Goals & Strategies (cont.)

Develop a brand strategy and deliver it through a comprehensive marketing campaign

Actions
3.2.1 • Year 1 • Develop a brand for the district that instills and conveys the positive, exciting opportunities for all students.
3.2.3 • Year 1 • Deliver the brand message in all communications in all areas of the district to all stakeholders.

Expand parenting events/training with flexible times and multiple opportunities

Actions
3.3.1 • Year 2 • Add parent liaisons at every campus.
3.3.2 • Year 2 • Continue and expand parenting workshops.

Refine and strengthen community engagement and partnerships

Actions
3.4.1 • Year 2 • Establish a district-wide mentor program utilizing community members who are recruited, trained, and monitored.
3.4.2 • Year 2 • Expand the services offered by the Communities-In-Schools program to all schools.

Killeen ISD will provide a safe and healthy learning environment, and identify and address social, emotional, and behavioral distractors; thereby improving student achievement.

Recruit quality teachers

Actions
4.1.1 • Year 1 • Post specific job openings/positions by campus, grade level, and/or subject area.
4.1.2 • Year 1 & 2 • Provide a compensation package competitive with state and local districts (Year 1). Research additional teacher compensation for identified at-risk campuses, to include critical shortage areas, additional off period, or other incentives for teaching at specific at-risk campuses (Year 2).
4.1.3 • Year 1 • When recruiting, highlight opportunities for professional growth and advancement and develop working partnerships with area universities to bring recruits to KISD. Publish campus internship/student teacher opportunities on district website.

Retain quality teachers

Actions
4.2.1 • Year 1 • New Teacher Induction (NTI), mentor program, and professional development reviewed and strengthened to include job-alike, academic planning, and classroom management.
4.2.2 • Year 1 & 2 • Provide a compensation package competitive with state and local districts (Year 1). Research additional teacher compensation for identified at-risk campuses, to include critical shortage areas, additional off period, or other incentives for teaching at specific at-risk campuses (Year 2).

Killeen ISD will effectively and efficiently manage district resources and operations to maximize learning opportunities for all students and staff.

Call to Action:
Lifelong learners engage in personalized educational opportunities to create their own success and thrive in an ever-changing world.
Killeen ISD will equip and empower campus leadership, faculty and staff to consistently provide research-based best practices, resulting in future-ready students.

**Actions**

1. **Year 1**
   - 1st- Develop a student and staff Smartphone/personal device policy to limit classroom distractions.

2. **Year 1**
   - 2nd- Opportunities for parent/teacher education regarding prominent social media issues.

3. **Year 1**
   - 3rd- Provide a technology security plan.

Killeen ISD will recruit, retain, and develop excellent, creative educators to maximize student achievement.

**Actions**

1. **Year 1 & 2**
   - 1st- Provide professional development to train teachers to work with students that have emotional or behavioral needs.

2. **Year 1**
   - 2nd- Implement a framework for minimizing classroom distractions.

3. **Year 1 & 2**
   - 3rd- Implement professional development to address micro, macro-aggressions and social bias through the promotion of awareness and positive behavior support initiatives.

4. **Year 1 & 2**
   - 4th- Utilize district disciplinary data to make decisions regarding additional behavioral support.

Killeen ISD will engage all stakeholders in the work of developing lifelong learners through positive, collaborative relationships and meaningful communication.

**Actions**

1. **Year 1**
   - Implement and monitor a plan for instructional excellence:
     - Implement standards-based, aligned instruction
     - Monitor and coach the implementation of standards-based aligned instruction

2. **Year 1**
   - Provide campuses with training and support on the use of common assessment data and walkthrough observation data to improve instruction.

3. **Year 1**
   - Translate all communications and resources into the most common languages identified in the district.

4. **Year 1**
   - Utilize social media to convey regular, positive messaging.

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**Learner Outcomes**

Our highest hopes for KISD students.

**Communication Skills:**
All learners will communicate effectively utilizing the appropriate modality.

**Student Success:**
All KISD students will demonstrate academic, social and emotional growth.

**Personalized Learning:**
Each learner will achieve individual goals within a personal success plan.

**College/Career:**
Each KISD student will be college, career and/or military ready upon graduation.

**Problem Solving/Critical Thinking:**
Learners will work individually and collaboratively in problem solving, employing critical thinking and creativity in finding solutions to real-life situations.

**Mission:**
Teach so that students learn to their maximum potential.