

SIOUX CITY COMMUNITY SCHOOL DISTRICT MULTI-YEAR STRATEGIC PLAN

The Sioux City Community School District exists to educate students to believe in their talents and skills, achieve academic excellence and succeed in reaching their potential.

SIOUX CITY EDUCATION PRIORITY AREA: Community Engagement (CE)

OBJECTIVE 1: Conduct an advertising campaign based on the good things happening in the district.

Strategy	Action Steps	Timeline	Responsible Party/Completion Notes
A. Work with Full Effects Production to strategize and implement advertising campaign.	1. Meet with Full Effects to discuss and finalize script.	Mid June	Alison Benson
	2. Start production of campaign.	July	Alison Benson
	3. Film first commercial.	July/August	Alison Benson
	4. Repeat Steps 1-3.	Ongoing	Alison Benson
B. Work with Jan Poulson Advertising to determine placement of television spots.	1. Meet with Jan to determine demographics.	June	Alison Benson
	2. Finalize packages for placement.	Mid July	Alison Benson
C. Work with Avery Outdoor on two billboards.	1. Meet with Deb Brobst to determine placement of billboards.	Early July	Alison Benson
D. Implement aspects of campaign on various marketing pieces for district.	1. Use "Great Things" on website, monthly newsletters, etc.	Ongoing	Alison Benson

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OBJECTIVE 2: Actively engage community to ensure positive perceptions which will increase student enrollment.

Strategy	Action Steps	Timeline	Responsible Party/Completion Notes
A. Promote feeder systems through all schools.	1. Invite middle and elementary students to various events such as spirit nights at football and basketball; plays and musicals; etc.	Ongoing	Alison Benson
	2. Ensure interaction among high school, middle school and elementary students (i.e. homecoming, school visits, etc.).	Every quarter	Principals, Alison Benson
	3. Replicate the Patriot Camp done at North Middle School at East and West Middle Schools.	March	Alison Benson
B. Promote district to current parents and guardians.	1. Send home high school newsletters to all eighth grade students, and the middle school newsletters to all fifth grade students.	Feb/Mar/ Apr/May 2009	Alison Benson
	2. Hold three parent/guardian workshops (per the suggestions of 2008-2009 district survey) to help parents in the education of their child.	Sept/Feb April	Alison Benson, AEA
	3. Hold Lunch and Learns with Superintendent Gausman at the three middle schools.	Sept/Nov Jan	Alison Benson
	4. Email monthly district newsletter to parents.	Each month	Alison Benson
	5. Continue to offer Rumor Watch and Ask the Superintendent on the website.	Ongoing	Alison Benson
C. Promote district to community.	1. Email monthly district newsletter called "Good Things are Happening" to parents.	Every quarter	Alison Benson
	2. Invite senior citizens to fall plays or spring musicals held at the high schools. Offer free admission and work with senior center on transportation. Have service clubs meet in new schools.	Twice a year	Alison Benson
	3. Work with elementary and middle schools to hold events that invite the public into the schools.	Every quarter	Alison Benson
	4. Work with elementary schools on their business partners. Determine what the schools and businesses are looking for, as well as that every school has an equal amount of business partners.	Every quarter	Alison Benson
	5. Create a district wide activities calendar for district website.	Every quarter	Alison Benson, Brenda Horst, Lorie Hembd
	6. Invite various service organizations to use our schools as meeting places.	Ongoing	Alison Benson