# STRIDE Academy Charter School:

## Focus Area 1: Focus on Student Growth:

STRIDE Academy will ensure student growth by focusing on high academic standards, whole-child instruction, and engaging daily experiences.

## Goal 1: Improve MCA Assessment Scores in Math for Grades 3-8

**Objective:**

To increase the average MCA Math Assessment score for students in Grades 3-8 by 3% by the end of the academic year.

**Metric:**

Average MCA Math Assessment Scores

**Strategy:**

Implement a school-wide Math intervention program targeting key concepts and skills. Provide professional development for teachers on effective Math teaching strategies.

## Goal 2: Enhance Reading Proficiency in Grades 3-8

**Objective:**

To achieve a 3% increase in MCA Reading Assessment scores among students in Grades 3-8 within one academic year.

**Metric:**

Average MCA Reading Assessment Scores

**Strategy:**

Incorporate daily 30-minute guided reading sessions in all Grade 3-8 classrooms. Introduce a Reading Buddy program to pair older and younger students for weekly reading activities.

## Goal 3: Foster FASTBridge Growth in K-8

**Objective:**

To achieve a minimum of one year's growth in FASTBridge assessments for ==85==% of K-8 students by the end of the academic year.

**Metric:**

FASTBridge Assessment Data

**Strategy:**

Use FASTBridge data to identify areas of need and implement targeted interventions. Provide monthly check-ins to monitor student growth and adapt strategies as needed.

## Goal 4: Promote WIDA Growth

**Objective:**

To improve WIDA scores for English Language Learners (ELL) by an average of one proficiency level by the end of the academic year.

**Metric:**

WIDA Assessment Scores

**Strategy:**

Integrate ELL best practices into daily instruction across subjects.
Offer after-school tutoring specifically designed for ELL students.

## Goal 5: Increase Activity Participation

**Objective:**

To increase student participation in extracurricular activities by 20% by the end of the academic year.

**Metric:**

Student Enrollment in Extracurricular Activities

**Strategy:**

Conduct a student interest survey to identify desired extracurricular activities.

Increase the variety of activities offered to cater to a broader range of interests.

## Goal 6: Improve Attendance Rates

**Objective:**
To increase overall school attendance to 95% by the end of the academic year.

**Metric:**
Daily Attendance Rates

**Strategy:**
Implement a school-wide positive behavior support system that includes incentives for attendance.
Conduct home visits or virtual meetings for students with chronic absenteeism to identify and address barriers to attendance.

*By focusing on these goals, STRIDE Academy aims to ensure student growth by honing in on high academic standards, whole-child instruction, and engaging daily experiences.*

# Focus Area 2: STRIVE for Positive Communication

STRIDE Academy will foster strong communication with internal and external stakeholders that is frequent, consistent, and clear.

## Goal 1: Increase the Frequency of School-to-Parent Communication

**Objective:**
To increase the frequency of communication between the school and parents by 20% within the academic year.
**Metric:**
The number of newsletters, emails, or other official communications sent to parents.
**Strategy:**
Use SMORE Newsletters to disseminate important information, updates, and event news to parents on a bi-weekly basis. Backpack

## Goal 2: Improve the Consistency of Internal Communication

**Objective:**
To standardize internal communications, ensuring that all faculty and staff receive at least one organizational update per week.
**Metric:**
The number of weeks each faculty or staff member receives an organizational update.
**Strategy:**
Develop an internal newsletter or a dedicated section on the school's internal portal where weekly updates are posted.

## Goal 3: Enhance Website Content for Better Clarity

**Objective:**
To update the school's website every month with new content that is relevant to both current and prospective students and parents.
**Metric:**
The number of new content pieces or updates published on the website monthly.
Strategy:

Assign a team responsible for website content, including monthly blog posts, success stories, and informational articles relevant to the school's mission.

## Goal 4: Strengthen Community Engagement Through Social Media

**Objective:**
To achieve a 30% increase in social media engagement rates by the end of the academic year.
**Metric:**
Likes, shares, comments, and overall interaction rates on social media posts.
**Strategy:**
Regularly update social media platforms with stories, achievements, and upcoming events, targeting at least three posts per week.

## Goal 5: Measure Stakeholder Satisfaction with Communication Efforts

**Objective:**
To achieve an 85% or higher satisfaction rate related to the effectiveness of school communication in the end-of-year stakeholder survey.
**Metric:**
Satisfaction rates are reflected in annual surveys.
**Strategy:**
Include specific questions related to the quality, frequency, and clarity of communications in end-of-year surveys distributed to parents, staff, and other stakeholders.

*These goals aim to align with STRIDE Academy's focus on fostering strong communication with internal and external stakeholders in a manner that is frequent, consistent, and clear. By measuring against these objectives, STRIDE Academy will be better positioned to evaluate and adapt its communication strategies effectively.*

# Focus Area 3: Increase Community Engagement at STRIDE Academy

STRIDE Academy will be a positive presence in our community.

## Goal 1: Strengthen Partnership with GWFD Coordinator

**Objective:**
Establish and maintain a consistent and productive relationship with the GWFD Coordinator to facilitate at least 4 community-based programs or workshops during the 2023-2024 academic year.
**Metric:**
Number of community-based programs or workshops facilitated in partnership with the GWFD Coordinator.
**Strategy:**
Monthly meetings with the GWFD Coordinator to discuss opportunities and plans.
A quarterly review of the effectiveness of the conducted programs.

## Goal 2: Attendance at Community Events

**Objective:**
Increase STRIDE Academy's attendance at local community events by 50% in the 2023-2024 academic year, compared to the previous academic year.
**Metric:**
The number of community events attended by STRIDE Academy representatives.
**Strategy:**
Create a calendar of local community events for the academic year.
Assign specific staff or volunteers to represent STRIDE Academy at each event.
Implement post-event evaluations to measure impact and areas for improvement.

## Goal 3: Leadership Engagement with Local Organizations

**Objective:**
Engage with at least 5 local organizations in the St. Cloud and Central Minnesota Community to build partnerships for student programs and community service by the end of the 2023-2024 academic year.

**Metric:**
Number of active partnerships with local organizations.

**Strategy:**

Identify potential local organizations that align with STRIDE Academy's mission and objectives.

Conduct initial outreach and follow-up meetings to establish partnerships.

Evaluate the success of each partnership every quarter.

*By meeting these goals, STRIDE Academy aims to become a more active and contributing member of the St. Cloud and Central Minnesota Community. Each of these goals aligns with the mission to increase community engagement and thereby create a more enriching environment for both the students and the community at large.*

# Focus Area 4:  Creating a Positive Image

STRIDE Academy will have a positive real and digital world image.

## Goal 1: Increase Community Engagement to Boost School Image

**Objective:**

Increase participation in community events and activities by 30% in the academic year 2023-2024.

**Metric:**

Baseline measurement of current community involvement (number of events attended, community partnerships, etc.)

Track the number and types of events the school participates in, the number of attendees, and the level of community partnerships formed.

**Strategy:**

Identify and collaborate with local organizations for community events.

Schedule at least one community event per month involving STRIDE Academy students, teachers, and parents.

## Goal 2: Enhance Digital Presence

**Objective:**

Achieve a 25% increase in social media followers and engagement rates across all platforms within 6 months.

**Metric:**

Baseline metrics for current followers and engagement rates.
Monthly tracking of follower count, likes, shares, and overall engagement on all social platforms.

**Strategy:**

Launch a series of targeted social media campaigns aimed at St.Cloud and Central MN communities.
Weekly postings of success stories, school updates, and other relevant content.

## Goal 3: Improve Advertising Effectiveness

**Objective:**

Achieve a 20% increase in inquiries and applications for the 2024-2025 academic year compared to the previous year.

**Metric:**

Number of inquiries and applications received for the current and previous academic years.
Rate of conversion from inquiries to applications.

**Strategy:**

Develop a comprehensive advertising plan, including digital ads, local newspapers, and community bulletins.
Work on targeted messaging to showcase the school's strengths and unique offerings.

# Goal 4: Develop Marketing Literature

**Objective:**

Produce and distribute 500 units of marketing literature like Donor Stacks and WHY Cards within the first quarter of 2024.

**Metric:**

Number of units produced and distributed.
Feedback received from recipients.

**Strategy:**

Design and create visually appealing and informative Donor Stacks and WHY Cards. Distribute these during community events, through mailing lists, and via social media channels.

*By focusing on these goals, STRIDE Academy aims to create a positive image both in the real and digital world within the St.Cloud and Central MN Communities.*

# Focus Area 5 - Maintain Progressive Planning

STRIDE Academy will maintain a vision for the future that is fiscally responsible, innovative and outcome-driven.

## Goal 1: Complete Building Expansion Project

**Objective:**

To complete the building expansion project by June 2024, ensuring that the project stays at or under budget.

**Metric:**

Project completion by the targeted date.
Total expenditure within the budget.

**Strategy:**

Implement rigorous project management frameworks.
Conduct bi-weekly budget reviews.
Establish a contingency plan for unforeseen costs.

## Goal 2: Implement New Educational Programming

**Objective:**

To introduce at least two new educational programs focused on production education by the beginning of the 2024-2025 school year.

**Metric:**

Number of new programs launched.
Student engagement rates in the new programs.

**Strategy:**

Conduct a needs assessment among students and faculty.
Research and select appropriate curricula.
Train faculty members in the new programs.

# Goal 3: Adopt Innovative Teaching Strategies

**Objective:**

To integrate at least three innovative teaching strategies into the curriculum, achieving a minimum of 80% positive feedback from teachers and students by the end of the 2024 academic year.

**Metric:**

Number of strategies implemented.
Teacher and student feedback collected through surveys.

**Strategy:**

Survey teachers for suggestions on innovative teaching methods.
Pilot test selected strategies in controlled environments.
Roll out strategies to all classes upon successful pilot.

# Goal 4: Establish Organizational Accountability Structures

**Objective:**

To create a comprehensive accountability structure that facilitates monthly performance reporting across all departments by December 2023.

**Metric:**

Development and implementation of an accountability framework.
Monthly performance reports from all departments.

**Strategy:**

Consult with educational administrators to design a robust framework.
Develop an internal platform for reporting.
Conduct workshops to familiarize staff with the new system.

# Goal 5: Enhance Community Engagement and Marketing

**Objective:**

To increase community engagement by 30% and raise $50,000 through various campaigns, including advertising, social media campaigns, and donor programs by the end of 2024.

**Metric:**

Percentage increase in community engagement.
Amount of funds raised.

**Strategy:**

Develop marketing materials like Donor Stacks and WHY Cards.
Execute targeted social media campaigns.
Organize community events and donor drives.

*Each of these goals follows the S.M.A.R.T. criteria, making them Specific, Measurable, Attainable, Results-Oriented, and Time-Bound. This ensures a structured and effective approach to achieving the focus area of maintaining progressive planning at STRIDE Academy.*