

Olympia Strategic Plan 2017-2021

WHY WE ARE HERE:

DRIVEN to **ENSURE** every **STUDENT** has **SKILLS** for **SUCCESS** in **SCHOOL, COLLEGE, CAREER,** and **LIFE**

HOW WE ACCOMPLISH THE WHY:

EMPOWER LEARNERS to **RECOGNIZE** and **ACHIEVE PERSONAL GROWTH** for **SUCCESS**

WHAT WE CURRENTLY DO TO ACCOMPLISH THE WHY:

Promote **LEARNING** of the heart, head, and hands.

Ensure **GROWTH** in the skills needed for success in college, career, and life.

Unwavering **HIGH EXPECTATIONS** of self and others.

Accountability for **ACHIEVEMENT** in academics, activities, citizenship, and human development.

All with the highest level of **INTEGRITY**, we will cultivate a positive learning **ENVIRONMENT**, where we will achieve goals through **TEAMWORK, COMMUNICATION**, and partnership with our **COMMUNITY**.

NEEDED GOALS TO ACCOMPLISH THE WHY:

Goal 1 – Increase student **ACHIEVEMENT** for student success in college, career, and life.

Goal 2 – Provide employee **DEVELOPMENT** for student success in college, career, and life.

Goal 3 – Provide **CONDITIONS** and **RESOURCES** for student success in college, career, and life.

Goal 4 – **DEVELOP, MARKET,** and **COMMUNICATE** a culture of **PRIDE** and **SUCCESS** throughout the learning **COMMUNITY**.

GOAL ONE A - All students will demonstrate achievement in multiple arenas (academic, extra-curricular, personal)

ACTION STEP ONE	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
All students will be proficient (level 3) in at least three or more core academic areas at the end of a course/year.	<ul style="list-style-type: none"> Reporting system such as Skyward or other systems 	<ul style="list-style-type: none"> Students SILT Teachers Administration 	<ul style="list-style-type: none"> 90% of students 	<ul style="list-style-type: none"> High School – Semester K-8 – End of Year
ACTION STEP TWO	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
All students will attend school to gain the skills necessary for success.	<ul style="list-style-type: none"> Reporting system 	<ul style="list-style-type: none"> Student Parent 	<ul style="list-style-type: none"> 94% attendance rate (which is roughly 162 days of 173) 	<ul style="list-style-type: none"> Monthly
ACTION STEP THREE	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
All students will show growth in achievement through personalized learning in academic, non-academic, and social/emotional skills.	<ul style="list-style-type: none"> STAR Math and Reading Extra-curricular activities Measure of social/emotional skills (Panorama Ed Suite) 	<ul style="list-style-type: none"> Student Teacher SILT 	<ul style="list-style-type: none"> 90% of students showing appropriate growth in academic skills, activities, personal skills, and social/emotional skills. 	<ul style="list-style-type: none"> Timeline linked to the academic, activity, or personal timeline.
ACTION STEP FOUR	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
All students will utilize results from assessments to identify skill deficits and correct them using a myriad of resources.	<ul style="list-style-type: none"> SAT Suite (PSAT 8/9, PSAT/NMSQ 10, SAT 11) STAR/AR Read and Math DIBELS IXL ELA, Math, Science College Board Accounts/ Kahn Academy 	<ul style="list-style-type: none"> Admin Counselors Student Teacher K12 Committee 	<ul style="list-style-type: none"> 90% of students showing appropriate growth in benchmark assessments 	<ul style="list-style-type: none"> 2017 and beyond

GOAL ONE B - All students will have the resources and the exposure to build, develop, and demonstrate key attributes/skills

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ACTION STEP ONE	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
All students at the elementary levels will have increased rigor/focus of the RTI/MTSS block	<ul style="list-style-type: none"> • Additional interventionists • Possible Summer School/Tutoring • Materials/Resources 	<ul style="list-style-type: none"> • Admin 	<ul style="list-style-type: none"> • 90% of students placed in meaningful, rigorous, and focused experiences show appropriate growth. 	<ul style="list-style-type: none"> • Time needed to plan and then will become daily routine
ACTION STEP TWO	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
All students will recognize and demonstrate key attributes of the Spartan Skills and model respect in an accountable manner.	<ul style="list-style-type: none"> • Key attributes of Spartan Skills developed in a uniform manner • Programs that incentivize students who recognize and model respect, empathy, critical thinking, problem solving, responsibility, perseverance, self-skills, and collaboration. 	<ul style="list-style-type: none"> • Students • Teachers • Administrators • K12 Committee 	<ul style="list-style-type: none"> • Improved level of respect across K-12 buildings evidenced by Spartan Skill growth. 	<ul style="list-style-type: none"> • Ongoing

GOAL ONE C – All students will engage in a collaborative activity outside the classroom that will allow for personal growth.

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ACTION STEP ONE	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
All students will be required to complete a community service component for graduation.	<ul style="list-style-type: none"> • Naviance to track • List of expectations and parameters for what community service entails • Graduation Policy Change 	<ul style="list-style-type: none"> • Advisory teachers • Counselors 	<ul style="list-style-type: none"> • Students write a personal growth statement, provide 5 hours of service per year, and log hours 	<ul style="list-style-type: none"> • Ongoing
ACTION STEP TWO	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
All students K-8 will be introduced to community service and participate in opportunities.	<ul style="list-style-type: none"> • Naviance for 6-8 • Teacher collaboration 	<ul style="list-style-type: none"> • Teachers • Community members 	<ul style="list-style-type: none"> • Students write a personal growth statement 	<ul style="list-style-type: none"> • All grades will complete one per year.
ACTION STEP THREE	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
All students will participate in at least one extra/co-curricular activity per year.	<ul style="list-style-type: none"> • Activities for all levels • Policy Change 	<ul style="list-style-type: none"> • Students • Teachers • Administrators • Volunteers 	<ul style="list-style-type: none"> • 90% of students involved 	<ul style="list-style-type: none"> • Yearly

GOAL ONE D - Each OHMS student will select a college-career pathway and develop a plan of study to achieve college-career goals.

ACTION STEP ONE	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
All OMHS students will learn about self through surveys, exploration, and research, then identify a career pathway curriculum for success in college, career, and life.	<ul style="list-style-type: none"> • Naviance • Curriculum • Career Pathways 	<ul style="list-style-type: none"> • Admin • Teachers • Counselors 	<ul style="list-style-type: none"> • All students identify and have a college/career pathway 	<ul style="list-style-type: none"> • Develop plan and ongoing throughout the school year.
ACTION STEP TWO	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
All OHMS students will engage in various exposure opportunities (internships, job shadows, partnerships, employment) within the community and district.	<ul style="list-style-type: none"> • Businesses willing to utilize students for internships • Courses/time devoted to internships 	<ul style="list-style-type: none"> • Admin • Teachers • Counselors 	<ul style="list-style-type: none"> • Increase the % of students engaging in exposure activities over the next several years until 50% of students 6-12 are participating in the program. 	<ul style="list-style-type: none"> • Develop plan and ongoing throughout the school year.
ACTION STEP THREE	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
All OHMS students will have increased opportunities to obtain dual credit, certifications, advanced placement, and other on-line opportunities to assist them on college career pathway.	<ul style="list-style-type: none"> • Increased Ability to Offer Technology for Students 	<ul style="list-style-type: none"> • Administration • AP/DC Teachers • K12 Committee • OHMS SILT • Counselors 	<ul style="list-style-type: none"> • Increase % of credit and certification received prior to graduation 	<ul style="list-style-type: none"> • 2018-2019 then on-going

GOAL TWO A - Each teacher will engage in professional development to achieve personal growth leading to successful students.

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ACTION STEP ONE	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
Teachers will continue to have access to PD (academic, social, emotional, etc...) through Olympia Academy offerings, conferences, universities, ROE, Tri County, HILIA, and others.	<ul style="list-style-type: none"> • Stipends, presenters, resources for presentations (books, etc.) • Registration/Speaker Costs • Substitute Costs 	<ul style="list-style-type: none"> • Admin • Teachers 	<ul style="list-style-type: none"> • 90% of teachers will participate in quality development 	<ul style="list-style-type: none"> • Yearly
ACTION STEP TWO	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
Create a system that allows teachers to participate in peer coaching/observation	<ul style="list-style-type: none"> • Time • Coach 	<ul style="list-style-type: none"> • Admin • Teachers 	<ul style="list-style-type: none"> • 90% of teachers engaging in peer coaching/ observation 	<ul style="list-style-type: none"> • Begin year one • Ongoing development
ACTION STEP THREE	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
Implement online forum to share PD tools	<ul style="list-style-type: none"> • Online site accessed through website 	<ul style="list-style-type: none"> • Tech team • Admin • Teachers 	<ul style="list-style-type: none"> • Each year teachers will increase their utilization of the online forum with ultimate goal of all teachers using the resources in some capacity. 	<ul style="list-style-type: none"> • 2018-2019 • Ongoing

GOAL TWO B - Each support staff member will engage in professional development to achieve personal growth leading to successful students.

ACTION STEP ONE	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
Provide opportunities for non-certified staff to engage in District activities (SIP, Teachers Institute, Academy, etc...) and required trainings pertaining to their job assignment and professional goals.	<ul style="list-style-type: none"> • Time • Extra Employee Costs • Registration/Speaker Costs • Substitute Costs 	<ul style="list-style-type: none"> • Administrators • Directors • Support Staff 	<ul style="list-style-type: none"> • 100% completion of compliance training • 90% of employees attend development 	<ul style="list-style-type: none"> • 2017-18 school year • Yearly
ACTION STEP TWO	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
Develop a mentoring program for new para-professionals	<ul style="list-style-type: none"> • Time • Extra Employee Costs • Registration/Speaker Costs • Substitute Costs 	<ul style="list-style-type: none"> • Administrators • Teachers 	<ul style="list-style-type: none"> • 100% of new para-professionals will take part in mentoring 	<ul style="list-style-type: none"> • 2018-19 school year • Yearly
ACTION STEP THREE	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
Develop a goal setting program (professional goal) for every employee	<ul style="list-style-type: none"> • Time • Support to Achieve Goal • Training • Evaluation Tool to Monitor Goal Achievement 	<ul style="list-style-type: none"> • Administrators • Head Coaches/Sponsors • Directors • Department Chairs 	<ul style="list-style-type: none"> • All staff members will have a goal set in collaboration with their supervisor and actively work to achieve goals. 	<ul style="list-style-type: none"> • 2017-18 school year
ACTION STEP FOUR	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
Develop program goal for teams, departments, groups, etc.	<ul style="list-style-type: none"> • Time • Support to Achieve Goal • Training 	<ul style="list-style-type: none"> • Administrators 	<ul style="list-style-type: none"> • All students and groups will have a goal set in collaboration with their supervisor/program and actively work to achieve goals. 	<ul style="list-style-type: none"> • 2017-18 school year

ACTION STEP FIVE				
ACTION STEP FIVE	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
Develop goal setting program for student athletes/scholars/performers where each student has one goal for his/her extra-curricular activity	<ul style="list-style-type: none"> • Time • Support to Achieve Goal • Training 	<ul style="list-style-type: none"> • Administrators • Coaches/Sponsors 	<ul style="list-style-type: none"> • All students and groups will have a goal set in collaboration with their supervisor/program and actively work to achieve goals. 	<ul style="list-style-type: none"> • 2017-18 school year
ACTION STEP SIX				
ACTION STEP SIX	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
Develop a professional development academy specifically for coaches and sponsors	<ul style="list-style-type: none"> • Resources • Curriculum • Presenters 	<ul style="list-style-type: none"> • AD • Head Coach 	<ul style="list-style-type: none"> • 100% Attendance • Exit Surveys 	<ul style="list-style-type: none"> • At least twice a year • First One August 2017
ACTION STEP SEVEN				
ACTION STEP SEVEN	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
Each coach and/or sponsor will develop a network outside of Olympia to help improve their program	<ul style="list-style-type: none"> • Resources • Memberships • Support 	<ul style="list-style-type: none"> • AD • Head Coach 	<ul style="list-style-type: none"> • 100% Implementation 	<ul style="list-style-type: none"> • 2017-2018 School Year
ACTION STEP EIGHT				
ACTION STEP EIGHT	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
Develop a mentoring program for new coaches and sponsors	<ul style="list-style-type: none"> • Mentors for Mentees • Time • \$ for Stipends/Contract 	<ul style="list-style-type: none"> • AD 	<ul style="list-style-type: none"> • 100% of Mentees with Meet with a Mentor 	<ul style="list-style-type: none"> • 2018-2019 School Year

GOAL THREE A - District will provide conditions where staff create a variety of flexible learning spaces and schedules to maximize student achievement.

ACTION STEP ONE				
ACTION STEP ONE	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
Research and identify a variety of flexible furnishing options for learning spaces	<ul style="list-style-type: none"> Professional Design Services Survey Site Visits 	<ul style="list-style-type: none"> Admin Teacher 	<ul style="list-style-type: none"> Accumulated data and design 	<ul style="list-style-type: none"> 2017-18
ACTION STEP TWO				
ACTION STEP TWO	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
Implement flexible learning spaces	<ul style="list-style-type: none"> Flexible furnishings, technology, etc. to facilitate environment 	<ul style="list-style-type: none"> District and Building Admin 	<ul style="list-style-type: none"> Completed learning spaces 	<ul style="list-style-type: none"> 2017-18 (begin)
ACTION STEP THREE				
ACTION STEP THREE	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
The District will continuously evaluate facilities and plan for future improvements to be responsive to facility needs	<ul style="list-style-type: none"> Money, land, space, design 	<ul style="list-style-type: none"> District and Building Admin Community Leaders Staff Parents-Students 	<ul style="list-style-type: none"> Facilities plans Upgrades that improve student learning and meet enrollment needs 	<ul style="list-style-type: none"> Research 2017-18 Implement 2018-19
ACTION STEP FOUR				
ACTION STEP FOUR	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
Maximize the opportunities and usage of space in facilities by providing flexible resources	<ul style="list-style-type: none"> Projectors, screens, portable tables/ chairs/desks, training 	<ul style="list-style-type: none"> District and Building Admin Site-based leadership team Technology Staff Maintenance Staff 	<ul style="list-style-type: none"> Increased use of spaces (gyms, cafeterias, auditoriums) for varied activities 	<ul style="list-style-type: none"> Research 2017-18 Implement 2018-19

ACTION STEP FIVE	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
A task force of teachers and admin will work to investigate necessary materials and space for STEM labs/Maker's Spaces	<ul style="list-style-type: none"> • Subs for site visits • Stipend • Access to STEM experts (U of I Fab Lab) 	<ul style="list-style-type: none"> • District and Building Admin • Teachers • Technology Staff • Maintenance Staff 	<ul style="list-style-type: none"> • Fully Developed plan and curriculum for STEM labs/Maker's Spaces 	<ul style="list-style-type: none"> • Research 2017-18
ACTION STEP SIX	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
The District will provide STEM labs/Maker's Spaces for students to fully engage in STEM learning activities	<ul style="list-style-type: none"> • Space • Materials • Tools • Ideas • Curriculum 	<ul style="list-style-type: none"> • District and Building Admin • Teachers • Technology Staff • Maintenance Staff 	<ul style="list-style-type: none"> • Increased use of spaces (gyms, cafeterias, auditoriums) for varied activities 	<ul style="list-style-type: none"> • Implement 2018-19
ACTION STEP SEVEN	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
The District will partner with the community to provide resources to continuously enhance and sustain STEM labs/Maker's Spaces	<ul style="list-style-type: none"> • Contacts with local libraries, community leaders, Challenger, U of I Fab Lab, etc. 	<ul style="list-style-type: none"> • District and Building Admin • Teachers • Technology Staff • Maintenance Staff 	<ul style="list-style-type: none"> • Procurement of grants, funding and other resources to sustain labs 	<ul style="list-style-type: none"> • 2018-19 and ongoing

GOAL THREE B - The district will be agile in providing resources that foster skills for success.

ACTION STEP ONE	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
Personalize learning to provide access to technology when and where students need it to support career pathways and promote critical thinking, collaboration, and communication	<ul style="list-style-type: none"> • Student devices • Other tech hardware (CAD, robotics, STEM materials) • PLTW or similar • Community Partnerships (engineering) • Bus/community Wi-Fi • Student run help center 	<ul style="list-style-type: none"> • Admin • Directors • Teachers 	<ul style="list-style-type: none"> • All students and teachers have access to technology that meets their learning needs 	<ul style="list-style-type: none"> • 2017-18 (Begin)

GOAL FOUR A - Increase Olympia School Spirit and develop it into Olympia Community Spirit.

ACTION STEP ONE	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
Create, Market, Brand Olympia	<ul style="list-style-type: none"> Designers (Students) 	<ul style="list-style-type: none"> Teacher of Design Class Maintenance Director 	<ul style="list-style-type: none"> Olympia Village Logo/Sign Olympia Flag 	<ul style="list-style-type: none"> 2018-19 and ongoing
ACTION STEP TWO	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
Develop a course and/or curriculum to address needs to the areas of Communities, Communication, Business Development, and Internships	<ul style="list-style-type: none"> Credited Course Instructor 	<ul style="list-style-type: none"> Administration Board K12 SILT Board 	<ul style="list-style-type: none"> Course/Curriculum Creation 	<ul style="list-style-type: none"> 2018-19 and ongoing
ACTION STEP THREE	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
Contact Each Business (not Soliciting) to Have a Conversation to Foster Relationships with Community and Business Groups – Kids learning experience	<ul style="list-style-type: none"> Time People Passion System HS Course – Community/Communications 	<ul style="list-style-type: none"> Administration Board OAC OMA OFFE Triangle Staff 	<ul style="list-style-type: none"> Annual Successful Contact via Phone, Face, Letter, Meeting, and Presence 	<ul style="list-style-type: none"> 2018-2019
ACTION STEP FOUR	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
Schedule a Business/Community Night at one OHMS Fall, Winter, and Spring Event	<ul style="list-style-type: none"> Time Publication 	<ul style="list-style-type: none"> Activities Office 	<ul style="list-style-type: none"> Completion 	<ul style="list-style-type: none"> 2017-2018
ACTION STEP FIVE	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
Schedule a performance/event in at least every community every year	<ul style="list-style-type: none"> Transportation Scheduling Publication 	<ul style="list-style-type: none"> Board OAC AD 	<ul style="list-style-type: none"> One OHMS Event One Elementary Event 	<ul style="list-style-type: none"> 2017-2018 School Year

ACTION STEP SIX				
ACTION STEP SIX	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
Develop an Olympia Leadership Committee comprised of one Village Mayors and one Village Board Member and Olympia Administrators and Board Members	<ul style="list-style-type: none"> • Time • Contact 	<ul style="list-style-type: none"> • Administration • Board • Mayor • Village Board 	<ul style="list-style-type: none"> • At least one meeting per year 	<ul style="list-style-type: none"> • 2017-2018
ACTION STEP SEVEN				
ACTION STEP SEVEN	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
Partner with Olympia Communities in revitalization and housing development	<ul style="list-style-type: none"> • Time • Contact • Personnel 	<ul style="list-style-type: none"> • Administration • Board • OAC 	<ul style="list-style-type: none"> • Increase of Young Families in Olympia Communities • Increased Enrollment 	<ul style="list-style-type: none"> • 2018-2019
ACTION STEP EIGHT				
ACTION STEP EIGHT	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
Dashboard in which data collected reflects our values and holds District accountable	<ul style="list-style-type: none"> • Web • Data Collection • Hard Copy Mailer 	<ul style="list-style-type: none"> • Administration • Board • OAC 	<ul style="list-style-type: none"> • At Least One Mailer in Boxes, Gas Stations, Post Offices, Website 	<ul style="list-style-type: none"> • 2017-2018

GOAL FOUR B - Effectively communicate and market the Olympia story.

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ACTION STEP ONE	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
Maintain official presence on Facebook.	<ul style="list-style-type: none"> Designated staff member(s) Budget for contests w/ prizes to promote; invite community contributors 	<ul style="list-style-type: none"> Tech Director and AD 	<ul style="list-style-type: none"> 25% increase in followers; 10% increase each subsequent year. (baseline taken Aug. 1) 	<ul style="list-style-type: none"> Research 2017-18 Implement 2018-19
ACTION STEP TWO	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
Additional social media accounts – Instagram, Twitter, etc.	<ul style="list-style-type: none"> Designated staff member(s) 	<ul style="list-style-type: none"> Tech Director and AD 	<ul style="list-style-type: none"> 25% increase in followers; 10% increase each subsequent year. (baseline taken Aug. 1) 	<ul style="list-style-type: none"> Research 2017-18 Implement 2018-19
ACTION STEP THREE	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
Live stream activities	<ul style="list-style-type: none"> Increased Internet capacity; video recording hardware 	<ul style="list-style-type: none"> Tech Director and AD 	<ul style="list-style-type: none"> Add 5 events per year. 	<ul style="list-style-type: none"> Research 2017-18 Implement 2018-19
ACTION STEP FOUR	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
Promote #(Oly) hashtag	<ul style="list-style-type: none"> Merchandise (t-shirts, cups, etc.) 	<ul style="list-style-type: none"> Tech Director and AD OAC 	<ul style="list-style-type: none"> Visible increase in presence of hashtag at schools and in community 	<ul style="list-style-type: none"> Research 2017-18 Implement 2018-19
ACTION STEP FIVE	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
Video Production to Brand Olympia Spirit/Pride	<ul style="list-style-type: none"> Students Video/Tech Equipment Possible Curriculum/Course 	<ul style="list-style-type: none"> Administration Teacher 	<ul style="list-style-type: none"> Distribution of Video 	<ul style="list-style-type: none"> 2019-2020

ACTION STEP SIX	RESOURCES NEEDED	RESPONSIBLE PARTY	KEY SUCCESS INDICATOR	TIMELINE
Develop Realtor Package(s) and Have Conversation with Each Office in 30-mile radius	<ul style="list-style-type: none"> Anything which Promotes Families wanted to move into District 	<ul style="list-style-type: none"> Administration Villages OAC 	<ul style="list-style-type: none"> Promotion Package Distribution 	<ul style="list-style-type: none"> 2019-2020