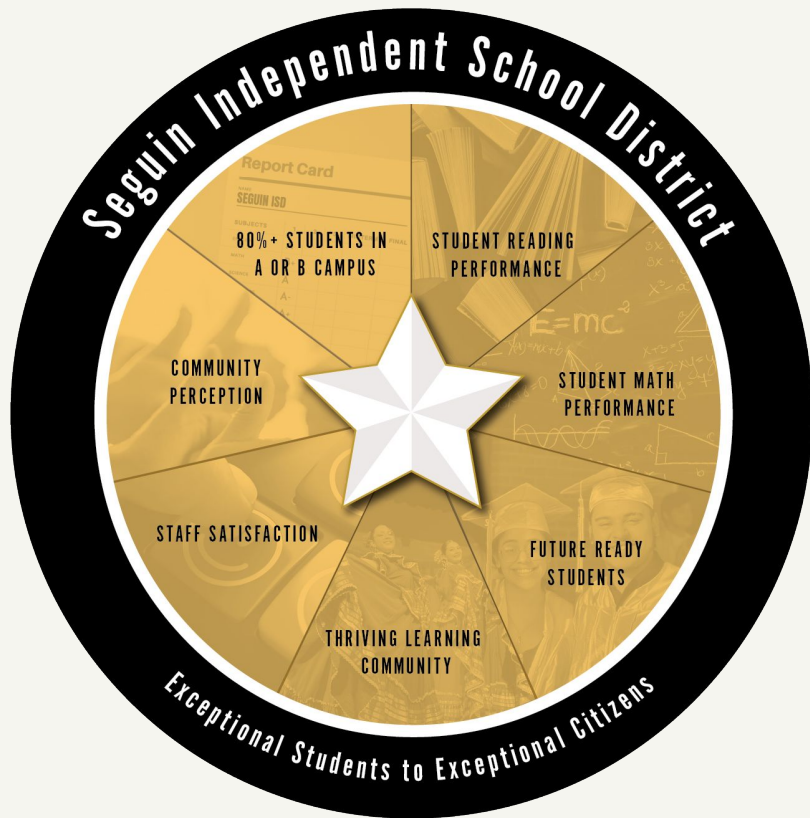




Seguin ISD Strategic Plan 2025 Monthly Update

December 13, 2022

Seguin ISD Board of Trustees



Strategic Priorities

1. Creating Future Ready Students

2. Supporting + Valuing Staff

3. Developing Relationships with Family + Community

4. Building a Thriving Learning Community

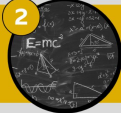
Seguin Independent School District

STRATEGIC GOALS



1 Student Reading Performance

Increase the percentage of third grade students who score meets grade level or above on STAAR (State of Texas Assessment of Academic Readiness) Reading from 40% to 54% by August 2025.



2 Student Math Performance

Increase the percentage of third grade students who score meets grade level or above on STAAR Mathematics from 35% to 49% by August 2025.



3 Future Ready (College, Career, Military)

Increase the percentage of graduates who meet the College, Career, or Military Readiness (CCMR) requirements from 39% to 73% by August 2024.



4 Thriving Learning Community

Seguin ISD will build a thriving learning community as indicated on a numerical score of 80 or higher on the balanced scorecard.



5 Staff Satisfaction

Seguin ISD will improve staff satisfaction as determined by the Organizational Health Inventory (OHI).



6 Community Perception

Seguin ISD will improve student, staff, parent, and community perception as determined by the Net Promoter score.



7 80% Students in A or B campuses

80% or more of SISK students will be enrolled in a campus that is rated A or B by August 2025.

Performance Objectives

30 total

Short-Term Measures

(12-18 months)

Strategic Actions

80 total

Align to performance objectives



Strategic Initiatives Dashboard At-A-Glance

Progress on 80 Strategic Actions (by Task Force) through November 2022

Equitable Student Experiences Task Force

Fall 2022 Strategic Initiative: Defining Seguin ISD's Pathways

	Oct Status	Nov Status
4.3.1 Identify SISD's pathways to an exceptional future.	On Track	On Track
4.3.2 Identify existing programming (PK-12) that aligns to pathways	On Track	On Track
4.3.3 Identify and connect all students to pathways based on their interest(s), taking into consideration students' unique circumstances and backgrounds.	On Track	On Track
4.3.4 Develop district-wide plan for student goal setting practices, focusing on life goals (vs. academic goals)	Nearly Off Track	Nearly Off Track

College, Career, Military Readiness (CCMR) Task Force

Fall 2022 Strategic Initiative: CCMR Support

	Oct Status	Nov Status
3.1.1 Purposeful TSIA Intervention & Support at the high school	On Track	On Track
3.1.2 Ensure that SpEd students receive the same CCMR support and resources as Gen ed students	On Track	On Track
3.1.3 Mandatory TSIA prep in between testing sessions	On Track	On Track
3.1.7 Increase school-day PSAT & SAT participation	On Track	On Track
3.1.8 Provide ACT school-day testing opportunity	N/A	N/A
3.1.9 Provide PSAT, SAT and ACT Test Prep	On Track	On Track
3.1.11 Partner with Texas State University to provide college-prep support to 6-12 students.	Complete	Complete

Curriculum + Blended Learning Task Force

Fall 2022 Strategic Initiative: Launching Blended Learning

	Oct Status	Nov Status
7.1.2 Ongoing PD and support for teachers and paras, students, and parents. Modeling the strategies that teachers and paras will use in the classroom.	On Track	On Track
7.1.3 Create a blended learning campus task force that involves all populations in the conversation such as dual language, SPED, 504, GT, etc.	Off Track	Off Track
7.1.4 Develop a dynamic lesson plan template that includes online and offline components of blended learning with input from all stakeholders	On Track	On Track

HR + Staff Culture Task Force

Fall 2022 Strategic Initiative: Ongoing Teacher Supports

	Oct Status	Nov Status
5.1.1 Embed team building opportunities specific to campus need during the school day.	On Track	On Track
5.1.2 Administer short and specific surveys twice yearly for staff feedback.	On Track	On Track
5.1.3 Every campus will send a representative to be a part of the district TCC.	Complete	Complete
5.2.1 Every teacher K-12 will be a part of a weekly campus/departmental PLC	On Track	On Track
5.2.2 Every teacher K-12 will be a part of a SUPER PLC or Faculty Meeting every month as part of job embedded PL/training.	On Track	On Track
5.3.1 Every new teacher with less than 2 years of experience will be given a mentor, for the first two years of employment.	Complete	Complete
5.3.2 Critical areas will be provided a stipend for recruitment and retention.	On Track	On Track
5.3.5 Explore Whole Child Support opportunities during established PLCs.	On Track	On Track

Community Engagement Task Force

Fall 2022 Strategic Initiative: Ongoing Community Engagement Events

	Oct Status	Nov Status
6.1.1 Create strategic and meaningful family- and parent-friendly campus activities.	On Track	On Track
6.1.3 Increase opportunities to offer parental involvement partnerships to include professional learning.	On Track	On Track
6.2.1 Showcase student, staff, campus and district achievements through ever-evolving social media outlets.	On Track	On Track
6.2.3 Nurture relationships with local and regional media to market SISD's student-centered programs and initiatives.	On Track	On Track
6.3.1 Publicize the various communication platforms that are utilized by campuses and the district to share information.	On Track	On Track

Whole Child Task Force

Fall 2022 Strategic Initiative: Ongoing Whole Child Support

	Oct Status	Nov Status
4.4.1 Define and promote an accessible definition and purpose of Whole Child learning in Seguin ISD (in relation to PBIS, and other places whole child is supported)	Nearly Off Track	Nearly Off Track
4.5.1 Research and implement a tool to collect baseline data on the belonging needs of students, families, and staff.	Nearly Off Track	On Track
4.5.2 Create district-wide community engagement opportunities.	On Track	On Track
4.7.1 Convene a master schedule work group to ensure time is protected for Whole Child supports.	Off Track	Nearly Off Track
4.7.3 Convene a staff Whole Child work group comprised of teachers to make recommendations to address staff concerns.	Off Track	Off Track
4.7.4 Provide mental health resources and support at every campus.	On Track	On Track

School Safety + Discipline Task Force

Fall 2022 Strategic Initiative: Ongoing Attendance + Discipline Supports

	Oct Status	Nov Status
4.8.1 Seguin ISD will develop, facilitate, and support strategies to increase student attendance and district and campus committees will identify students with attendance issues and incorporate early interventions.	On Track	On Track
4.8.2 Student Support Team will conduct monthly campus liaison meetings to support student attendance.	On Track	On Track
4.8.3 Maintain efficient and clear districtwide process regarding attendance.	On Track	On Track
4.9.1 Seguin ISD will implement a school wide discipline management program that aims to improve student behavior plus strengthen learner engagement through a strategic system of clearly defined expectations.	Nearly Off Track	On Track
4.9.2 Seguin ISD will provide training and additional support for teachers and administrators regarding diversity and disciplinary practices including resources and suggestions on alternative disciplinary practices (CHAMPS, ACHIEVE, Trust Based Relational Intervention or TBRI, Culturally Relevant Teaching, Restorative Practices, etc).	On Track	On Track
4.10.1 Seguin ISD will provide ongoing safety training and support.	On Track	On Track

Facilities Task Force

Fall 2022 Strategic Initiative: Ongoing Facilities Support

	Oct Status	Nov Status
4.11.1 Upgrade security and life safety measures as resources allow.	On Track	On Track
4.11.2 Form a Bond/Facilities Committee to plan next steps to support the strategic plan.	On Track	On Track
4.11.5 Evaluate initial response time and completion data for facilities work orders.	On Track	On Track
4.12.3 Upgrade technology infrastructure to support learning.	On Track	On Track



Seguin ISD Strategic Plan 2025: Bright Spot

Strategic Actions Progress Highlights

Task Force: Community Engagement

Chair: Sean Hoffmann

Strategic Priority #3: Developing Relationships with Families and The Community

Goal #6

Seguin ISD will improve student, staff, parent, and **community perception** as determined by the Net Promoter score.



Performance Objective 6.1: By Spring 2023, SISD will increase the number of parents who are involved in parent groups on campuses from 11% to 25% as measured by the Panorama survey.

Performance Objective 6.2: By Fall 2023, SISD will improve the district's image as measured by Net Promoter score in Vision Week survey data.

Performance Objective 6.3: By Spring 2023, SISD will increase the percentage of parents by 10% who indicate that school communication for involvement opportunities is favorable as measured by the Panorama survey.



Strategic Actions: Fall 2022

6.1.1 Create strategic and meaningful family- and parent-friendly campus activities.

6.1.3 Increase opportunities to offer parental involvement partnerships to include professional learning.

6.2.1 Showcase student, staff, campus and district achievements through ever-evolving social media outlets.

6.2.3 Nurture relationships with local and regional media to market SISD's student-centered programs and initiatives.

6.3.1 Publicize the various communication platforms that are utilized by campuses and the district to share information.



Bright Spot

All Community Engagement strategic actions are on track for Fall 2022 implementation. The Communications Team continues to work together and with campus teams to improve community perception of Seguin ISD.

Highlights

- Five Parenting Partners graduates at Rodriguez ES
- Hosted first monthly collaborative time for campus communications liaisons, focusing on social media training and discussing best practices
- Campus community engagement activities are regularly promoted on district social media



Sequin ISD Strategic Plan 2025: Area of Focus

Strategic Actions that Require Re-Focusing



Area of Focus

Continuing to monitor student, staff, and parent community perception.

Problem Solving Actions

- Reviewing the Vision Week findings, including the Net Promoter Score, to identify trends in community perception
- Collaborating with the Office of Innovation regularly to ensure communication of Systems of Great Schools work



Strategic Goals

Quarterly Update: Goal 6

Goal #6

Seguin ISD will improve student, staff, parent, and **community perception** as determined by the Net Promoter score.

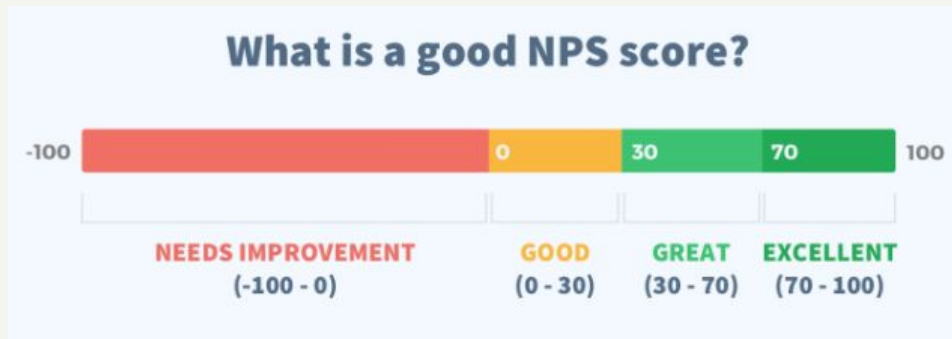
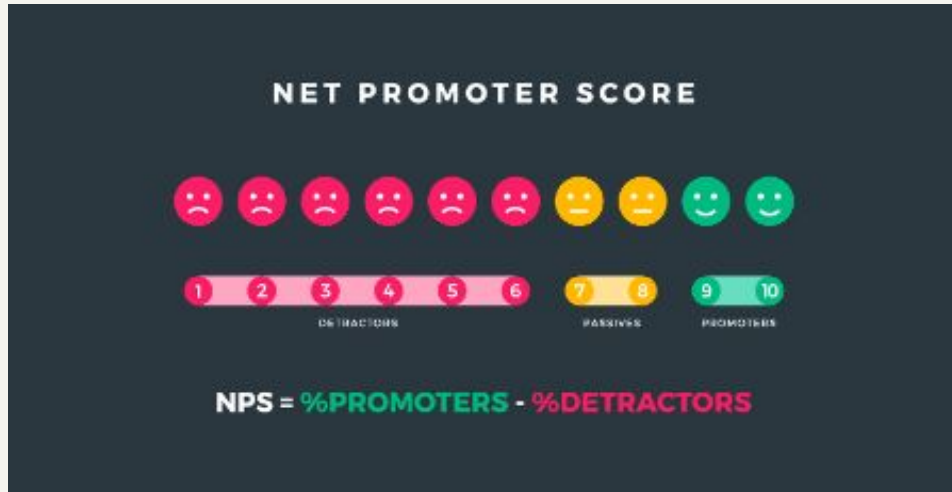


Performance Objective 6.1: By Spring 2023, SISD will increase the number of parents who are involved in parent groups on campuses from 11% to 25% as measured by the Panorama survey.

Performance Objective 6.2: By Fall 2023, SISD will improve the district's image as measured by Net Promoter score in Vision Week survey data.

Performance Objective 6.3: By Spring 2023, SISD will increase the percentage of parents by 10% who indicate that school communication for involvement opportunities is favorable as measured by the Panorama survey.

Net Promoter Score (NPS)



“...is a metric used in **customer experience programs**. NPS measures the **loyalty of customers** to a company. NPS scores are measured with a **single-question survey** and reported with a number from the range -100 to +100, a higher score is desirable.

NPS is often held up as the **gold standard customer experience metric**. First developed in 2003, it's now used by millions of businesses to measure and track **how they're perceived** by their customers.”

Qualtrics Website

Seguin ISD Vision Week + NPS



Grade 3-5 Students: How much do you love your school?

Not at all 😞

The most! ❤️

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Grade 6-12 Students: Would you recommend your school to a friend or sibling?

Absolutely not

Absolutely

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Parents: Would you recommend Seguin ISD to a friend?

Absolutely not

Absolutely

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Seguin ISD Vision Week Response Rates

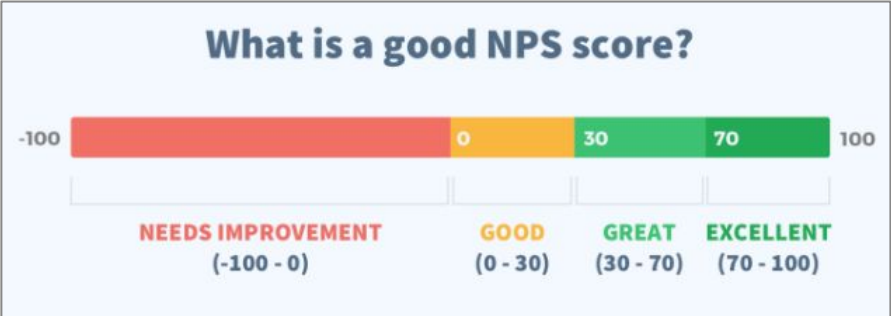
	2022-2023 SY Sample Size	2021-2022 SY Sample Size
All Respondents	3521	893
Students	3094	596
Parents	280	204
Community Members	147	93

Seguin ISD Vision Week NPS Results

NPS Breakdown - District Wide

District wide NPS score include input from students, SISD parents, and community members.

	2022 - 2023 SY				2021 - 2022 SY			
Diff 2021 to 2022	NPS SCORE	Promoter	Passive	Detractor	NPS SCORE	Promoter	Passive	Detractor
0	-3	36%	24%	39%	-3	39%	25%	42%



Seguin ISD Vision Week NPS Results

NPS Breakdown - Elementary (K-5) Student Survey Data

		2022 - 2023 SY					2021 - 2022 SY				
Diff 2021 to 2022	School	NPS SCORE	Promoter	Passive	Detractor	Sample Size	NPS SCORE	Promoter	Passive	Detractor	Sample Size
-49	JEFFERSON ES	18	53%	13%	35%	135	67	67%	33%	0%	3
9	KOENNECKE ES	42	61%	21%	18%	251	33	61%	11%	28%	87
44	MCQUEENEY ES	44	64%	16%	20%	75	0	33%	33%	33%	3
-22	PATLAN ES	11	45%	22%	33%	157	33	67%	0%	33%	3
91	RODRIGUEZ ES	51	67%	16%	16%	184	-40	20%	20%	60%	5
28	VOGEL ES	28	58%	12%	30%	193	0	50%	0%	50%	6
87	WEINERT ES	12	49%	15%	36%	173	-75	0%	25%	75%	4

Seguin ISD Vision Week NPS Results

NPS Breakdown - Secondary (6-12) Student Survey Data

		2022 - 2023 SY					2021 - 2022 SY				
Diff 2021 to 2022	School	NPS SCORE	Promoter	Passive	Detractor	Sample Size	NPS SCORE	Promoter	Passive	Detractor	Sample Size
2	A.J. BRIESEMEISTER MS	-32	22%	25%	54%	577	-34	21%	24%	55%	411
-7	JIM BARNES MS	-19	27%	27%	46%	620	-12	32%	24%	44%	34
-52	SEGUIN HIGH SCHOOL	-33	18%	32%	51%	669	19	43%	33%	24%	21
44	EARLY COLLEGE HIGH SCHOOL	17	42%	33%	25%	12	-27	0%	73%	27%	11
29	MBLC AT SAEGERT	63	69%	25%	6%	48	33	67%	0%	33%	3

Seguin ISD Vision Week NPS Results

NPS Breakdown - Parent Survey Data

	2022- 2023 SY					2021 - 2022 SY				
Diff 2021 to 2022	NPS SCORE	Promoter	Passive	Detractor	Sample Size	NPS SCORE	Promoter	Passive	Detractor	Sample Size
-9	8	39%	30.9%	31%	280	17	46%	28%	28%	204

NPS Breakdown - Community Survey Data

	2022- 2023 SY					2021 - 2022 SY				
Diff 2021 to 2022	NPS SCORE	Promoter	Passive	Detractor	Sample Size	NPS SCORE	Promoter	Passive	Detractor	Sample Size
-25	4	39.%	25%	35%	147	29	48.%	32%	19%	93

Next Steps



Action Step	Completion Timeline
Full Vision week report, with Net Promoter Score Overview, posted on district website	November 2022
Share Net Promoter Scores with Campus Principals	January 2023
Administer EOY NPS Survey (with support from Cospero)	April 2023



January Meeting: Dashboard Update, Bright Spot, Area of Focus

