

A composite image of students working on a project, split vertically. The left side is orange-tinted and shows students working on a wooden block. The right side is blue-tinted and shows students working on a table with various materials. The text 'STRATEGIC 2020 VISION' is overlaid in the center.

STRATEGIC

2020

VISION

VISION

Embracing Today - Inspiring Tomorrow



MISSION

Arlington Heights School District 25 cultivates innovative learners within a nurturing and collaborative community to thrive in an ever changing world.

BROAD GOALS



STRATEGIC 2020 VISION



1. BROADEN BEST PRACTICES
2. EXPLORE PROGRAM EXPANSION
3. STRENGTHEN COMMUNITY RELATIONS
4. ENHANCE STAFF SUPPORT
5. MAINTAIN & ENHANCE HIGH QUALITY FACILITIES

ESTABLISH CONSISTENT COMMUNICATION ROUTINES WITH ENTIRE COMMUNITY

Why is consistency in communication important?

Effectiveness

Efficiency

Establish trust - Construction Blog

OUR AUDIENCES

Internal

School Board

Teachers

Administration

Administrative Assistants

External

Parents/Families/Guardians

Media

Constituents/Residents

Community Organizations

Neighboring School Districts

POP QUIZ TIME!

WHAT DOES CONSISTENCY LOOK LIKE IN COMMUNICATION?

Consistency - Time vs Message

- A. Time > Message
- B. Message > Time
- C. Time = Message
- D. All of the above

*psssst...over here....the
answer is D. All of the above*

CONSISTENTLY - MESSAGE & TIME

THE Message

Popup Podcast

Social Media - Twitter/FB

Remember WHENsday

Media

Emergency emails/calls

Time

Website - www.sd25.org

Insight Magazine

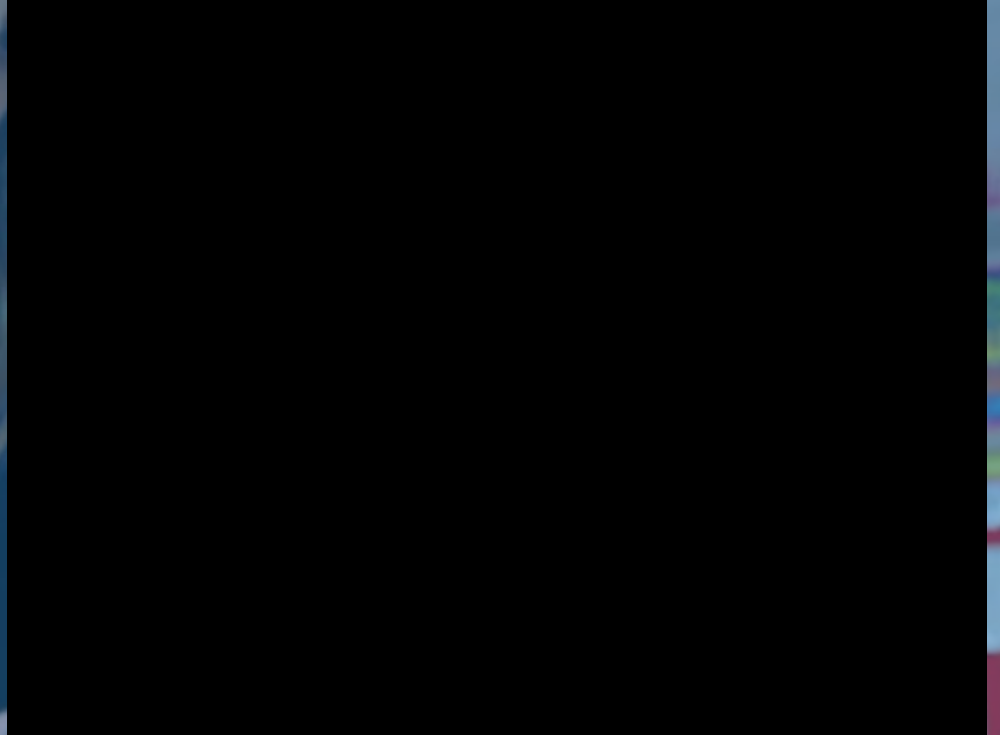
District Dish (still reviewing)

G2KY Podcast

Drift chat feature - website

LET'S SHOW YOU SOMETHING QUANTIFIABLE

AHSD 25 - Facebook Page



MORE CONSISTENCY, REACH FARTHER

Study: Are we overwhelming our parents?

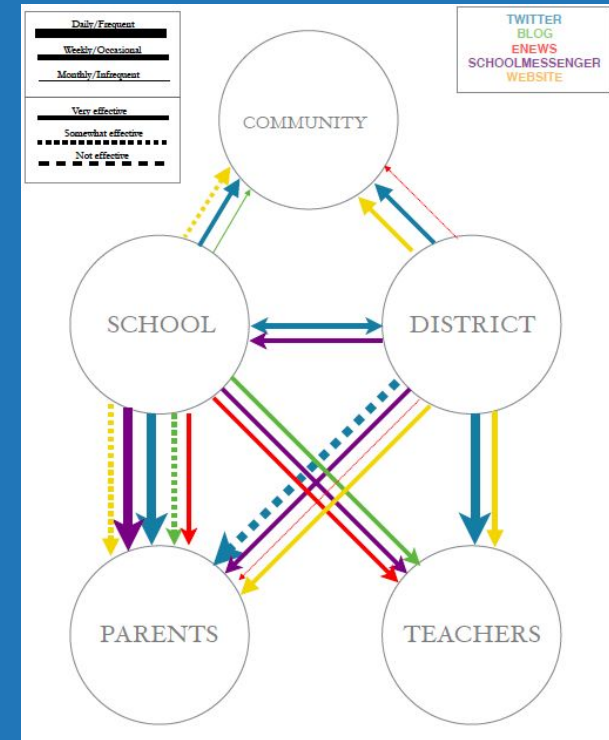
Survey x's 2 - admin & community

Centralize communication

Turning the power over to the parents

App?

Analyze from experience





DISTRICT 25

IT'S PERSONAL

STRATEGIC
2020
VISION



**Arlington
Heights**
SCHOOL DISTRICT 25

establish consistent communication
routines with entire community

STRENGTHEN
COMMUNITY
RELATIONS