



# ESSEX NORTH SHORE

AGRICULTURAL & TECHNICAL SCHOOL DISTRICT

## 5-YEAR STRATEGIC PLAN

### Timeline:

2016-17 Plan Created

2017-18 Year 1 - Action Plan Developed

2018-19 Year 2 - Superintendent's Goals Aligned

2019-20 Year 3

2020-21 Year 4

2021-22 Year 5

### VISION STATEMENT

Essex North Shore Agricultural & Technical School will provide students with a variety of life choices through career technical pathways. We will cultivate these choices through a community of learners that include dedicated staff, intrinsically-motivated students, and supportive caregivers to create a dynamic learning environment.

### STRATEGIC OBJECTIVE 1

Pathways - *Ensure that the educational experience provides opportunities for meaningful career and academic pathways.*

#### Strategic Initiatives

1. Expand program opportunities and access for students.
2. Ensure program quality and relevance through a regular program evaluation process.
3. Implement project-based learning, integrating Career Technical Education and Academic programs, including curriculum work, professional learning, and planning time.
4. Establish a professional learning plan, including the sharing of best practices.

### STRATEGIC OBJECTIVE 2

Culture - *Promote a positive and inclusive school culture for all staff and students.*

#### Strategic Initiatives

1. Create a School Culture Steering Committee comprised of students, teachers, parents, and administrators to coordinate school culture planning, events, and school traditions.
2. Increase student engagement through student activities and/or programming, including the performing arts.
3. Continue to develop a variety of school-wide assemblies, including technical experts and motivational speakers.
4. Develop a school branding and communication plan.



## **5-YEAR STRATEGIC PLAN**

### **STRATEGIC OBJECTIVE 3**

Community - *Build and foster community relationships.*

#### **Strategic Initiatives**

1. Expand recruitment activities to develop greater awareness of Essex North Shore Agricultural & Technical School.
2. Enhance community outreach and communication to promote community partnerships with Essex North Shore Agricultural & Technical School.
3. Build a sense of community.
4. Expand adult education through certificate and licensure programs, including partnerships with community organizations.

### **STRATEGIC OBJECTIVE 1**

Pathways - *Ensure that the educational experience provides opportunities for meaningful career and academic pathways.*

#### **Strategic Initiatives**

1. Expand program opportunities and access for students.
2. Ensure program quality and relevance through a regular program evaluation process.
3. Implement project-based learning, integrating Career Technical Education and Academic programs, including curriculum work, professional learning, and planning time.
4. Establish a professional learning plan, including the sharing of best practices.

#### **Strategic Initiative #1 - Outcomes**

- Increase the number of acceptances by 10% with the incoming class of 2023.
- Conduct a space assessment (classrooms, shops, etc.)
- Double enrollment in Adult Education
- Offer After School/Summer Career Technical Education

#### **Strategic Initiative #1 - Early Indicators of Success**

- In the next year, Essex North Shore Agricultural & Technical School will assess four new programs
- Workforce data (WIB)
- Add 2-3 licensable programs
- Reach out to 20 businesses for training needs
- Assess models, narrow down, and put effort into

#### **Strategic Initiative #2 and #4 - Outcomes**

- PAC will assess program quality through the DESE quality assessment tool (co-op, internships, certifications, college credit, enrollment, etc.)
- Establish a comprehensive district-wide professional development plan that aligns to the Strategic Action Plan.

#### **Strategic Initiative #2 and #4 - Early Indicators of Success**



# ESSEX NORTH SHORE

AGRICULTURAL & TECHNICAL SCHOOL DISTRICT

## 5-YEAR STRATEGIC PLAN

- Prior to spring PAC, educate staff on tool to be presented at spring meeting by March 1st
- Designate 1 form per department
- Develop a professional development team to assess current offerings and determine future professional development by May 1st
- NEASC evaluation

### STRATEGIC OBJECTIVE 2

Culture - *Promote a positive and inclusive school culture for all staff and students.*

#### Strategic Initiatives

1. Create a School Culture Steering Committee comprised of students, teachers, parents, and administrators to coordinate school culture planning, events, and school traditions.
2. Increase student engagement through student activities and/or programming, including the performing arts.
3. Continue to develop a variety of school-wide assemblies, including technical experts and motivational speakers.
4. Develop a school branding and communication plan.
5. Create a plan for promoting an inclusive school culture for all students and staff.

#### Strategic Initiative #1 - Outcomes

- Create a School Culture Steering Committee to gauge interest through survey, email,

#### Strategic Initiative #1 - Early Indicators of Success

- Name representatives to the School Culture Steering Committee and set a first meeting date
- Have Student Activities Coordinator oversee the SCSC

#### Strategic Initiative #2 - Outcomes

- Identify students not being “serviced” by athletics and activities
- Create a marketing plan for announcements to ensure that all students know about school events (sport games and activities)
- Incentivize student attendance at activities (e.g. Hawk Points)
- Increase engagement with those students outside the core

#### Strategic Initiative #2 - Early Indicators of Success

- Determine interest for students outside of the normal activities
- Establish “Teacher Culture” by promoting their role in the building through involvement and inclusion
- Publicize/Market school successes
- Expand social media presence and branding

#### Strategic Initiative #3 - Outcomes



# ESSEX NORTH SHORE

AGRICULTURAL & TECHNICAL SCHOOL DISTRICT

## 5-YEAR STRATEGIC PLAN

- Create a school-wide assembly plan
  - Trimester pep rally (October, February, May) for athletics, FFA, and SkillsUSA
  - Schedule a monthly speaker series
  - Schedule periodic class meetings (possibly by CTE area with career-specific speakers)
  - Identify alumni speakers to honor/showcase where they are now in their careers

### Strategic Initiative #4 - Outcomes

- Create a School Branding Group or Committee
- Make school social media “click worthy” (read... not just follow)
- Promote content through social media
- Communicate school pride through a positive branding identity

### Strategic Initiative #5 - Outcomes [Added March 2018]

- Promote a high level of staff/student awareness and respect around cultural diversity
- Form student group to promote cultural respect campaign - student driven (e.g. GSA)
- Schedule monthly diversity celebrations
- Increase diversity of applicants
- Improve community outreach to ELL student populations
- Improve comfort level for incoming freshmen about cultural diversity
- Establish and implement protocols for classroom discussions
- Determine a review process for textbooks
- Representation matters: role models/assemblies of outside experts

### Strategic Initiative #5 - Early Indicators of Success

- Higher student retention for 2018/19
- Higher applicants, accepts, matriculation rates
- Discussion protocols in place through teacher professional development

## STRATEGIC OBJECTIVE 3

Community - *Build and foster community relationships.*

### Strategic Initiatives

1. Expand recruitment activities to develop greater awareness of Essex North Shore Agricultural & Technical School.
2. Enhance community outreach and communication to promote community partnerships with Essex North Shore Agricultural & Technical School.
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4. Expand adult education through certificate and licensure programs, including partnerships with community organizations.

### Strategic Initiative #2 - Outcomes

- Create a yearly rotations of events that become school traditions (shop wars, fundraisers, rallies, etc.)



# ESSEX NORTH SHORE

## AGRICULTURAL & TECHNICAL SCHOOL DISTRICT

### 5-YEAR STRATEGIC PLAN

- You feel like you are walking into Essex North Shore Agricultural & Technical School (a cohesive, blended representations)
- Create a physical school store that is affordable, accessible, and promotes school pride
- It's okay to have fun

#### Strategic Initiative #2 - Early Indicators of Success

- Schedule and distribute a calendar with annual traditions
- Establish an initiative to decorate the school (cover the white wall with student work)
- Schedule professional development days for teachers
  - Motivational speaker
  - Integrated time
- Form a cohesive group that is similar to the "family" model

#### Strategic Initiative #3 - Outcomes

- Increase student volunteers in the community
- Schedule an evening Open House
- Create videos for each CTE program with website links
  - Certifications
  - Career opportunities
  - "A Day in the Life"
- Conduct targeted interviews
- Increase alumni involvement through call back and outreach
- Offer Adult Education Open House
  - Post online reviews
- Offer to host licensing and trade meetings (e.g pesticides, CDL, hoisting)
- Conduct a targeted invitation of people from the field to Open House
- Showcase alumni student successes
- Hold Open House and Homecoming on the same day
  - Welcome back alumni with an event
  - Promote tailgating with fun contests: chili, wings, tents, no alcohol