Wayne Township Public Schools

District Goals
2017-2018

Presented/Approved by the Board of Education: August 17, 2017

Note: Goals are not presented in any particular order.

GOAL 1: ONE-TO-ONE IMPLEMENTATION

Narrative: The Wayne Township Public Schools took a major step forward with the new one-to-one computing program at both high schools. The district has been building toward this goal for a number of years by building the kind of technology infrastructure necessary to handle the number of devices that will be connected to the network. Thus far, the district has moved forward by following along closely with a number of guidance documents including *Project Red* and the *National Technology Plan*.

Rationale: Successful change hinges on a well-planned and thoughtful process that is carefully monitored. Distributing computers to students and staff members is not the conclusion of one-to-one implementation. Instead, it should be considered a mid point in the change process. Much work must be completed in order to maximize the technology investment made by the district.

The goal is to develop and implement a comprehensive program that will ensure that students and staff members derive the maximum benefit from the district technology investment.

STAFF RESPONSIBLE	SUPPORTING ACTIVITY (TIMELINE)	FINANCIAL IMPLICATIONS
Superintendent, Assistant Superintendent, Director of Secondary Education, Director of Technology, Business Administrator	Weekly planning meetings with the intent of verifying purchase, delivery and distribution of computers and discussion of network needs necessary for a successful start of the school year (Summer 2017)	NONE
Superintendent, Director of Technology	Introduction of Goal at Administrative Retreat (August 21, 2017)	NONE
Director of Technology, Teacher Coordinator of Technology	Creation of web-based information portal for parents and students (Summer 2017)	MINIMAL
Director of Technology, Technology Team	Upgrade of core routing switches to 10GB (Summer 2017)	$5000 (in budget and part of technology plan)
Director of Technology, Teacher Coordinator of Technology, Technology Team, Director of Secondary Education, High School Administrators, Technology Lead Teachers, Classroom Teachers	Creation of web-based lesson plan portal for teachers and share best practices and lesson ideas (Summer 2017)	None (Using Google Classroom and Google Sites)
Director of Technology, Teacher Coordinator of Technology. Technology Team, High School Administrators, Technology Lead Teachers	Develop a minimum of 30 hours of content for professional development to be delivered by technology training leaders (Fall 2017)	Part of technology plan Content developed at contractual rate.
Director of Technology, Teacher Coordinator of Technology, Technology Team	Deliver a comprehensive technology security training program for staff based on identified security issues (Fall 2017)	Approximately $10,000 (in budget)
Director of Technology, Teacher Coordinator of Technology, School Business Administrator	Develop and maintain accurate inventory and collect data to support future technology budgets (Spring 2018)	Approximately $20,000 (in budget)-software also used for a variety of other purposes included "at-home filtering" for all school owned devices.
Superintendent, Assistant Superintendent, Director of Technology, Teacher Coordinator of Technology, Directors, Technology Team, Teachers	Pursue Future Ready Schools New Jersey Digital Learning Certification Program (Spring 2018)	None
Teacher Coordinator of Technology	Parent and Student Surveys (Spring 2018)	None

GOAL 2: Enhancing School Security and Emergency Preparedness

Narrative: Recently, The New Jersey Department of Education's Office of School Preparedness and Emergency Planning made a number of planned, but unannounced visits to three of our schools. The visit was a collaborative process and in addition to the security experts from the NJDOE, the feedback cycle included officers from the Wayne Police Department, teachers, administrators, and facility personnel.

Rationale: Although the process was challenging, the district gained an incredible amount of insight into the variety of problems that emerge in the event of an actual crisis situation. As a result of increased levels of preparation and tests on school security practices and procedures, the district will improve safety for all students and employees.

The goal is to internally simulate a host of situations and test the response of our district schools for the purpose of testing our emergency preparedness. At the conclusion of each drill, written feedback will be provided to each building.

STAFF RESPONSIBLE	SUPPORTING ACTIVITY (TIMELINE)	FINANCIAL IMPLICATIONS
Superintendent	Introduction of Goal at Administrative Retreat with feedback from schools that already underwent NJDOE drills (August 21, 2017)	NONE
Superintendent	Provide training from NJDOE Office of Preparedness and Emergency Planning (August 22, 2017)	NONE
Superintendent/Executive Manager for Safety and Security/ School Security Committee/ School Resource Officers	Planning Meeting (Late September 2017, Early October 2017)	NONE
Superintendent/Executive Manager for Safety and Security/ School Security Committee/ School Resource Officers	Conduct drills at every school that did not participate in the NJDOE drills during the 2016-2017 school year (11 schools) and provide written feedback.	NONE
Superintendent/Executive Manager for Safety and Security/ School Security Committee/ School Resource Officers	Review activities and plan next series of drills for upcoming year based on identified needs	NONE

GOAL 3: No Place for Hate Initiative

Narrative: New Jersey has been a leader in establishing a very strong framework to combat issues of bullying in public schools. In response to the Anti-Bullying Bill of Rights (ABR) and the most stringent legal requirements in the nation, the Wayne Township Public Schools developed a local program that includes a variety of educational programs for students, parents, teachers, administrators, and board members.

Rationale: As a result of our internal analysis of HIB cases reported in the Wayne Township Public Schools, we recognize that a number of cases have roots in bias and hatred. A number of confirmed cases are the result of incidents perceived as being motivated either by an actual or perceived characteristic, such as race, color, religion, ancestry, national origin, gender, sexual orientation, gender identity and expression, or a mental, physical or sensory disability, or by other distinguishing characteristics.

The goal is to implement the *No Place for Hate®* program developed by the Anti-Defamation League (ADL). ADL's *No Place for Hate®* program provides schools and communities with an organizing framework for combating bias, bullying and hatred, leading to long-term solutions for creating and maintaining a positive climate. *No Place for Hate* schools receive their designation by:

- Building inclusive and safe communities in which respect is the goal, and all students can thrive.
- Empowering students, faculty, administration and family members to take a stand against hate and bullying by incorporating new and existing programs under one powerful message.
- Engaging schools and communities in at least three anti-bias activities per year, which ADL helps to develop.
- Sending a clear, unified message that all students have a place to belong.

STAFF RESPONSIBLE	SUPPORTING ACTIVITY (TIMELINE)	FINANCIAL IMPLICATIONS
Superintendent, District Anti-Bullying Coordinator	Introduction of Goal at Administrative Retreat (August 21, 2017)	NONE
District Anti-Bullying Coordinator, Grade Level Reps, Principals and Assistant Principals	Provide Overview and Training for Implementation to Administrator (August 22, 2017)	NONE
District Anti-Bullying Coordinator, Anti-Bullying Specialists, Principals and Assistant Principals	Plan *No Place for Hate* rollout, signing of pledge, deliver school level programs (Fall 2017)	$5,000 (approximate cost for summer planning hours for anti-bullying specialists)
District Anti-Bullying Coordinator	Register District as participant in *No Place for Hate* (September 2017)	NONE
District Anti-Bullying Coordinator	Present *No Place for Hate* to Board of Education (September 28, 2017)	NONE
District Anti-Bullying Coordinator, Anti-Bullying Specialists, Principals and Assistant Principals, School Safety Teams	Coordinate and deliver three programs at each school that meet *No Place for Hate* anti-bias, anti-bullying objectives by June 30, 2018	Minimal

GOAL 4: New Program Implementation

Narrative: In the prior year, the district was able to reach consensus on two very important matters. The selection of educational materials needed to support the mandated Next Generation Science Standards (NGSS) led to the selection of the *National Geographic Exploring Science Program*. Another committee was able to come to consensus on the purchase of *Schoolwide,* a popular and well-regarded language arts program. The district made a significant investment to bring both programs to our schools and budgeted over $1,200,000 for new instructional materials and professional development.

Rationale: The recent and successful implementation of the EnVision Math 2.0 program verified that extensive planning, training, and feedback will ensure that a district investment is maximized. The kind of focus necessary for a major program implementation is bolstered when implementation is a district goal. Developing an implementation plan through a collaborative process also allows for greater attention to detail as well as the ability to make occasional adjustments based on feedback.

The goal is to work collaboratively to develop an excellent implementation plan for both programs.

STAFF RESPONSIBLE	SUPPORTING ACTIVITY (TIMELINE)	FINANCIAL IMPLICATIONS
Superintendent, Assistant Superintendent, Director of Elementary Education	Introduction of Goal at Administrative Retreat (August 21, 2017)	NONE
Assistant Superintendent, Director of Secondary Education	Contracts for professional development (Summer 2017)	Significant and included within budget
Director of Elementary Education	Form Implementation Teams (Summer 2017)	NONE
Director of Elementary Education, Implementation Teams	Seek building level feedback following initial professional development sessions (Fall 2017)	NONE
Director of Elementary Education, Implementation Teams	Parent Nights (Fall 2017)	Hourly rate for selected employees
Director of Elementary Education, Implementation Teams	Classroom Coaching/Model Lessons to target specific learning needs/styles (Winter and Spring 2018)	Grant Funded-approximately $50,000
Assistant Superintendent, Director of Elementary Education, Elementary Assistant Principals, Teachers	Grade Level Articulation Meetings at Wayne Township Learning Center to reflect and look ahead to 2018-2019 (Spring 2018)	Substitute costs and hourly curriculum rate when teachers are delivering training
Director of Elementary Education	Elementary Parent Survey (Spring 2018)	NONE

GOAL 5: Digital Marketing Plan

Narrative: It is clear that there is a worldwide shift with how people receive news and information. The demise of many magazines and newspapers is just one indicator of this shift. In fact, reading about the news on a desktop or laptop is for many, an outdated mode for delivering information. What is clear is that mobile technology and social media are the future of news and information delivery.

Rationale: While the district has the standard communication tools such as a website, multiple social media accounts, a school district APP, and a system to push e-mail, what we don't have is a specific plan for how and when to use each resource. We do not have any coordinated marketing campaigns. While we have some metrics to show how our communications are received, we still struggle to understand the effectiveness of our efforts to communicate. The district can improve communications by developing a specific plan.

The goal is to establish a better foundation for electronic communication with consideration given to the importance of mobile technology and then develop a digital marketing plan to effectively utilize communication tools to enhance our ability to connect with parents, staff, students, and residents in a manner that is most convenient.

STAFF RESPONSIBLE	SUPPORTING ACTIVITY (TIMELINE)	FINANCIAL IMPLICATIONS
Superintendent, Assistant Superintendent, Director of Technology	Introduction of Goal at Administrative Retreat (August 21, 2017)	NONE
Superintendent, Director of Technology, Teacher Coordinator of Technology, Directors	Rebrand and redistribute our mobile app to make it more mobile friendly to deliver school specific targeted content (Fall 2017)	(Bundled into approximately $50,000 cost for website hosting, app, home and emergency notification and included in budget)
Superintendent, Director of Technology, Teacher Coordinator of Technology, Directors	Rebrand website to make it more mobile friendly and ADA compliant (Fall 2017)	(Bundled into approximately $50,000 cost for website hosting, app, home and emergency notification and included in budget)
Director of Technology, Technology Team	Include SMS text messaging as part of our home and emergency notification system (Fall 2017)	(Bundled into approximately $50,000 cost for website hosting, app, home and emergency notification and included in budget)
Superintendent, Director of Technology, Teacher Coordinator of Technology, Principals, Teachers	Form a digital marketing team (Fall 2017) and collect consumptions statistics	NONE
Superintendent, Director of Technology, Teacher Coordinator of Technology, Principals, Digital Marketing Team, Teachers, Parent Representatives	Develop digital marketing plan based on research, including recommendations for various campaigns (Winter 2017/Spring 2018)	NONE