued positive perception of school safety from students, parents, staff and community.
- Continued use of safety equipment by law enforcement and school personnel for incident prevention.

Action Steps	Who	When	Status
Security Cameras, check-in systems, and door access systems will be monitored continually, enhanced when available, and audited annually	Asst. Supt., Safety Director, Technology Director	Annually	Ongoing
Each building will maintain a secure entryway (single-door building access)	Asst. Supt., Safety Director, Technology Director	Annually	Ongoing

Strategy 2: Indoor environmental quality will be maintained and enhanced.

Evidence in Support of Strategy:

- Updated lighting, insulation, and other features will result in long-term energy cost savings.
- Removal of carpeting, filter and tile replacements, and other ongoing projects positively affect air quality indicators.
- Annual staff survey monitors the quality of indoor environment.

Action Steps	Who	When	Status
Review and complete projects as indicated in annual Energy Savings Performance Audit	Assistant Superintendent, Maintenance Director	Annually	Ongoing
Monitor and adjust indoor climate (lighting, temperature, etc.) to optimize educational environment	Assistant Superintendent, Maintenance Director	Annually	Ongoing

Goal #4: Improve Facilities Maintenance and Curb-Side Appeal

Target 2: School buildings and campuses are maintained to high standards.

Persons Responsible: Assistant Superintendent

Strategy 1: Development of functional preventive and routine maintenance schedule

Evidence in Support of Strategy:

- The schools and campuses are well maintained, promoting community pride.

Action Steps	Who	When	Status
Maintenance Director will meet with Principals and Custodians quarterly to assess facilities	Maintenance Director, Principals and Custodians	Quarterly	Ongoing
Facilities Audit Timelines for major maintenance and improvements (roofing, parking lots, etc.)	Associate Superintendent	Annually	Ongoing
Principals submit annual list of summer project requests as need for education programming and building upkeep	Principals, Associate Superintendent	Annually	Ongoing
Determine location of MHS Building Trades Projects	MHS Principal, Associate Superintendent	Annually	Ongoing

Strategy 2: Review and determine technology infrastructure needs and upgrades.

Evidence in Support of Strategy:

- Technology infrastructure supports the educational and operational needs of students and staff.

Action Steps	Who	When	Status
Technology director will collaborate with district leadership to recommend upgrades for technology infrastructure	Technology Director	Annually	Ongoing
Improve and upgrade hardware, servers, connectivity, and other infrastructure equipment as well as user devices.	Technology Director	Continuously	Ongoing
Continuously monitor cybersecurity needs and provide infrastructure and training.	Technology Director	Continuously	Ongoing

Goal #4: Improve Facilities Maintenance and Curb-Side Appeal

Target 3: Maintenance and improvement of auxiliary buildings and facilities

Persons Responsible: Associate Superintendent

Strategy 1: Ongoing upgrade of facilities

Evidence in Support of Strategy:

- Facilities are well-maintained for student and community use.

Action Steps	Who	When	Status
Soccer locker rooms	Associate Superintendent	2019	Completed
PHMS Baseball & Newby parking	Associate Superintendent	2019	Completed
South gym resurface	Associate Superintendent	2019	Completed
Pioneer Pavilion	Associate Superintendent	2022	Ongoing

Strategy 2: Ongoing upkeep of historic facilities

Evidence in Support of Strategy:

- Community historic landmark facilities continue to be maintained in recognition of local heritage and ongoing enjoyment by students and community members.

Action Steps	Who	When	Status
Annual review of Academy Building	Maintenance Director	Annually	Ongoing
Annual review of Gymnasium Building	Maintenance Director	Annually	Ongoing

Goal #5: Enhance Our Image and Distinctives

Target 1: Enhance Awareness of Academic Programming including Vocational Opportunities and Dual Credit

Persons Responsible: Building Level Admin., Communications Director, Teachers

Strategy 1: Beginning in elementary school, inform teachers, parents, and students of the offerings at PHMS and MHS

Evidence in Support of Strategy:

- Students and parents need to become more aware of available opportunities at MHS
- Teachers in elementary schools need to become better informed on offerings and opportunities at PHMS and MHS

Action Steps	Who	When	Status
Utilize school communication channels to deliver information to all stakeholder groups	Communications Director, Teachers	Continuously	Ongoing
Conduct informative meetings on secondary course offerings – PHMS 6 th grade parent night, high ability annual parent meeting, and PHMS counselor scheduling days	PHMS/MHS counselors Building Administration High Ability Coordinator	Continuously	Ongoing

Target 2: Improve opportunities for positive media coverage to keep community informed

Persons Responsible: Administrative Team, Communications Director

Strategy 2: Update MCSC videos as needed to highlight new programs

Evidence in Support of Strategy:

- District videos being used and shared widely – movie theater, social media, etc.

Action Steps	Who	When	Status
Update video messaging and targets for new programs	Communications Director	Continuously	Ongoing

Goal #6: Improve Communications and Community Connections

Target 1: Continue improving direct electronic communication with families

Persons Responsible: Superintendent, Communications Director, Skyward Coordinator, Principals

Strategy 1: Continue weekly Pioneer Blast e-newsletter

Evidence in Support of Strategy:

- Current email list more than 5,000 staff & families and 150 community members; also distributed via social media

Action Steps	Who	When	Status
Utilize as platform for education about Mooresville events/happenings and education topics in Indiana	Communications Director, Superintendent	Weekly	Ongoing
Seek additional subscribers as possible	Communications Director	As available - Chamber, etc.	Ongoing

Strategy 2: Continue to promote Skyward use and available options

Evidence in Support of Strategy:

- Login and usage statistics, parent feedback

Action Steps	Who	When	Status
Continue to utilize and promote Skyward usage by entering additional data & features	Comm. Director, Skyward Coordinator	Annually	Ongoing
Promote system signup at registration	Comm. Dir., Skyward	July/Aug annually	Ongoing
Make available and promote training on Skyward features, new app for parents	Comm. Director, Skyward Coordinator	Periodic features in Pioneer Blast, on web, social media	Ongoing

Strategy 3: Increase usage and visibility of electronic signage

Evidence in Support of Strategy:

- Alignment of Skyward calendar data will increase efficiency, decrease possibility of inaccurate information

Action Steps	Who	When	Status
Improve school lobby signage programs, align with Skyward dates and social media, train staff	Comm. Director, Technology Director	2020	Completed
Add signage to key areas	Comm. Director, Skyward Coordinator	As needed	Ongoing

Goal #6: Improve Communications and Community Connections

Target 2: Continue to utilize and promote social media and website messaging

Persons Responsible: Communications Director, school website & social media page managers

Strategy 1: Increase use of photos, videos

Evidence in Support of Strategy:

- Posts with photos account for 93% of the most engaging posts on Facebook. Posts which have videos have 2½ times more page clicks than static photos.
- YouTube one of the largest search engines worldwide.

Action Steps	Who	When	Status
Check with buildings for photos, videos to share	Communications Director, Principals	Monthly	Ongoing
Utilize CIESC video hours, school talent to help create additional videos	Communications Director, Principals	Monthly	Ongoing

Strategy 2: Maintain Facebook, Twitter, LinkedIn, Instagram and YouTube

Evidence in Support of Strategy:

- Increasing page likes/shares/follows on all channels, Facebook largest posts reaching tens of thousands
- Instagram ownership by Facebook allows easier post interaction than previous model.

Action Steps	Who	When	Status
Post to District Facebook & Twitter at least 2x/week, Schools' Facebook at least weekly	Communications Director, School Social Media Managers	Weekly	Ongoing
Post to district YouTube Account monthly	Comm. Director	Monthly	Ongoing
Maximize cross-posting of items to various channels	Communications Director, School Social Media Managers	Monthly	Ongoing
Evaluate social media channels used, engagement analytics for most strategic utilization	Communications Director	Annually	Ongoing

Strategy 3: Increase website user-friendliness & usefulness, increase building-specific and department-specific information available online

Evidence in Support of Strategy:

- Main page continues to have more than 1,000 users visit daily - average session duration of 2 minutes, 20+ seconds
- More than 70% of users are utilizing mobile devices to access webpage
- Information from young parents and local realtors show families will search school information online prior to making phone calls, talking with neighbors, etc.

Action Steps	Who	When	Status
Website design update, add mobile-friendly options	Communications Director, Technology Assistant	Summer 2021	Ongoing
Look into addition of social media & Skyward calendar feeds on school sites	Communications Director, Technology Assistant	Summer 2021	Ongoing
Build ADA compliance & translation options into website	Communications Director, Technology Assistant	Summer 2021	Ongoing
Automatic staff updates from Skyward to website	Communications Director, Technology Assistant	Summer 2021	Ongoing
Create Mooresville Schools app	Communications Director, Technology Assistant	Summer 2021	Ongoing

Goal #6: Improve Communications and Community Connections

Target 3: Expand Community Reach

Persons Responsible: Communications Director, Superintendent

Strategy 1: Create opportunities for interaction with key stakeholder groups

Evidence in Support of Strategy:

- One-to-one relationships between school staff and stakeholders promote open communication channels
- Many community members do not receive school information through traditional channels (existing media, school media)

Action Steps	Who	When	Status
Make sure administration team is accessible to community members, visible at community events	Administration team	Annually	Ongoing
Continue key existing relationships with Chamber, Veterans, Alumni groups, etc., and enhance as able.	Communications Director	Ongoing	Ongoing

Strategy 2: Seek direct (face-to-face) input from stakeholders regarding Mooresville Schools

Evidence in Support of Strategy:

- Although anecdotal information is available, no detailed studies or structured feedback currently in place.

Action Steps	Who	When	Status
Continue to make and seek opportunities for presentations to community groups (Chamber, civic groups, etc.)	Communications Director, Superintendent	Ongoing	Ongoing
Communicate with school board members and the business of schools.	Communications Director, Superintendent	Ongoing	Ongoing
Create informal interactions between administration and public, document findings (carpool line check-ins, presentations prior to PTO meetings/programs, etc.)	Communications Director, Superintendent	Ongoing	Ongoing