

**WHITE CLOUD  
PUBLIC SCHOOLS  
STRATEGIC PLAN**



**2025-2030**



# White Cloud Public Schools

## Building a Tradition of Excellence

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Dear White Cloud Community,

As we look towards the future of White Cloud Public Schools, we are excited to embark on the development of a comprehensive 5-year strategic plan. This plan will serve as a roadmap, guiding our decisions and actions as we strive to provide the best possible educational experience for every student. Its purpose is to define our shared vision for the next five years and establish clear goals and strategies to achieve that vision. This collaborative effort will ensure that our resources are aligned with our priorities and that we are building a learning environment where our students can flourish.

This strategic plan will focus on several key areas, each vital to the success of our students and the strength of our community:

- **Teaching and Learning:** Providing high-quality instruction that meets the diverse needs of all learners. This includes supporting our teachers with professional development, implementing innovative teaching strategies, and ensuring a challenging and engaging curriculum.
- **Staffing:** Attracting, retaining, and supporting highly qualified and dedicated staff. This includes providing competitive salaries and benefits, offering professional development opportunities, and promoting a positive work environment.
- **Fiscal Responsibility:** Managing our financial resources wisely and transparently. This involves developing a balanced budget, seeking out grant opportunities, and maximizing the value of every dollar spent.
- **Facilities Management:** Ensuring our buildings are safe, functional, and conducive to learning. This includes addressing maintenance needs, planning for future facility improvements, and maximizing the use of our resources.
- **Safety and Security:** Prioritizing the physical and emotional safety of our students and staff. We will be reviewing and enhancing our safety protocols, maintaining a positive school climate, and ensuring a secure learning environment.
- **Technology:** Integrating technology effectively into the classroom to enhance teaching and learning. This includes providing students and staff with the necessary tools and training to utilize technology effectively.
- **Transportation:** Providing safe and reliable transportation for our students. We will be reviewing our transportation routes, ensuring the maintenance of our fleet, and exploring options for improved efficiency.
- **Nutrition Services:** Providing nutritious meals to support student health and academic performance.
- **Athletics:** Providing opportunities for students to participate in athletics and develop valuable life skills. We will be supporting our athletic programs, ensuring the safety of our athletes, and promoting sportsmanship and teamwork.
- **Cultivating Excellence Together:** This overarching theme emphasizes the importance of collaboration and partnership among students, staff, families, and the community. We believe that by working together, we can achieve excellence in all areas.



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We believe that the success of this strategic plan hinges on the input and involvement of our entire community. We will be seeking your feedback through surveys, forums, and other opportunities. We encourage you to participate in this important process and help us shape the future of White Cloud Public Schools. Together, we can cultivate excellence and provide our students with the tools they need to succeed.

These goals will be continuously monitored, and progress will be shared through our monthly school board meetings. An annual review will be done to celebrate and update the plan.

Educationally,

Mr. Ed Canning  
Superintendent  
White Cloud Public Schools



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# **WHITE CLOUD PUBLIC SCHOOLS**

## **STRATEGIC PLAN**

### **OVERVIEW**

#### **OUR MISSION:**

The mission of the White Cloud Public School Community is to provide a quality learning environment promoting continuous improvement and lifelong learning for all.

#### **OUR VISION:**

The vision of White Cloud Public Schools is to establish a safe, trusting, loving environment in which all students succeed. Students need to understand they are important, and their education is vitally important to achieving their goals. Students will be encouraged to and given the quality academic instruction needed to reach their full individual potential.

#### **FOCUS AREAS**

- **TEACHING AND LEARNING**
- **STAFFING FOR SUCCESS**
- **FISCAL RESPONSIBILITY**
- **FACILITIES MANAGEMENT**
- **SAFETY AND SECURITY**
- **TECHNOLOGY**
- **TRANSPORTATION**
- **NUTRITION SERVICES**
- **ATHLETICS**
- **CULTIVATING EXCELLENCE TOGETHER**



## **Strategic Plan: Teaching and Learning**

This strategic plan outlines the district's commitment to providing a student-centered learning environment focused on teaching and learning. The plan emphasizes a rigorous and engaging curriculum, innovative teaching practices, effective technology integration, and comprehensive support systems to ensure every student's success. Five key goals guide this plan: (1) Enhancing ELA and Math curriculum and instruction; (2) Integrating technology resources effectively to personalize learning and enhance digital literacy; (3) Providing targeted support for at-risk students and (4) special education students to improve graduation rates and reduce absenteeism; (5) Increasing student achievement and proficiency in ELA and Math through data-driven instruction and targeted interventions; and (6) Researching, piloting, and potentially implementing standards-based and project-based learning to create a cohesive and engaging educational experience. The plan includes specific objectives, strategies, and measurable outcomes for each goal. This plan represents a collaborative effort to ensure all students are prepared for success in college, career, and life.

**Vision:** To provide a dynamic, student-centered learning environment that enhances academic achievement, critical thinking, and personal growth for all students, preparing them for success in college, career, and life.

**Mission:** To deliver a rigorous and engaging curriculum aligned with state standards, utilize innovative teaching practices, leverage technology effectively, and provide comprehensive support systems to ensure every student reaches their full potential.

### **Core Values:**

- **Student-Centered Learning:** Prioritizing individual student needs and fostering a love of learning.
- **Academic Excellence:** Maintaining high expectations and providing rigorous instruction.
- **Equity and Inclusion:** Ensuring access and opportunity for all students, regardless of background.
- **Innovation and Technology:** Embracing new approaches and utilizing technology to enhance learning.
- **Collaboration and Partnerships:** Working together with families, community, and staff to support student success.

### **Strategic Goals:**

#### **Goal 1: Enhance ELA and Math Curriculum and Instruction**

- **Objective 1.1:** Implement a ELA and Math curriculum framework across all grade levels.
  - **Strategies:**
    - Conduct a thorough curriculum review and alignment process.
    - Provide professional development for teachers on effective implementation of the new curriculum.



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- Develop and implement formative and summative assessments to monitor student progress.
- **Objective 1.2:** Increase the use of research-based instructional strategies, including standards-based learning and project-based learning.
  - **Strategies:**
    - Provide teachers with training and support on implementing standards-based learning, project-based learning and other effective strategies.
    - Develop and share resources and best practices for standards-based learning or project-based learning.
    - Create opportunities for teachers to collaborate and share ideas.
- **Objective 1.3:** Improve student proficiency in ELA and Math as defined in our MICIP (Michigan Integrated Continuous Improvement Process).
  - **Strategies:**
    - Set clear and measurable student achievement goals as part of our MICIP.
    - Monitor student progress regularly and provide targeted interventions.
    - Utilize data to inform instructional decisions and adjust strategies as needed.

### Goal 2: Integrate Technology Resources Effectively

- **Objective 2.1:** Provide equitable access to technology resources.
  - **Strategies:**
    - Ensure all students have access to devices and reliable internet connectivity.
    - Provide professional development for teachers on integrating technology into instruction.
    - Develop and curate high-quality digital resources.
- **Objective 2.2:** Increase the use of technology to personalize learning and differentiate instruction.
  - **Strategies:**
    - Provide teachers with training on using technology to personalize learning.
    - Research adaptive learning platforms and other tools that support personalized instruction.
    - Encourage teachers to use technology to create engaging and interactive learning experiences.
- **Objective 2.3:** Enhance digital literacy skills for all students.
  - **Strategies:**
    - Integrate digital literacy skills into the curriculum across all subject areas.
    - Provide students with opportunities to develop and practice digital literacy skills.
    - Assess student digital literacy skills and provide targeted support as needed.

### Goal 3: Support At-Risk Students

- **Objective 3.1:** Identify and provide targeted support for at-risk students.
  - **Strategies:**
    - Continue to monitor and implement a comprehensive system for identifying at-risk students.



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- Provide individualized support plans for at-risk students, including academic, social, and emotional support.
  - Utilize data to monitor the progress of at-risk students and adjust support as needed.
- **Objective 3.2:** Increase graduation rates for at-risk students.
  - **Strategies:**
    - Provide at-risk students with access to tutoring, mentoring, and other support services.
    - Continue to offer credit recovery programs and alternative pathways to graduation.
    - Create a supportive and inclusive school environment for all students.
- **Objective 3.3:** Reduce chronic absenteeism rates for at-risk students.
  - **Strategies:**
    - Continue to review and implement attendance interventions and support programs.
    - Engage families and community partners to address attendance issues.
    - Continue the focus on creating a positive and welcoming school climate that encourages student attendance.

### Goal 4: Support Special Education Students

- **Objective 4.1:** Identify and provide targeted support for special education students.
  - **Strategies:**
    - Continue to monitor and implement a comprehensive system for identifying special education students.
    - Provide individualized educational plans for special education students, including academic, social, and emotional support.
    - Utilize data to monitor the progress of special education students and adjust support as needed.
- **Objective 4.2:** Increase graduation rates for special education students.
  - **Strategies:**
    - Provide special education students with access to tutoring, mentoring, and other support services.
    - Continue to offer credit recovery programs and alternative pathways to graduation.
    - Create a supportive and inclusive school environment for all students.
- **Objective 4.3:** Reduce chronic absenteeism rates for special education students.
  - **Strategies:**
    - Continue to review and implement attendance interventions and support programs.
    - Engage families and community partners to address attendance issues.
    - Continue the focus on creating a positive and welcoming school climate that encourages student attendance.



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### Goal 5: Increase Student Achievement and Proficiency

- **Objective 5.1:** Improve student performance on state assessments in ELA and Math as defined in our MICIP.
  - **Strategies:**
    - Align curriculum and instruction with state standards.
    - Provide students with opportunities to practice and prepare for state assessments.
    - Utilize data to identify areas of need and provide targeted support.
- **Objective 5.2:** Increase the number of students who meet or exceed proficiency levels in ELA and Math.
  - **Strategies:**
    - Provide high-quality instruction and support for all students.
    - Implement MTSS tiered interventions to address student needs.
- **Objective 5.3:** Increase student engagement and motivation in learning.
  - **Strategies:**
    - Create a student-centered learning environment that is engaging and relevant.
    - Provide students with differentiated instruction opportunities to target a variety of learning styles.
    - Continue focus on creating a positive and supportive classroom culture.

### Goal 6: Enhance Standard-Based and Project-Based Learning Opportunities

- **Objective 6.1:** Implement standard-based learning.
  - **Strategies:**
    - Provide professional development for teachers on standard-based and project-based learning.
    - Develop and implement assessments aligned with standards.
    - Communicate student progress towards standards to students and families.
    - Develop and share resources and best practices for standards-based and project-based learning.
    - Create opportunities for students to showcase their project-based learning work.
- **Objective 6.2:** Implement standards-based and project-based learning to create a an engaging learning experience for students.
  - **Strategies:**
    - Align project-based learning activities with standards.
    - Provide students with opportunities to apply their knowledge and skills through project-based learning.
    - Assess student learning through a variety of methods, including project-based assessments.

The Building Administrators and Superintendent will conduct an annual review of this strategic plan to assess progress, identify challenges, and make adjustments as needed.





## **Strategic Plan: Staffing for Success**

This strategic plan outlines an all-encompassing approach to staffing within our school district over the next five years. Recognizing that our staff are our most valuable asset, this plan focuses on attracting, developing, retaining, and supporting high-quality educators and support personnel to ensure student success. It addresses projected needs, anticipates challenges, and proposes proactive strategies to build a strong and sustainable workforce for the future.

### **Mission:**

To ensure that every student has access to highly qualified and dedicated staff who are empowered to create a positive and enriching learning environment.

### **Vision:**

To be a district known for its commitment to attracting, developing, and retaining exceptional staff who are passionate about student success and dedicated to fostering a culture of continuous improvement.

### **Core Values:**

- **Student-centered:** Decisions are made with the best interests of students in mind.
- **Equity:** All students have access to high-quality education and support, regardless of background.
- **Collaboration:** We work together as a team, valuing diverse perspectives and shared responsibility.
- **Professional Growth:** We invest in the continuous development of our staff.
- **Respect:** We treat all members of our community with dignity and respect.

### **Strategic Goals:**

#### **Goal 1: Attract Highly Qualified Candidates:**

- **Objective 1.1:** Increase the number of highly qualified applicants for open positions.
  - **Strategies:**
    - Continue and develop recruitment strategies by utilizing online platforms, social media, and partnerships with universities and colleges. Focus recruitment campaigns for high-demand areas.
    - Explore alternative certification pathways to attract individuals with diverse backgrounds and experiences.



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### **Goal 2: Develop and Support Existing Staff:**

- **Objective 2.1:** Increase staff satisfaction with opportunities for growth and advancement.
  - **Strategies:**
    - Provide high-quality professional development opportunities aligned with district goals and individual needs.
    - Establish clear career pathways for teachers and staff, recognizing and rewarding professional growth.

### **Goal 3: Building a Strong Team: Retention Strategies**

- **Objective 3.1:** Implement strategies to reduce staff turnover and burnout.
  - **Strategies:**
    - Create a positive and supportive work environment that values staff contributions and promotes work-life balance.
    - Recognize and reward staff achievements through various recognition programs. Celebrate successes and acknowledge contributions to the district.
    - Provide opportunities for staff to participate in decision-making processes that affect their work. Seek input and feedback on district policies and initiatives.
    - Provide resources and support for staff well-being, including access to mental health services and wellness programs.

The Superintendent will conduct an annual review of this strategic plan to assess progress, identify challenges, and make adjustments as needed.



## **Strategic Plan: Fiscal Responsibility**

This strategic plan outlines our commitment to fiscal responsibility. Facing increasing demands and limited resources, the district recognizes the critical need to maximize the impact of every dollar spent. This plan focuses on five key goals: budget planning and development; resource allocation and utilization; promoting transparency and accountability; investing in technology and infrastructure; and engaging stakeholders in fiscal responsibility.

**Mission Statement:** To ensure the long-term financial health and sustainability of White Cloud Public Schools by maximizing resources, prioritizing student needs, and promoting transparency and accountability in all fiscal matters.

**Vision Statement:** To be a model of fiscal responsibility in public education, where every dollar is strategically invested to enhance educational opportunities and outcomes for all students.

### **Core Values:**

- **Transparency:** Open and accessible financial information for all stakeholders.
- **Accountability:** Clear lines of responsibility and performance measurement.
- **Efficiency:** Maximizing resource utilization and minimizing waste.
- **Equity:** Fair and equitable distribution of resources to meet student needs.
- **Sustainability:** Long-term financial planning and responsible resource management.

### **Strategic Goals:**

#### **Goal 1: Budget Planning and Development**

- **Objective 1.1:** Continue to implement budget planning process aligned with the district's strategic priorities.
  - **Strategies:**
    - Work toward developing a rolling 1-3-5-year financial forecast.
    - Align budget allocations with student achievement goals.
    - Allow an opportunity for stakeholder involvement and input during the budget review and development process.
    - Percentage of budget aligned with strategic goals.
- **Objective 1.2:** Continue budget monitoring and internal control procedures.
  - **Strategies:**
    - Conduct regular budget reviews and variance analysis.
    - Continue budget approval and expenditure procedures.
    - Budget reports and annual school audits.



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### Goal 2: Resource Allocation and Utilization

- **Objective 2.1:** Evaluate and streamline existing programs and services.
  - **Strategies:**
    - Conduct cost-benefit analyses of all district programs and services.
    - Identify and eliminate redundant or ineffective programs.
    - Prioritize funding for high-impact initiatives.
    - Impact of program changes on student outcomes.
- **Objective 2.2:** Explore and diversify revenue streams.
  - **Strategies:**
    - Pursue grants and other funding opportunities.
    - Develop partnerships with businesses and community organizations.
    - Explore alternative revenue generation strategies.

### Goal 3: Promote Transparency and Accountability

- **Objective 3.1:** Financial reporting and communication.
  - **Strategies:**
    - Provide regular updates on the district's financial health.
    - Accessibility and clarity of financial reports.
- **Objective 3.2:** Strengthen internal controls and risk management.
  - **Strategies:**
    - Continue to implement financial policies and procedures.
    - Maintain additional business office support.

### Goal 4: Invest in Technology and Infrastructure

- **Objective 4.1:** Maintain and support financial management systems.
  - **Strategies:**
    - Continually review efficiency of financial processes.
    - Ensure accuracy and security of financial data.
- **Objective 4.2:** Ensure long-term sustainability of facilities and equipment.
  - **Strategies:**
    - Develop an improvement plan for building maintenance and upgrades.
    - Develop an improvement plan for replacement and upgrade to district technology.
    - Invest in energy-efficient technologies and practices.
    - Explore opportunities for shared facilities and resources.

### Goal 5: Engage Stakeholders in Fiscal Responsibility

- **Objective 5.1:** Continue to uphold a culture of fiscal responsibility among staff.
  - **Strategies:**
    - Encourage staff to identify cost-saving opportunities.
    - Staff awareness of financial policies and procedures.



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- **Objective 5.2:** Continue to provide updates to parents and community members on the financial planning of the district.
  - **Strategies:**
    - Report on district budget priorities at regular board meetings.
    - Provide opportunities for community input and feedback on resource allocation.

The Business Manager and Superintendent will conduct an annual review of this strategic plan to assess progress, identify challenges, and make adjustments as needed.



## **Strategic Plan: Facilities Management**

This strategic plan outlines the goals and objectives for the School District's Facilities over the next five years. It focuses on creating safe, functional, and sustainable learning environments that support student achievement and community engagement. The plan addresses key areas such as infrastructure modernization, energy efficiency, preventative maintenance, safety and security, and technology integration.

### **Vision Statement:**

To provide and maintain exceptional facilities that foster a positive learning environment, promote sustainability, and serve as a source of pride for the entire school community.

### **Mission Statement:**

The Facilities Director is committed to efficiently and effectively managing the District's physical assets, ensuring safe and comfortable learning spaces, and maximizing the lifespan of our facilities through proactive maintenance and strategic investments.

### **Core Values:**

- **Safety:** Prioritizing the safety and well-being of all students, staff, and visitors.
- **Sustainability:** Continue to research and implement environmentally responsible practices.
- **Excellence:** Striving for continuous improvement in all aspects of facilities management.
- **Transparency:** Communicating openly and honestly with stakeholders about facility-related matters.
- **Collaboration:** Working collaboratively with students, staff, administrators, and the community to achieve our goals.

### **Strategic Goals:**

#### **Goal 1: Modernize and Upgrade Infrastructure:**

- **Objective 1.1:** To renovate and upgrade existing facilities to meet current educational needs and accessibility standards.
  - **Strategies:**
    - Conduct an extensive facilities assessment to identify areas for improvement.
    - Prioritize projects based on safety, functionality, and educational impact.
    - Secure funding through grants, bonds, and capital improvement budgets.



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### **Goal 2. Enhance Energy Efficiency and Sustainability:**

- **Objective 1.1:** To reduce energy consumption and promote environmentally responsible practices.
  - **Strategies:**
    - Implement energy-efficient lighting, HVAC, and building management systems.
    - Promote recycling and waste reduction programs.
    - Educate students and staff on conservation practices.

### **Goal 3. Implement Proactive Preventative Maintenance:**

- **Objective 3.1:** To extend the lifespan of facilities and minimize costly repairs through proactive maintenance.
  - **Strategies:**
    - Develop a detailed preventative maintenance plan.
    - Utilize technology to track maintenance activities and schedule repairs.
    - Inform and train staff on preventative maintenance procedures.
    - Conduct regular inspections to identify potential issues.

### **Goal 4. Safety and Security:**

- **Objective 4.1:** To create a safe and secure learning environment for all students and staff.
  - **Strategies:**
    - Upgrade security systems, including cameras, access control, and alarms.
    - Implement emergency preparedness plans and conduct regular drills.
    - Provide safety training for students and staff.
    - Promote a positive school climate that promotes respect and diversity.

### **Goal 5. Integrate Technology into Facilities Management:**

- **Objective 5.1:** To utilize technology to improve efficiency and effectiveness in facilities management.
  - **Strategies:**
    - Implement a computerized maintenance management system.

The Facilities Director and Superintendent will conduct an annual review of this strategic plan to assess progress, identify challenges, and make adjustments as needed.



## **Strategic Plan: Safety and Security**

This plan outlines the district's commitment to creating a safe, secure, and supportive learning environment for all students and staff. The district will prioritize proactive prevention strategies, enhance physical security, nurture a positive school climate, increase human trafficking awareness, strengthen partnerships, and ensure continuous improvement in safety and security practices. Key goals include upgrading security infrastructure, implementing social-emotional learning programs, improving mental health support, collaborating closely with law enforcement and other community partners.

**Vision:** To create a safe, secure, and supportive learning environment where all students and staff can flourish in a safe and stable environment.

**Mission:** To proactively implement comprehensive safety and security measures that prevent, mitigate, and respond to potential threats, while fostering a positive school climate that promotes well-being and respect.

### **Core Values:**

- **Proactive Prevention:** Emphasizing preventative measures and early intervention strategies to address potential safety concerns before they escalate.
- **Collaboration and Communication:** Building strong partnerships with students, staff, families, law enforcement, and community organizations to ensure a coordinated and informed approach to safety.
- **Continuous Improvement:** Regularly evaluating and updating safety and security protocols based on best practices, data analysis, and feedback from stakeholders.
- **Equity and Inclusion:** Ensuring that all safety and security measures are implemented fairly and equitably, with consideration for the diverse needs of the school community.
- **Well-being and Support:** Prioritizing the social-emotional well-being of students and staff, providing access to mental health resources and support services.

### **Strategic Goals:**

#### **Goal 1: Ensure Continuous Improvement and Accountability**

- **Objective 1.1:** Regularly evaluate and update the Emergency Operation Plan (EOP).
  - **Strategies:**
    - Conduct annual reviews of the Emergency Operations Plan.
    - Incorporate best practices and research-based strategies into the Emergency Operations plan.
    - Establish clearly defined roles and responsibilities for school staff.





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### Goal 2: Enhance Physical Security Measures

- **Objective 2.1:** Upgrade and maintain security infrastructure across all school facilities.
  - **Strategies:**
    - Install and upgrade security cameras, access control systems, and alarm systems.
    - Implement visitor management procedures and controlled access points.
    - Conduct regular safety inspections and address identified vulnerabilities.
    - Improve lighting and visibility in and around school buildings.
- **Objective 2.2:** Develop and implement comprehensive emergency response plans.
  - **Strategies:**
    - Conduct regular and advanced drills and training for students and staff on emergency procedures (e.g., lockdowns, evacuations, shelter-in-place).
    - Establish clear communication protocols and emergency notification systems.
    - Collaborate with local law enforcement and emergency responders on coordinated response plans.
    - Prepare detailed crisis intervention and post-incident support plans.

### Goal 3: Nurture a Positive School Climate and Culture

- **Objective 3.1:** Continue to implement social-emotional learning (SEL) programs.
  - **Strategies:**
    - Integrate SEL curriculum into classroom instruction.
    - Provide professional development for teachers on SEL strategies.
    - Create a supportive and inclusive school environment that promotes respect and empathy for Improved student behavior, reduced bullying and harassment incidents.
- **Objective 3.2:** Promote mental health awareness and support.
  - **Strategies:**
    - Mental health screenings and resources for students.
    - Train staff on recognizing and responding to mental health concerns.
    - Continue partnerships with community mental health agencies to provide counseling and support services.

### Goal 4: Increase Human Trafficking Awareness and Understanding within the School and Community.

- **Objective 4.1:** Human trafficking awareness.
  - **Strategies:**
    - Integrate human trafficking information into curriculum, interactive workshops, peer education, creative projects, guest speakers, accessible resources.
    - Mandatory training (signs, reporting, support), clear protocols, ongoing development, counselor collaboration.
    - Forums, partnerships, media outreach, website/social media, parent workshops.



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### Goal 5: Strengthen Partnerships and Communication

- **Objective 5.1:** Continue collaboration with law enforcement and emergency services.
  - **Strategies:**
    - Establish regular meetings with school resource officers and local police.
    - Develop joint training programs for school staff and law enforcement.
    - Improved communication and coordination with law enforcement, increased community engagement.
- **Objective 5.2:** Improve communication with parents and families.
  - **Strategies:**
    - Provide regular updates on safety and security measures.
    - Offer workshops and training for parents on safety topics.
    - Increased parent involvement in safety initiatives, improved communication between school and families.

The Superintendent will conduct an annual review of this strategic plan to assess progress, identify challenges, and make adjustments as needed.



## **Strategic Plan: Technology**

This strategic plan outlines the vision and goals for technology integration within our school district over the next five years. It focuses on leveraging technology to enhance teaching and learning, improve operational efficiency, and prepare students for success in the digital age. The plan is components.

### **Core Values:**

1. **Utilize Enhanced Learning Environments:** Dynamic and engaging learning spaces that utilize technology to personalize instruction and promote collaboration.
2. **Empowered Educators:** Providing teachers with the professional development and support needed to effectively integrate technology into their teaching practices.
3. **Infrastructure:** Ensuring a reliable and secure technology infrastructure that supports the needs of students, teachers, and staff.
4. **Preparing Students:** Equipping students with the digital literacy skills and competencies necessary to thrive in a rapidly changing world.

### **Vision:**

To create a technology-rich learning environment where all students have access to the tools and resources they need to succeed academically, socially, and emotionally.

### **Mission:**

To provide equitable access to technology, empower educators to use technology effectively, and prepare students to be responsible and productive digital citizens.

### **Goal 1: Conduct a Technology Needs Assessment to Identify Current Strengths and Areas for Improvement.**

- **Objective 1.1:** To gather data and analyze the current state of technology use, infrastructure, and policies within the district
  - **Strategies:**
    - Survey students, teachers, staff, and parents about current technology use, access, needs and where they would like to be.
    - Analyze existing technology infrastructure, including hardware, software, and network capacity.
    - Review current technology policies and procedures.
    - Organize site visits to each school to observe technology in action.

### **Goal 2: Develop a Comprehensive Professional Development Program for Teachers on Effective Technology Integration Strategies.**



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- **Objective 2.1:** To design and implement a professional development program that equips teachers with the skills and knowledge to effectively integrate technology into their teaching practices.
  - **Strategies:**
    - Identify key areas of focus for professional development, such as digital literacy, personalized learning, and technology-enhanced instruction.
    - Design a variety of professional development opportunities, including workshops, online courses, and peer coaching.
    - Create opportunities for teachers to collaborate and share best practices.
    - Offer ongoing support and coaching for teachers as they implement new tools in their classrooms.
    - Create a library of online resources and tutorials for teachers.

### **Goal 3: Implement a Device Replacement Plan to Ensure Students have Access to Up-to-Date Technology.**

- **Objective 3.1:** To replace at least 20% of the student devices with new devices.
  - **Strategies:**
    - Develop a schedule for device replacement based on lifespan and performance.
    - Review different device options, such as laptops, tablets, or Chromebooks, to meet student needs.
    - Continue to review the process for device distribution, maintenance, and repair.

### **Goal 4: Develop and Implement a District-Wide Digital Citizenship Curriculum.**

- **Objective 4.1:** Implement a digital citizenship curriculum in all grade levels.
  - **Strategies:**
    - Research and select a comprehensive digital citizenship curriculum that addresses key topics such as online safety, responsible use, and ethical behavior.
    - Possibly integrate the digital citizenship curriculum into existing subject areas.
    - Provide professional development for teachers on how to effectively teach digital citizenship.
    - Engage parents and the community in promoting digital citizenship.

### **Goal 5: Implement a Cybersecurity Plan to Protect Student and Staff Data.**

- **Objective 5.1:** Continue to implement a cybersecurity plan and provide training to all staff.
  - **Strategies:**
    - Continue to provide regular cybersecurity training for students, teachers, and staff.

### **Goal 6: Explore and Implement Emerging Technologies, such as Artificial Intelligence and Virtual Reality, to Enhance Learning Experiences.**



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- **Objective 6.1:** Use of AI-Artificial Intelligence or other emerging technologies.
  - **Strategies:**
    - Research and evaluate the potential of AI or other emerging technologies to improve teaching and learning.
    - Conduct and explore the potential benefits and risks to AI or other emerging technologies in education.
    - Develop a district policy on the ethical use of AI or other emerging technologies in schools.
    - Pilot AI or other emerging technologies powered tools and resources in the classroom to assess their effectiveness.
    - Provide professional development for teachers on the responsible use of AI or other emerging technologies in education.
    - Develop a short and long-term plan for the integration of AI or other emerging technologies into the district's educational programs.

The Technology Director and Superintendent will conduct an annual review of this strategic plan to assess progress, identify challenges, and make adjustments as needed.



## **Strategic Plan: Transportation**

The strategic plan outlines the School District's commitment to providing safe, reliable, and efficient transportation services for all students.

### **Mission Statement**

To provide safe, reliable, and efficient transportation services that support student access to education and extracurricular activities, while maximizing resources and minimizing environmental impact.

### **Vision Statement**

To be a model transportation system that prioritizes student well-being, technological innovation, and community engagement.

### **Core Values**

- **Safety:** Ensuring the well-being of all students and staff.
- **Efficiency:** Optimizing routes, resources, and technology.
- **Equity:** Providing accessible transportation for all students.

### **Strategic Goals**

#### **Goal 1: Monitor and Review All Aspects of Our Transportation System.**

- **Objective 1.1:** Upgrade or replace aging vehicles.
  - **Strategies:**
    - Continue to review the lease option vs the purchase option on new buses.
    - Inspect all vehicles for condition, maintenance records, and safety compliance.
    - Develop a vehicle replacement schedule based on age, mileage, condition, and district finances.
    - Conduct a thorough review of existing routes, staffing, and school schedules.
    - Analyze staffing levels, driver recruitment, and training programs.
    - Promote walking and biking to school where feasible.

The Transportation Director and Superintendent will conduct an annual review of this strategic plan to assess progress, identify challenges, and make adjustments as needed.



## **Strategic Plan: Nutrition Services**

This Nutrition Services Department plays a vital role in ensuring students are nourished and ready to learn. This strategic plan outlines the department's vision, goals, and objectives for the next five years, focusing on enhancing nutritional offerings, promoting healthy eating habits, and improving operational efficiency. The Nutrition Services Department aims to contribute to the overall success of the school district by prioritizing student well-being and continues to establish healthy food choices.

### **Mission and Vision**

**Mission:** To provide nutritious, appealing meals that fuel students' minds and bodies, while promoting healthy eating habits and supporting the educational mission of the district.

**Vision:** To be a leading provider of school nutrition services, recognized for its commitment to student well-being, innovative programs, and operational excellence.

### **Goals, Objectives, and Strategies**

#### **Goal 1: Promote Healthy Eating Habits and Nutrition Education among Students.**

- **Objective 1.1:** Continue to implement a comprehensive nutrition education program in all schools.
  - **Strategies:**
    - Develop and monitor the district wellness plan.
    - Train cafeteria staff to engage students in conversations about healthy eating.
    - Enhance the appeal of school meals through creative presentation and marketing.
    - Collaborate with local health organizations to promote nutrition awareness.

#### **Goal 2: Improve Operational Efficiency and Sustainability of Nutrition Services.**

- **Objective 2.1:** Upgrade kitchen equipment and technology to enhance food preparation and service efficiency.
  - **Strategies:**
    - Conduct a needs assessment to identify outdated equipment and technology gaps.
    - Develop a plan for equipment upgrades and technology implementation.
- **Objective 2.2:** Staff training and development to improve food safety.
  - **Strategies:**
    - Provide ongoing training on food safety regulations and best practices.

The Nutrition Services Director and Superintendent will conduct an annual review of this strategic plan to assess progress, identify challenges, and make adjustments as needed.



## **Strategic Plan: Athletics**

This strategic plan outlines a roadmap for the future of athletics within our school district. It focuses on cultivating a thriving athletic program that prioritizes the overall development of student-athletes, promotes sportsmanship and character, and fosters community pride. The plan addresses five key strategic goals: enhancing the student-athlete experience, elevating coaching excellence, modernizing athletic facilities, strengthening community partnerships, and ensuring financial sustainability.

Recognizing the vital role athletics plays in shaping well-rounded individuals, this plan emphasizes creating equitable and inclusive opportunities for all students. It aims to increase student participation, improve academic performance among athletes, and instill lifelong values of teamwork, discipline, and healthy living. A core focus is on developing student-athlete leadership and character through dedicated sportsmanship initiatives.

Its successful implementation requires the collective effort of students, coaches, parents, school administrators, and community members. By working together, we can create a model athletic program that empowers students to reach their full potential, both on and off the field. This plan represents our commitment to providing a high-quality, enriching athletic experience that contributes to the overall success of our students and the vitality of our school district.

**Vision:** To cultivate a thriving athletic program that fosters student growth, sportsmanship, and community pride.

**Mission:** To provide comprehensive and equitable athletic opportunities that empower students to develop their physical, mental, and social skills, instilling lifelong values of teamwork, discipline, and healthy living.

### **Core Values:**

- **Student-centered:** Prioritizing the overall development and well-being of student-athletes.
- **Excellence:** Striving for continuous improvement in athletic performance, coaching, and facilities.
- **Sportsmanship:** Promoting ethical conduct, respect, and integrity in all athletic endeavors.
- **Inclusivity:** Ensuring equal opportunities for participation and exhibiting a welcoming environment for all students.
- **Community engagement:** Building strong relationships with families, alumni, and the broader community to support athletic programs.

### **Strategic Goals:**





# White Cloud Public Schools

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### **Goal 1: Increase Student Participation in Athletic Programs.**

- **Objective 1.1:** Increase participation in school sports.
  - **Strategies:**
    - Partner with elementary and junior high school staff to promote athletic opportunities.
    - Create after-school sports clubs and intramural programs.
    - Showcase athletic achievements and student-athlete stories.
    - Host open houses and information sessions about high school sports.
    - Offer a wider variety of sports, including emerging sports and recreational activities.
    - Research and evaluate the feasibility of adding new sports.

### **Goal 2: Improve Student-Athlete Academic Performance.**

- **Objective 2.1:** Provide opportunity for study hall sessions for student-athletes.
  - **Strategies:**
    - Establish designated study hall locations with access to academic resources.
    - Provide tutoring support during study hall sessions.
    - Student-athlete attendance and participation in study hall.
    - Create a system for student-athletes to request and receive tutoring.

### **Goal 3: Develop Student-Athlete Leadership and Character through Sportsmanship Initiatives.**

- **Objective 3.1:** Implement a sportsmanship curriculum for all teams.
  - **Strategies:**
    - Research and determine a curriculum that covers topics such as respect, integrity, and fair play.
    - Determine a process to integrate the curriculum into team practices and meetings.
    - Provide coaches with training on how to implement the curriculum.
- **Objective 3.2.:** Recognize and reward outstanding sportsmanship at each athletic event.
  - **Strategies:**
    - Implement a system for nominating and selecting sportsmanship award recipients.
    - Publicly recognize award winners at games and school events.
    - Feature sportsmanship stories in school publications and on social media.
- **Objective 3.3:** Establish a student-athlete leadership council within two years.
  - **Strategies:**
    - Develop a process for selecting student-athlete leaders.
      - Provide leadership training and development opportunities for council members.
      - Empower the council to organize sportsmanship initiatives and community service projects.



# **White Cloud Public Schools**

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### **Goal 4: Enhance Coaching Expertise through Professional Development Opportunities.**

- **Objective 4.1.:** Provide each coach with the opportunity for professional development.
  - **Strategies:**
    - Partner with local and national coaching organizations.
    - Offer workshops, clinics, and online courses.
    - The Athletic Director will work to establish a mentorship program for new coaches.
    - The Athletic Director will organize regular meetings and check-ins with new coaches.

### **Goal 5: Ensure Safe, Reliable, and Efficient Transportation for our Athletic Teams.**

- **Objective 5.1.:** Provide school transportation (busing) to our athletic teams.
  - **Strategies:**
    - Gather data on current transportation practices for each athletic team.
    - Analyze the frequency and distance of away games and events for each sport.
    - Determine transportation needs of our student athletes and parents.
    - Analyze driver availability per season.

The Athletic Director and Superintendent will conduct an annual review of this strategic plan to assess progress, identify challenges, and make adjustments as needed.



## **Strategic Plan: Cultivating Excellence Together**

This strategic plan outlines a plan moving forward for the White Cloud Public Schools to cultivate a thriving learning environment by focusing on four key goals: elevating parent engagement, promoting the district's positives and successes, cultivating strong community partnerships, and instilling community pride. **Elevating Parent Engagement** will begin with a foundation of understanding parent needs and preferences, moving towards targeted programs, leadership development, and ultimately, sustainable engagement models. **Promoting Positives & Successes** will focus on identifying district strengths, implementing targeted communication strategies, engaging in community outreach, and celebrating achievements. **Community Partnerships** will involve mapping potential partners, developing collaborative projects, leveraging resources, and establishing sustainable partnerships that benefit students and the district. Finally, **Instilling Community Pride** will center on building school spirit, increasing community involvement, implementing beautification projects, celebrating the district's heritage, and promoting a strong sense of community identity. This plan is focused on our core values of collaboration, respect, innovation, excellence, and community.

This strategic plan represents our commitment to working collaboratively with parents, community members, and staff to create an exceptional educational experience for all students and to build a strong, supportive community.

**Vision:** To create a thriving learning environment where students, families, and the community collaborate to enhance academic achievement, personal growth, and community pride.

**Mission:** To empower students to reach their full potential by strengthening parent engagement, showcasing our district's strengths, building strong community partnerships, and exhibiting a sense of pride in our schools and community.

**Core Values:** Collaboration, Respect, Innovation, Excellence, Community

### **Strategic Goals**

#### **Goal 1: Elevate Parent Engagement**

- **Objective 1.1:** Increase parent participation in school events and activities.
  - **Strategies:**
    - Offer diverse and engaging events that cater to different parent interests and schedules.
    - Utilize technology and multiple communication channels to promote events and facilitate registration.
- **Objective 1.2:** Enhance two-way communication between parents and schools.
  - **Strategies:**
    - Implement a user-friendly communication platform (e.g., mobile app, website) for easy access to information and updates.



# White Cloud Public Schools

## Building a Tradition of Excellence

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- Train staff effective communication strategies.
- Conduct regular parent surveys and feedback sessions to understand their needs and preferences.
- **Objective 1.3:** Empower parents to become active partners in their children's education.
  - **Strategies:**
    - Offer workshops and training sessions on topics such as supporting student learning at home and navigating the school system.
    - Create volunteer opportunities for parents to contribute their skills and talents to the school community.
    - Establish a parent leadership program to develop parent leaders who can advocate for their children and the school.
    - Establish a Parent Advisory Council representing diverse families.
    - Develop a user-friendly communication platform (e.g., mobile app, website) for easy access to information.
    - Implement targeted programs based on survey results (e.g., academic support workshops, family nights, volunteer opportunities).
    - Recognize and celebrate parent contributions.

### Goal 2: Promote Positives & Successes

- **Objective 2.1:** Increase positive media coverage of the district.
  - **Strategies:**
    - Develop relationships with local media outlets and proactively pitch positive stories about the district.
    - Create engaging content (e.g., press releases, social media updates) highlighting student and staff achievements.
    - Continue to invite media representatives to attend school events and showcase successful programs.
- **Objective 2.2:** Enhance community awareness of district strengths and accomplishments.
  - **Strategies:**
    - Develop a efficient communication plan that utilizes various channels (e.g., social media, website, newsletters, community events).
    - Create marketing materials (e.g., brochures, flyers, videos) that showcase the district's unique offerings and successes.
    - Partner with local businesses and organizations to promote the district's positive image.
- **Objective 2.3:** Celebrate student and staff achievements.
  - **Strategies:**
    - Implement a system for recognizing and rewarding student and staff accomplishments.
    - Organize school-wide and community events to celebrate successes and achievements.
    - Publicly acknowledge and celebrate award recipients and outstanding programs.



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### Goal 3: Community Partnerships

- **Objective 3.1:** Increase the number of active community partnerships.
  - **Strategies:**
    - Identify potential community partners (e.g., businesses, non-profits, government agencies).
    - Develop a targeted outreach strategy to engage potential partners and communicate the benefits of collaboration.
    - Create an effective process for establishing and maintaining partnerships.

### Goal 4: Community Pride

- **Objective 4.1:** Strengthen school spirit and pride among students and staff.
  - **Strategies:**
    - Organize school-wide events and activities that promote school spirit and pride.
    - Encourage students and staff to wear school colors and apparel.
    - Create opportunities for students to showcase their talents and contribute to the school community.
- **Objective 4.2:** Increase community involvement in school activities and events.
  - **Strategies:**
    - Promote school events and activities to the wider community through various communication channels.
    - Create volunteer opportunities for community members to get involved in school activities.
    - Partner with local organizations to host joint events and initiatives.
    - Celebrate the district's history and heritage through special events and programs.
    - Recognize and honor community leaders and contributors.
- **Objective 4.3:** Enhance the physical appearance of school campuses and facilities.
  - **Strategies:**
    - Implement beautification projects to improve the learning environment and create a welcoming atmosphere.
    - Engage students, parents, and community members in beautification efforts.
    - Ensure that school facilities are well-maintained and accessible to the community.

The Building Administrators, and Superintendent will conduct an annual review of this strategic plan to assess progress, identify challenges, and make adjustments as needed.