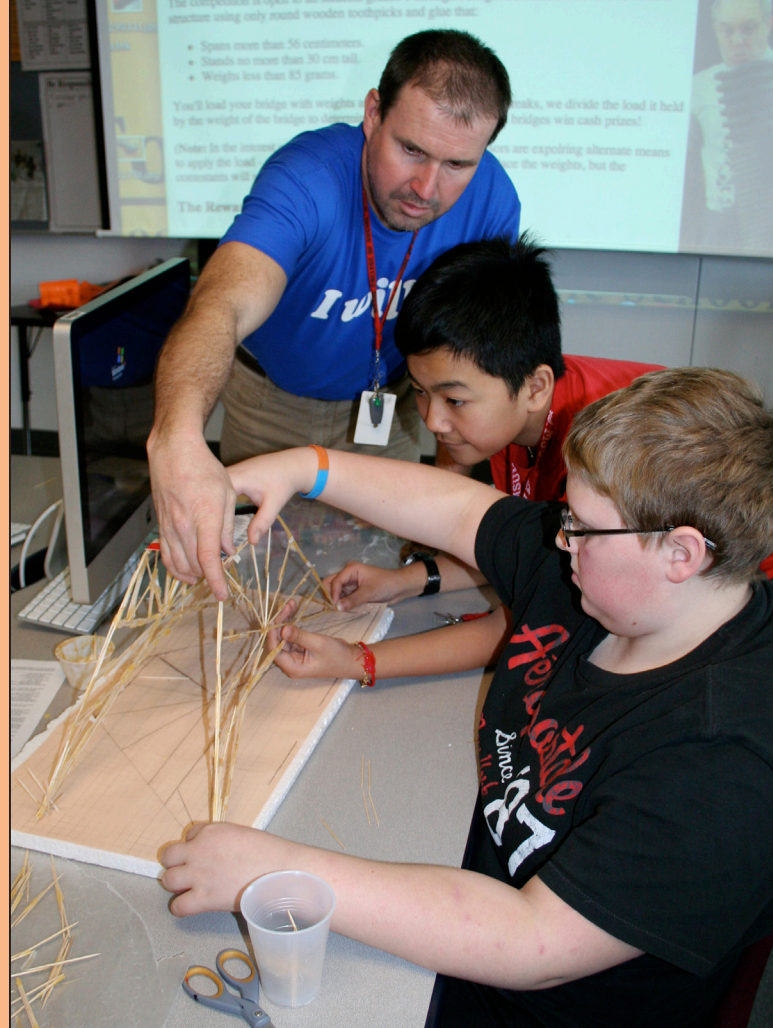


# PURPOSE PASSION PRIDE



## MOORHEAD AREA PUBLIC SCHOOLS 2012-13 STRATEGIC PRIORITIES

# Guiding Philosophy, Mission, Vision & Core Values

## Guiding Philosophy

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The guiding philosophy of Moorhead Area Public Schools is continuous improvement.

## Mission

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The mission of Moorhead Area Public Schools is to develop the maximum potential of every learner to thrive in a changing world.

## Vision

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The vision of Moorhead Area Public Schools is to be a school district where all students will become life-long learners and productive citizens. We will work collaboratively with our community to provide the resources necessary to be a school district of excellence.

## Core Values

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Moorhead Area Public Schools is committed to the education and well being of each student. We are committed to:

- creating a positive learning environment that values children and youth.
- supporting all learners.
- holding high standards and expectations for all learners.
- making research-based, data-driven, collaborative decisions inclusive of stakeholder perspectives.
- seeking continuous improvement and planning for the future.
- advocating for children and youth within our community and district.
- celebrating students and staff.
- promoting pride in the Moorhead community and schools.

# Strategic Priorities and Goals

## *Priority Area 1 (Academic):*

**Increase student learning and success in all academic and behavioral areas through guaranteed and viable curriculum, literacy and teacher effectiveness.**

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**Goal 1.1:** Implement District Improvement Plan (teacher effectiveness, PBIS, PLCs, data, parent involvement).

- A. Decrease the achievement gap at each school site by 8 percent in the areas of ethnicity, free and reduced lunch, special education, and English language learners for the 2012-2013 school year.
- B. Increase district reading achievement to exceed state average and be ranked in the top 25 percent of districts in the state.
- C. Increase district mathematics achievement to exceed state average and be ranked in the top 25 percent of districts in the state.

**Outcome:** District, state and national assessment data, formative assessment data, graduation rates and other academic and behavioral indicators.

**Goal 1.2:** Implement the District 2013-15 Technology Plan to include implementation of Schoolnet (Instructional Management System) and Haiku (Learning Management System) with an increased focus on technology integration to transform teaching practices for our 21st century learners.

**Outcome:** 100 percent of staff will use Google mail, 85 percent will use Google apps, 75 percent will use Haiku and 100 percent of district-created common assessments will use Schoolnet to administer, store and analyze test results.

**Goal 1.3:** Continue implementation of early childhood programming that aligns with school-age expectations and Reading Well Plan.

**Outcome:** Students who have participated in early childhood classes will demonstrate readiness for kindergarten skills.

# Strategic Priorities and Goals

## *Priority Area 2 (Human Capital):*

**Increase growth of all employees through recruitment, retention, training, development and supervision.**

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**Goal 2.1:** Continue to develop and implement a systematic evaluation system to include district priorities with stakeholder representation.

**Outcome:** Principal and teacher evaluation task forces will be formed with reports to administration (December – Principal Evaluation Task Force Report, May – Teacher Evaluation Task Force Report)

**Goal 2.2:** Continue teacher and instructional leadership induction program to embed SIOP and other district priorities.

**Outcome:** 95 percent retention of high quality teachers with non-evaluative feedback in the first 90 days for new teachers.

## *Priority Area 3 (Environment):*

**Provide a safe, healthy and respectful environment.**

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**Goal 3.1:** Implement system of positive behavior supports.

**Outcome:** Districtwide all disciplinary data (majors) will be recorded in consistent format and using consistent vocabulary.

**Goal 3.2:** Improve school safety.

**Outcome:** 100 percent of school manuals updated with updated information and procedures. School security projects (cameras, school entrance and others) will be completed by 2013.

# Strategic Priorities and Goals

## ***Priority Area 4 (Community Involvement):***

### **Improve satisfaction and involvement with students, parents and community.**

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**Goal 4.1:** Implement district communication plan to establish a clear brand identity for the district, building on that image and reputation, and create key messages and talking points for a consistent voice throughout all communications (internal and external).

**Outcome:** Brand identity clear and key messages established to communicate through the organization and community.

**Goal 4.2:** Collaborate with community partners to improve student outcomes.

**Outcome:** Community partnerships will be used to focus on student learning priorities.

**Goal 4.3:** Commitment to operating levy referendum priorities.

**Outcome:** Levy referendum priorities embedded in strategic and district improvement plans.

## ***Priority Area 5 (Organizational Effectiveness):***

### **Improve overall organizational effectiveness to support high standards throughout the district.**

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**Goal 5.1:** Implement district communication plan to establish a clear brand identity for the district, building on that image and reputation, and create key messages and talking points for a consistent voice throughout all communications (internal and external).

**Outcome:** Brand identity clear and key messages established to communicate through the organization and community.

**Goal 5.2:** Maintain fiscal accountability by aligning resources to instructional needs and priorities for student achievement.

**Outcome:** Compliance and accuracy with all financial reports. Comprehensive facilities plan developed by May 2013.



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