

# South Texas ISD

## Strategic Design 2017

Goal 1: We will promote and market our district to create broad based community awareness attracting families to STISD.

- 1.1 Create a branding campaign promoting STISD as a premiere educational institution.
- 1.2 Implement a system designed to maximize district enrollment.
- 1.3 Expand multiple platforms district wide to attract and engage future STISD families.

Goal 2: We will expand current programs and partnerships, as well as develop new ones, that support and enrich all of our students.

- 2.1 Expand networks of strategic external partnerships to enhance and enrich student experiences.
- 2.2 Develop a range of supplemental programs that diversify and expand current program offerings.

Goal 3: We will design, implement and evaluate support systems that attract and retain students.

- 3.1 Create a mentoring system that will be utilized throughout the district.
- 3.2 Create a collaborative early intervention system consisting of students, staff and parents.
- 3.3 Develop a system for parental involvement that engages all parents.
- 3.4 Create a logistical support system that addresses the geographic diversity of the district.

Goal 4: We will implement and evaluate aligned curriculum, instruction and assessments that provided real-world experiences and profound learning for all students.

- 4.1 Align curriculum, instruction and assessment vertically and horizontally throughout the district.
- 4.2 Utilize academic and real world data to evaluate and revise curricular content, instruction and assessment.
- 4.3 Implement a customized professional development plan that ensures profound learning across all classrooms.
- 4.4 Expand collaborative learning models that integrate real world experiences.

Goal 5: We will expand and create social and extracurricular opportunities that enrich all students' lives.

- 5.1 Create district coordination and communication systems pertaining to social and extracurricular activities for students and parents.
- 5.2 Create a variety of social and extracurricular activities that appeal to all students.
- 5.3 Create a district-wide intramural program to encourage student interaction across campuses.
- 5.4 Create a catalog of student enrichment opportunities that are accessible within the structure of the school day.