

**Washington Elementary School District
Strategic Plan Outcomes
2015–2018**

Community Relationships Plan Outcomes

1.0 Crisis and General Communication

1.1	Parents and community members are informed and updated regularly on emergency preparedness and crisis response.
1.2	WESD's graphic identity is updated, is consistent with its vision, mission and values, is consistently utilized and is being maintained.
1.3	School-based and department-based communication opportunities, based on WESD communication goals, include non-English plan(s), if appropriate, and focus on communication with school communities.

2.0 Community Relations

2.1	Each WESD school is viewed as a center of the community, a welcoming place for students, parents and communities.
2.2	WESD leadership is actively involved in community and civic organizations.
2.3	WESD is actively involved in faith-based community relationships.

3.0 Marketing

3.1	WESD is the "district of choice" for students, parents and educators.
3.2	The WESD marketing plan guides and reflects the marketing efforts of District staff.
3.3	The WESD Web site and school Web sites are enhanced to better market the District.
3.4	News about WESD is shared through social media as well as traditional methods.
3.5	WESD provides online information and resources for the benefit of employees.

4.0 Business Partners

4.1	WESD seeks and celebrates business partnerships that provide a reciprocal relationship among businesses, schools, WESD administration and the community.
4.2	The WESD Business Advisory Team develops, enhances and maintains mutually supportive, strategic relationships between WESD and its surrounding business community.
4.3	WESD has explored and initiated appropriate academic partnerships with higher-learning institutes.
4.4	WESD has explored opportunities to establish the District as an active member of the business/organization community.

5.0 Media Relations

5.1	WESD pitches ongoing, timely media stories focused on student achievement, innovative teaching methods and cutting-edge use of technologies, in both English and non-English media.
5.2	WESD responds to media requests for information in times of crisis.
5.3	WESD is recognized as the "go to" district for a local angle on national and state education-related stories.
5.4	WESD actively participates in social networking opportunities.
5.5	WESD spotlights its programs, services and partners through use of the Administrative Center television.

6.0 Public Education Advocacy

6.1	WESD staff actively engage in efforts to promote public education.
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7.0 Recognition

7.1	WESD recognizes and celebrates the contributions of members of the WESD community in an ongoing, consistent, appropriate manner.
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8.0 Community Outreach

8.1	All WESD sites collaborate with their respective community block watch organization.
8.2	WESD cultivates and fosters relationships with businesses in the community to support school needs.
8.3	WESD works to increase partnerships with community organizations.
8.4	WESD maintains proactive involvement with appropriate local government and officials, such as the city of Phoenix mayor and city council members.

9.0 Parent Involvement

9.1	WESD schools support student achievement through increased presence and participation of parents as active partners in the District, school and classroom.
9.2	WESD supports the education and involvement of parents through Parent University.
9.3	Each WESD school has a parent outreach/advocacy program to respond to the need for new parent orientation in the school setting.
9.4	Families that live within WESD boundaries and have children ages five and under are able to access social, educational, and health services and programs through a centrally located parent resource center.

10.0 Volunteerism

10.1	WESD schools are supported by a core of engaged volunteers, including volunteer organizations, e.g., OASIS, Assistance League of Phoenix, who contribute to student achievement.
10.2	WESD refugee students are supported by volunteers in partnership with ASU West.
10.3	WESD recognizes and celebrates volunteer participation.

Updated July 2015