Strategic Direction

A Community Plan to Transform HISD

HISD Board Meeting
August 12, 2010
Strategic Planning Process

- Six-month effort from February 2010 to August 2010

- Purpose:
  - Provide clear picture of where we are today
  - Include voices of parents, students, staff, and community
  - Develop shared vision
  - Outline core initiatives
  - Develop implementation and communication plans

Plan to Guide Transformation

Document updated August 2010
Variety of Sources Shaped the Strategic Direction

Final Strategic Direction

- Community and Organizational surveys
- Study of national best practices
- Study of successful practices within HISD
- Analysis of current state of HISD
- Board input
- Input from staff, parents, students, and community
Community Input Gathered

- 50+ group and one-on-one discussions attended by 1,600+ participants
- 2 live television shows that received 300+ incoming calls
- 2 surveys: Community survey 780+ responses; Organizational survey 350+ responses
- 250+ comments received at our Strategic Direction website

Community Updates Shared

- Strategic Direction website that was visited by 11,000+ users
- Frequent updates in our weekly eNews that were sent to about 16,500 community members and 31,000 staff
- Twitter messages that were followed by 500+ users
Our Strategy Builds a Foundation Towards Achieving Our Goals

- **Goals**: Declaration of Beliefs and Visions and Core Values provide a clear set of Goals

- **Core Initiatives**: Efforts to realize Board of Education Goals

- **Key Strategies**: Major components required to attain each core initiative

- **Main Elements**: Primary activities that are part of the implementation of each key strategy

Document updated August 2010
Effective Teacher in Every Classroom

Key Strategies

1.1 Stronger teacher recruiting and staffing

1.2 Rigorous and fair teacher appraisal system

1.3 Individualized support and professional development

1.4 Meaningful career pathways and differentiated compensation

Every classroom in HISD has an outstanding teacher who strives continuously to improve student success

Document updated August 2010
2. Effective Principal in Every School

Key Strategies

2.1 Rigorous and fair principal appraisal system

2.2 Standards and recommended practices for decision-making

2.3 Stronger principal recruiting practices

2.4 Instructional leadership development

2.5 Safe, secure, and healthy environment

Every school has a strong, decisive leader focused on student success

Document updated August 2010
3 Rigorous Instructional Standards and Supports

Key Strategies

3.1 Equity in access to educational programs

3.2 Aligned standards-based curriculum and assessment

3.3 Response to Intervention model

3.4 Apollo 20 project

3.5 Literacy program

3.6 Numeracy/mathematics program

Every student will leave HISD ready for college and career success

Document updated August 2010
Data-Driven Accountability

Key Strategies

4.1 Build better systems for collecting, retrieving, analyzing, and reporting data

4.2 Performance management tools and practices

4.3 Business processes

Every decision in schools and offices is made using real-time data to support student success.
Culture of Trust Through Action

Key Strategies

5.1 Effective, timely, two-way **internal** communication to engage staff members

5.2 Effective, timely, two-way **external** communication to engage parents and community members

Every member of Team HISD is engaged and committed to student success

Document updated August 2010
## Communicating the Strategic Direction

<table>
<thead>
<tr>
<th>Component</th>
<th>Description</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Site</td>
<td>Dedicated website in three languages with documents, video, and links to other resources</td>
<td>Complete (On-Going)</td>
</tr>
<tr>
<td>Brochure</td>
<td>Dual-language brochures with brief overview of process and report</td>
<td>Complete</td>
</tr>
<tr>
<td>Video</td>
<td>Five-minute general overview of process and report in three languages</td>
<td>Complete</td>
</tr>
<tr>
<td>Written Report</td>
<td>Easy-to-read, straightforward document in three languages</td>
<td>Complete</td>
</tr>
<tr>
<td>Communication Packet</td>
<td>Presentation, DVD, talking points, and FAQ for community and district leaders</td>
<td>Complete</td>
</tr>
<tr>
<td>Implementation Plan</td>
<td>Comprehensive details for executing core initiatives and key strategies</td>
<td>September 2010</td>
</tr>
</tbody>
</table>

Document updated August 2010
Measuring Progress

As part of ensuring that we make progress in implementing this plan, we will:

- Provide **accountability updates** twice per year that communicate the progress in implementing the core initiatives and key strategies

- Align the **assessment processes**—with the priorities identified in the Strategic Direction