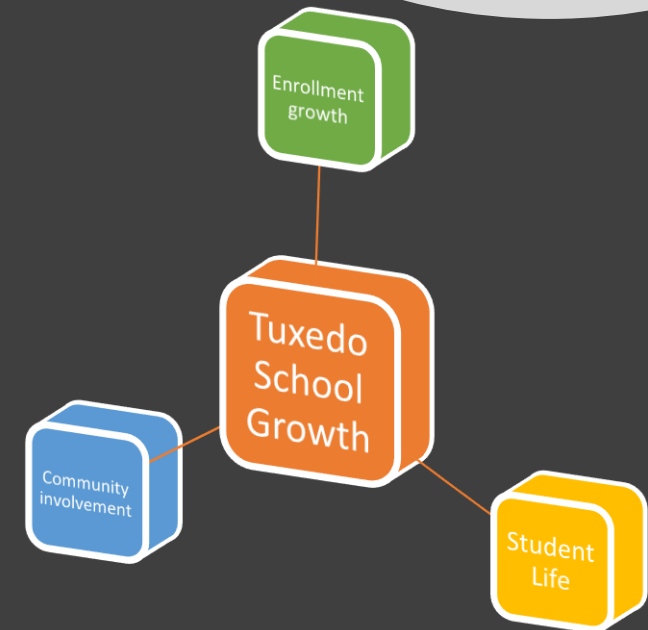


Tuxedo GFB High School

# Strategic Planning Committee Report April 2019



# Mission and Sub-committees

## **Mission Statement:**

*"The mission of the TUFSD Strategic Planning Committee is to identify financially prudent opportunities to increase enrollment in TUFSD while actively working to build community support, with the goal of enhancing the total school experience for all students. Once opportunities are identified, develop plans to implement the initiatives and measure their success against established milestones"*

## **Sub-committees**

- Marketing
- Student Life
- Community

Each sub-committee has worked to create recommendations for programs in the 2019-2020 school year that can have a positive impact for the school in different areas

Increase enrollment

Improve local community relations

Improve greater community perception

Enhance educational value

For each recommendation we will share the details about

- What is the program
- Why consider it and the benefit to the school
- How to get the ball rolling

*Further details will be provided to the Board in a written report.*

# Immediate action recommendations

Activities which should be undertaken within the existing school year



# Immediate action recommendations – by sub-committees

## Marketing (6)

- Spend remaining 2018-2019 school marketing budget on mailers / advertising targeting North Tuxedo and Monroe students (details submitted)
- Create process to track and record the source of all leads for new students
- Review and update school materials for tours and to be used in the Tuition-in website
- Provide information and materials to the marketing sub-committee for article creation to be sent to local publications to increase positive awareness of the Tuxedo UFSD schools
- Increase marketing budget for next school year (details submitted to the Board)
- Appoint somebody to coordinate collecting information for articles, sharing them with the marketing sub-committee for article writing, and submitting them to local press (PhotoNews/TPFYI/THR)

## Student Life (4)

- Investigate establishing unique sports programs (i.e. squash), while maintaining focus on core sports programs that TUFSD has excelled in; partner with other schools for sports programs in which TUFSD does not have significant participation or competence
- Explore robotics program and educational activities that are unique and can differentiate TUFSD from surrounding school districts
- Investigate creation of new clubs and events that are unique and can differentiate TUFSD
- Study bilingual education opportunities as a differentiator

## Community (5)

- Partner with local organizations (TPS, Chester, Library, Others) to enhance both learning and social opportunities for students
- Launch community garden project
- Continue work with local businesses and the Town of Tuxedo to create new internship opportunities
- Engage Community Speakers for presentations for the benefit of both the students and the community at large
  - The school auditorium can allow larger audiences than the Tuxedo Library .
  - Speakers can be engaged for both students audiences while others may be engaging for the entire community.
  - By partnering with other institutions some of the larger events can be co-produced/sponsored
- Increase local communications by sending a Board/Admin Liaison to report at municipal meetings on a regular basis and mail quarterly community-wide updates

# 2019-2020 action recommendations

By sub-committee



# 2019-2020 recommendations – Marketing sub-committee (proposals)

Four (4) proposals have been created by this sub-committee for consideration – Summary follows

What	Why		How to start
Market research	Increase enrollment	Gain a better understanding of how Tuxedo schools can appeal to parents and students in the region	Expand the distribution of the revised survey to surrounding districts
Create new Tuition-in focused parent/student website	Increase enrollment	Provide clear information on the benefits available at TUFSD to out-of-district parents and students	Decide on URL, host, and development resource Next work on content with marketing sub-committee
Lead-generation through mailers and newspaper advertising	Increase enrollment	Create awareness of the Tuxedo School tuition-in option and bring parents/students to the Tuition-in website	Decide on budget level for next fiscal year
Consistently create articles that can be published in local newspapers	Improve local community relations Improve greater community perception	Improve public perception of the school and increase awareness of the tuition-in option in the greater community	Decide on budget level for next fiscal year Appoint person within the school to collect article worthy information and share to Marketing sub-committee for article creation
Success metric(s)	The primary measure of success is TUFSD receiving more request for tuition-in information and increase in student enrollment. TUFSD must track how each contact learned about the programs to guide changes and improvements		



# 2019-2020 recommendations – Student Life sub-committee (proposals)

Three (3) proposals have been created by this sub-committee for consideration – Summary follows

What	Why		How to start
Create Service based learning program	<div style="background-color: #f4a460; border-radius: 10px; padding: 5px; text-align: center;">           Improve local community relations         </div>	Differentiates TUFSD from other local schools	Conduct study of costs, benefits, program structure ideas , and local resources. Create a detailed proposal for phase 2, detailed exploration, before the start of the next year
Create “summer enrichment” program for non-tuxedo students	<div style="background-color: #4a7ebb; color: white; border-radius: 10px; padding: 5px; text-align: center;">           Increase enrollment         </div>	Can introduce prospective students to the school and its programs in the summer, before the parents make a commitment (try before buy)	Survey current 7-12 students to find areas of interest Advertise available courses in surrounding areas
Develop “College in the High School” program where TUFSD students can earn college credits	<div style="background-color: #76b82a; color: white; border-radius: 10px; padding: 5px; text-align: center;">           Enhance educational value         </div>	Provide educational benefits for students and potential college cost saving for students and parents	Determine what classes TUFSD can offer that will meet criteria defined by specific partner colleges, Next review “articulation agreements” which define the relationships. - Agreement with STAC is underway (9 courses)
<div style="background-color: #4a7ebb; color: white; border-radius: 10px; padding: 5px; text-align: center;">           Increase enrollment         </div>			

Success metric(s)	<p>The primary criteria of these programs is enhancing the educational value at GFB. Measurable metrics expected include seeing a participation tracking, decrease in students being sent out-of-district for high school and/or improved perception of the school value to both resident and tuition-in students. The BOE should include definitive, measurable milestones for each program adopted.</p>
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# 2019-2020 recommendations – Community sub-committee (proposals)

Three (3) proposals have been created by this sub-committee for consideration – Summary follows

What	Why	How to start
<p>Fall of 2019 hold a “first annual” <b>Alumni Event / Open House</b></p>	<p><b>Improve local community relations</b></p> <p>Improve relations with TUFSD alumni and the community while creating buzz around the school and presenting a vibrant atmosphere for prospective students and parents</p>	<p>Select a date for the event, next form a committee made up of school staff and alumni to develop plans, and promotion for the event</p>
<p>Develop a “Community School” program</p>	<p><b>Enhance educational value</b></p> <p>Offering a variety of classes which interest area adult residents will improve the community value. It may also provide additional extra-curricular value to the students</p>	<p>Form a program committee (with school, town, and resident members) to carry forward from the exploration started by the sub-committee</p>
<p>Initiate a study to determine the requirements and anticipated costs to offer an all-day Pre-K program</p>	<p><b>Increase enrollment</b></p> <p>Allow the school to fulfil an existing need in the community, build goodwill, and potentially increase enrollment in the future</p>	<p>Define study scope, create an RFP, and begin interviewing consultant candidates</p>
<p>Success metric(s)</p>	<p>The goal of these programs is to enhance the value of TUFSD in the community and improve community perception. Additionally these programs will take time to implement after initial studies are complete. Therefore short term success measurements cannot be defined. Long term measurable metrics expected include a decrease in students sent out-of-district and/or improved perception of the school value. The BOE should include definitive, measurable milestones for each program adopted.</p>	



The Strategic Planning Committee would like to thank everyone who participated in this process

- The committee and sub-committee members who gave their time and knowledge
- The community members who participated in surveys and other information gathering activities which helped guide the actions and proposals
- The Tuxedo Board of Education members for their consideration of these recommendations and their continuing efforts to improve the Tuxedo Union Free School District