



2018 Communication Awards Summary Form

All entries must be supported with a summary (not to exceed 1 page). As you prepare each summary, think about these questions and/or the “RACE” PR process (Research, Analysis/Planning, Communication/Implementation, and Evaluation):

1. Why was this program or activity needed? What were the intended goals?

Our new Superintendent Dr. Debra Clemens joined our district in 2016-17. We had not had a comprehensive strategic planning process in many years. Once the plan was produced our job in Community Relations was to help market it to our stakeholders. The goal would be ongoing understanding and support of the direction of the district and our goals.

2. How did you plan to address the need?

More than 2,000 stakeholders participated in the process to develop the Strategic Plan. Thankfully we did not have that many people editing the documents associated with our marketing campaign! The Superintendent hired a consulting firm (Performance Fact) used by other districts to help facilitate this process. I also hired a professional photographer to have some stellar photos to illustrate our plan and our students. Our whole message in 2017-18 has been centered around the Strategic Plan. How does it connect to the Strategic Plan? Even our hashtags connect to the Strategic Plan.

3. How did your plan go? According to plan? What did you learn?

This plan took hours and hours of staff, student, community and parent time. Because people had buy in during the process, they were more likely to embrace the marketing plan we produced as a result. We have had a variety of products including 2 print publication, a newsletter, a video and a traveling powerpoint which we adjust for different audiences. We are strategic in our voice and stay on message, including the “what we must do well” for students outcomes.

4. Were the goals met? How do you know?

Yes! The plan provides us with a roadmap to achieve our 5 bold goals which were agreed upon by our stakeholders in a transparent and collaborative process. We are using the plan and the goals as the foundation for our school and district improvement plans, and developed a dashboard of measures and goals. These will all be shared with the School Board on an annual basis as part of our new Board Governance Policy.

12-page (staff)

https://docs.google.com/viewerng/viewer?url=https://www.nthurston.k12.wa.us//cms/lib/WA01001371/Centricity/Domain/2402/2017-2024StrategicPlanFull_Opt.pdf

Video

https://www.youtube.com/watch?time_continue=3&v=kidyTRXSqU&disable_polymer=true

4-page (public)

<https://docs.google.com/viewerng/viewer?url=https://www.nthurston.k12.wa.us//cms/lib/WA01001371/Centricity/Domain/2402/2017-2024StrategicPlanSummary.pdf>

Annual Action Plan (Powerpoint)

<https://www.nthurston.k12.wa.us/Page/22009>

Empowered and Future-Ready!

Superintendent's Message

It's hard to believe that October is already here! I am pleased to share that we had a smooth start to the school year thanks to our dedicated and caring staff. Our enrollment continues to increase with 125 more students attending NTPS than last year. Our students and staff are well established in their routines and learning is our priority.

Our compassionate learning community is dependent on all of us which is what makes NTPS such a special place. It is also one of the reasons I'm so excited to share the District's new Strategic Plan with you! More than 2,000 stakeholders participated in the development of the Strategic Plan, including students, teachers, leaders, staff, parents/caregivers, community partners, and our Board of Directors.

"All Students Empowered and Future-Ready" is our new vision statement for North Thurston Public Schools. It informs our decisions and day-to-day actions from early learning to 12th grade. Our new Five Goal Areas include: success in the early years; empowered, responsible, resilient individuals; critical thinkers and solution-seekers; continuous growth for all students in all subjects; and preparedness for post-secondary success! Our Five Goals for Student Success are aligned to our Vision and Mission **"Committed to excellence: Preparing students for rewarding careers, fulfilling lives, and compassionate global citizenship."**

This plan is, truly, an expression of how the diverse voices of our stakeholders have coalesced around a unified strategic direction for our school system. It is designed to provide us with a roadmap to achieve bold goals that are in the best interests of our students! You can view the full Strategic Plan online at www.nthurston.k12.wa.us/strategicplan; you can also view a brief video that describes each of the goals outlined in the plan!

Of course, neither our schools nor our students can do it alone! Our success depends on continuing engagement, goodwill, and the generosity of our families, businesses, and community. Thanks to all of you, North Thurston

Public Schools remains A Compassionate Learning Community. This year our entire district will join together for a "Make a Change" coin drive in support of the new Lacey Food Bank. So if your kids come home asking for spare change, just know they are trying to help us meet a \$10,000 goal for NTPS to help our families in need.

I hope you enjoy this edition of Community Connections, and encourage you to get involved in one of our schools. We are providing district-wide coordination for volunteers this year; so, no matter how much time you have to volunteer we can find the right fit for your talents and schedule!

We look forward to working with you on our Strategic Direction for years to come; together we can empower all our students for future success!



Debra J. Clemens, Ph.D., Superintendent
North Thurston Public Schools
dclemens@nthurston.k12.wa.us

North Thurston Public Schools does not discriminate in any programs or activities on the basis of sex, race, creed, religion, color, national origin, age, veteran or military status, marital status, sexual orientation, gender expression or identity, disability, or the use of a trained dog guide or service animal and provides equal access to the Boy Scouts and other designated youth groups. The following employees have been designated to handle your questions and complaints of alleged discrimination:

Joe Bremgartner,
Exec. Dir. of Human Resources
305 College St. NE
Lacey, WA 98516
(360) 412-4453

Section 504
Karen Remy-Anderson,
Exec. Dir. of Student Support
305 College St. NE
Lacey, WA 98516
(360) 412-4555



North Thurston Public Schools

Goal 4: Continuous Growth-All Students, All Subjects

Every student will demonstrate continuous growth towards meeting/exceeding rigorous learning standards.

OUTCOMES

- a. Increased percentage of students demonstrating proficiency on standards.
- b. Increased growth rate at a minimum of 1 year for students at or above grade level and 1.5 years for students below grade level in Math & English Language Arts.
- c. Increased growth rate of underperforming groups eliminating achievement and opportunity gaps.
- d. Increased participation and proficiency in accelerated, higher-level (e.g., Advanced Placement, Honors), and specialized course options.

"In Technical Drafting every student has a different level that they are working on. Everyone gets to work with projects up to their ability. People are always trying and challenging themselves. The rigorous learning standards for the class are actually the industry standards. It's important to continuously grow not just as a student but as a person...you have to find something that really interests you!"

Zain Asif
North Thurston High School
12th grade



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Goal 5: Preparedness for Post-Secondary Success

Every student will successfully navigate the critical transitions in their personalized learning trajectory, and will graduate from high school prepared for success in college, career, and post-secondary experiences.

OUTCOMES

- a. Increased percentage of students passing classes in grades 6-9, culminating in an increased percentage of 10th grade students on track to graduate.
- b. Increased high school graduation rates for all student-groups.
- c. Increased percentage of seniors with a High School and Beyond Plan that includes one of these: an acceptance letter to college, the military, trade/technical training, industry certification/apprenticeship, or verifiable employment.

- d. Increased percentage of high school graduates experiencing post-high school growth/success 1-2 years after graduation.
- e. Decreased percentage of NTPS graduates required to take remedial classes in college.
- f. Increased percentage of students who earn a Washington State Seal of Biliteracy.

"As long as you put forth some effort, you will soon find yourself well-prepared for success in whatever you choose to set your mind to. Ever since I was a little kid, it has always been a dream of mine to become a poet. The North Thurston district has helped me pursue that dream everyday!"



Jio Cervantes
River Ridge High School
12th grade