

Strategic Priorities

Monday, October 27, 2014

6:19 PM

Are there things we're not doing well that we need to do better?

TACTICS:

How we implement strategic prioritizes

Strategic Priorities

- **Teachers**
 - Building Teachers - Master Teachers
 - Instructional Leads - constant conversations - assistive technology
 - Gather a teacher master program and define it clearly with expectations with the program
 - What are the secrets that make our master teachers so great - expand on those and sell it!
 - Monitor the Salary ranges to stay competitive
 - Teacher recruitments
 - Identify teachers at CA that could define their position well
 - Bridge the gap with local universities - one college at a time
 - Mankato
 - Gustavus -
 - Concordia
- **School Climate**
 - Staff- Continue to work with 3rd party consultant to enhance work place
- **Staff -Students** – apply for PBIS and ADSIS grant.
 - PBIS is a prevention-based whole-school approach to managing student behavior that is based on teaching behavior expectations, acknowledging students for appropriate behavior, consistent discipline, and team-managed data-based decision-making.
- **Marketing**
 - Retention of families
 - Find our Audience- revisit who are our parents
 - why choose us? ***** Market here
 - Why is CA the best choice for your kids? ***** Market here
 - Video campaign - post videos on the website; Facebook; youtube
 - **OSA** - more focus on School positives at this event (extend by 10 min?)
 - Parent awards?
 - School accolades
 - Cologne Academy Graduates -
 - **WEBSITE:** One pager of FACTs/Stats/Measures/Awards/ about our school (updated annually)
 - Talking points of the educational accomplishments
 - Short bullet pointed list
 - Take Home Info in paper?
 - **Communication - General**
 - Large emails are less effective
 - Smaller one subject focused emails
 - Everything on Facebook pages
 - New Families - new growth