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Strategic Plan Goal Area	Stakeholder Engagement
Strategic Plan Performance Objective	Increase the use of technology and innovative strategies

PLAN
Review the goal area, performance objective, initiative(s), performance measures, and action steps that you are working on for this particular area. What have you completed? What can you celebrate?
• Continued support structure to ensure schools are trained to provide parents with access to Campus Portal. • Conducted parent workshops focusing on topics such as Campus Portal, student portal (Launchpad) and 21st Century Teaching and Learning.

DO
Describe the work of your team in achieving your performance objectives. Specifically address your initiatives and action steps.
• Continuing the process of cleansing the data converted from the previous system. • Implementing additional Campus Portal functionality for parents and students such as transportation, student assignment, and messaging features. • Developing and implementing a Tech Café program schedule that will focus on providing parent-focused Cybersafety, Social Media, and Blended Learning Tools.

CHECK
Are you getting the results needed to reach the performance targets? How are you monitoring and measuring to ensure results?
• There have been over 8,000 parent accounts created since the Campus Portal implementation. Our current progress of 41,770 shows us exceeding our target by over 1,700 parent accounts.

ACT
What are the challenges or obstacles you are facing or anticipating? What needs to change and/or improve to reach your performance targets? How will these changes lead to progress?

• Challenges that we are currently facing include:
   o We need a district-level plan that markets Campus Portal account access at the school level.
• This plan will lead to progress because:
   o Parental involvement utilizing a tool as simple as the Campus Portal equates to Stakeholder Engagement.
   o Schools will continue communicating the benefits of using the Campus Portal to their new and existing parent community.
   o Stakeholders will increase participation in the Get Connected campaign which includes utilizing all digital resources to stay abreast of district and local school news.