

District Plan Quarterly Report #3
April 2017



VISION 2020
2016-2020
DISTRICT PLAN
2016-2017

OUR VISION: Learn More. Achieve More.

OUR MISSION: Continuous Improvement.

OUR GOAL: High Achievement for Each Student.

DISTRICT PLAN

EXECUTIVE SUMMARY

The goal of Carrollton-Farmers Branch Independent School District is high achievement for each student. Our work to help students reach their highest potential is guided by the following objectives:

Continuously improve student learning	
<p>The instructional core is composed of the teacher and student in the presence of content. The relationship between the teacher, student, and content determines the nature of instructional practice. The only way to improve instruction is by increasing the level of knowledge and skill the teacher brings to instruction, change the role of the student in instruction, and to increase the level and complexity of content.</p>	<p>How do we improve <u>student learning</u>?</p> <ul style="list-style-type: none"> ✓ Improve knowledge and skills of teachers and staff ✓ Improve student engagement with content ✓ Improve level and rigor of content
Continuously improve the learning environment	
<p>The learning environment comprises both the physical space and the emotional environment. Students must feel safe and secure, both physically and emotionally, in order for learning to occur.</p>	<p>How do we improve the learning environment?</p> <ul style="list-style-type: none"> ✓ Ensure safety and security ✓ Meet physical and emotional needs ✓ Provide effective learning facilities ✓ Increase access to digital learning
Continuously improve operational effectiveness	
<p>Operational effectiveness is the efficiency of business processes and fiscal resources.</p>	<p>How do we improve operational effectiveness?</p> <ul style="list-style-type: none"> ✓ Improve human resources management ✓ Improve financial management ✓ Improve business operations ✓ Improve technology infrastructure and operations
Continuously improve community support	
<p>Community support comprises support from parents, business, faith-based organizations, and community leadership. Schools cannot do it alone; CFB relies on partnership with stakeholders in the community for continued success.</p>	<p>How do we improve community support?</p> <ul style="list-style-type: none"> ✓ Provide excellent customer service ✓ Promote district accolades and initiatives ✓ Encourage involvement from community organizations and leadership

GUIDING OBJECTIVE 1: Continuously improve student learning

A. Strategy: Improve knowledge and skills of teachers and staff

OBSERVATION, FEEDBACK, AND COACHING	
<p>1.A.1. Continue to refine <i>Leverage Leadership</i> as an observation and feedback model.</p>	<ol style="list-style-type: none"> 1. <i>August 2016: Feedback was collected from 2015-16 regarding Leverage Leadership. Leverage Leadership is a coaching model in which teachers receive observation and feedback from a coach or administrator related to a goal that the teacher determines in partnership with the Leverage Leadership coach. 2015-16 was the first year to pilot Leverage Leadership in CFB. The goal was to provide feedback to core teachers ¹every other week throughout the school year. Over 4000 observation and feedback cycles were conducted in 2015-16. Based on data and feedback from staff, the 2016-17 goal is to provide monthly observation and feedback to teachers. Feedback has been largely positive as teachers appreciate the ongoing feedback specific to the goal they are working to improve.</i> 2. December 2016: Administrators and coaches conducted 3,637 rounds of observation and feedback with core teachers in the fall semester with feedback focused on a goal selected by the teacher. Leverage Leadership will continue in the spring semester. 3. March 2017: Principals and Educational Services staff continue to meet with teachers and administrators to provide feedback on campus and classroom instructional practices. These meetings include follow-up discussions regarding teacher/principal goals set during the previous meeting and practicing strategies to help get them to those goals.
<p>1.A.2. Continue to develop observation and feedback skills for those instructional support staff, administrators, and teacher leaders who are providing feedback to teachers.</p>	<ol style="list-style-type: none"> 1. <i>October/November 2016: During the third round of Leverage Leadership (LL) meetings, campus principals videotaped themselves giving feedback to a staff member. These videos were watched with the principal and District LL coach, and dialogue was held regarding the process. Conversations were specific as to what campus</i>

¹ District Plan First Quarterly Report items are italicized. District Plan Second Quarterly Report items are in bold font. District Plan Third Quarterly report items are in regular font.

	<p><i>leaders were doing that was effective during the conference along with next steps for them in providing the most effective feedback possible to teachers.</i></p> <ol style="list-style-type: none"> 2. December 2016: Three cycles of Leverage Leadership were completed with each campus principal and the respective coach: Dr. Burns, Ms. Warnock, Ms. Bailey, or Ms. Smith. Agendas for fall leverage leadership meetings included classroom observation, principal concerns, and data analysis. Monthly Leverage Leadership meetings are scheduled for the spring semester with each principal. 3. The fifth cycle of Leverage Leadership meetings were completed in January. The only agenda item for the meeting was classroom observations. Each principal and coach visited classrooms and discussed effective teaching and learning strategies and feedback for teachers.
<p>1.A.3. Study Heen and Douglas' <i>Thanks for the Feedback</i> with administrative team, teacher leaders, and instructional team.</p>	<ol style="list-style-type: none"> 1. <i>July 2016: Administrators studied Heen and Douglas' Thanks for the Feedback at the June and July Administrators' Academies.</i> 2. <i>October 2016: The 2016-17 Leadership Academy launched and the teacher leaders are studying Thanks for the Feedback. This is the fourth year of Leadership Academy. Leadership Academy sessions are focused around relevant topics; all campus staff are invited to participate. Teachers interested in developing leadership skills for classroom leadership or campus leadership positions choose to attend the sessions.</i> 3. December 2016: The 2016-17 Leadership Academy continued study of <i>Thanks for the Feedback</i> with a focus on Relationship Triggers. Participants participated in a session in which they discussed text and then practiced effective strategies for giving and receiving feedback for improvement. 4. January and February 2017: At the January session, participants collaborated on a Google slides presentation to debrief the major ideas about Identity Triggers. In February, Dr. Burns led the session on Feedback in Conversation to bring the 2016-2017 Leadership Academy to its close.

	<p>Planning is underway for Leadership Academy for 2017-18.</p>
<p>1.A.4. Provide ongoing training for content coaches to improve coaching skills.</p>	<ol style="list-style-type: none"> 1. <i>September 2016: Content coaches were provided training regarding the new data protocol for CFB. Directors and coaches are then working with campuses as they conduct their first data protocol meetings. Training was also provided regarding the new TAGS evaluation system so that coaches can effectively support teachers in this process.</i> 2. <i>September 2016: New coaches received Level 1 Training through Coaching for Results.</i> 3. November 2016: New coaches attended days 3 & 4 of Coaching for Results training. Participants had time to identify situations that were problematic for them and role played possible ways to increase their effectiveness while coaching teachers.
<p>1.A.5. Provide ongoing training for principals through individual coaching sessions, and in small group Leverage Leadership professional learning communities.</p>	<ol style="list-style-type: none"> 1. <i>September 2016: Dr. Burns, Ms. Warnock, Ms. Bailey, and Ms. Smith provide on-going feedback to principals through Leverage Leadership coaching visits. Each principal participates once per month in an individual coaching session, and each principal participates each month in a small group Professional Learning Community (PLC) with other campus principals. Agenda items for review thus far in 2016-17 include reviewing data, walking classrooms, discussing technology implementation, and reviewing student work.</i> 2. End of the first semester 2016: Principals and Ms. Warnock, Ms. Bailey and Ms. Smith ended the semester with reflective PLC meetings. The agendas for the PLC meetings included Stack Audits, Data Chats (student feedback) and Learning Bootcamps. Principals shared plans for addressing student achievement goals for second semester. 3. <i>April 2016: The final PLC meetings for 2016-17 are scheduled for the end of April. At each meeting this spring, the small PLC groups have set their own agendas with topics of discussion ranging from reading instruction to personnel management to teacher evaluation. Systems for test</i>

	<p>administration, organization, and school processes have been shared in informal settings with colleagues. Classroom observations have also been an integral part of the learning process during PLC meetings. Positive feedback from principals indicated a desire to continue the PLC meetings in 2017-18.</p>
<p>1.A.6. Support principals, assistant principals, and instructional support staff as they provide at least eight cycles of observation and feedback to core teachers</p>	<ol style="list-style-type: none"> 1. <i>Principals, assistant principals, and coaching staff are providing feedback and observation to all core teachers. In October, principals filmed a feedback meeting for review with their Leverage Leadership coach. Review of coaching with a focus on six steps of feedback helps to bring consistency to the model and improve feedback skills of principals.</i> 2. December 2016: Data were collected regarding the first semester of Leverage Leadership Observations and Feedback. In January, Ms. Warnock, Ms. Bailey, and Ms. Smith will review the report with each campus and set goals for the spring semester with each campus principal. 3. April 2016: Administrators and coaches were encouraged to provide feedback at least once per month to staff during the spring semester. Feedback will be collected in May to determine frequency and quality of feedback to teachers.
<p>1.A.7. Implement new teacher appraisal system: Teacher Appraisal and Growth System (TAGS)</p>	<ol style="list-style-type: none"> 1. <i>September 2016: All teachers being appraised with TAGS completed goal setting in the first six weeks of school, and principals have begun appraising teachers. A committee will convene in January to give feedback on TAGS and provide recommendations for improvement.</i> 2. January 2017: A Task Force will begin meeting this month to review TAGS data and evaluate strengths and weaknesses. The Task Force will make recommendations for modifications to the current plan to the superintendent. 3. April 2017: The Task Force conducted its final meeting in late March. Recommendations will be made to the Superintendent and shared with the Board of Trustees in May.

<p>1.A.8. Provide time for interrater reliability process for TAGS in Fall 2016</p>	<p>1. <i>November 2016: Principals walked campuses together during Principal Professional Learning Community (PLC) time to continue dialogue about the domains and expectations for TAGS. Teams of 2-3 went into a room, took anecdotal notes and came back and scored portions of domain 1 and 2 in order to become more closely aligned with district expectations.</i></p>
<p>1.A.9. Provide TAGS training for all teachers and appraisers in CFB</p>	<p>1. <i>July-August 2016: All administrators and teachers received training regarding CFB TAGS during the Learn More Achieve More Conference or during staff development week in August. So that all teachers received similar training, a common presentation was developed and shared with principals during Learn More Achieve More. Principals trained campus teachers in August. Teachers viewed video and analyzed instruction using the TAGS rubric.</i></p> <p>2. January 2017: Teachers hired after September of 2016 received training regarding the TAGS process. A thorough review of the rubric was provided and participants were afforded the opportunity to evaluate a teaching segment based on the criteria contained in the rubric.</p>
<p>1.A.10. Study, with a pilot group of teachers, student learning objectives (SLO's) for consideration as a student-growth measure in 2016-17. TAGS (required by state law). Determine 2016-17 growth measure with pilot teachers and committee</p>	<p>1. <i>August 2016: State law currently requires that, by 2017-18, 20% of teacher evaluation be based on student growth. TEA offers four growth models for districts to consider: student learning objectives, portfolios, value-added, or pre-test/post-test. TEA is providing training and support only on the student learning objectives (SLO) model. CFB opted to pilot the SLO model with several teachers at three campuses: Creekview, Bush, and Farmers Branch Elementary. By participating in the pilot, CFB received training and materials not yet available to non-participating schools. Eighteen teachers and three principals, as well as central office personnel, attended the training in August.</i></p> <p>2. <i>October 2016: Follow up meetings were held with the three piloting SLO campuses to examine strengths and weaknesses of the state system.</i></p>

	<ol style="list-style-type: none"> 3. January 2016: Meetings were held with the pilot campuses in January to receive feedback on the SLO system. Time has been scheduled with the piloting teachers in March to determine the best local system for CFB. 4. March 2017: Districts have been given an additional year to pilot and implement the SLO portion of the state's appraisal system. A meeting will be held in June with all current pilot campuses to determine the successes and challenges of this year's implementation. Future planning will also occur at this time.
<p>1.A.11. Support Fine Arts teachers by providing six rounds of observation and feedback as well as regular meetings on Fine Arts participation and UIL ratings goals</p>	<ol style="list-style-type: none"> 1. <i>September-November 2016: Four of the six rounds of observation and feedback in Fine Arts have been completed. Teachers have been provided feedback and strategies for classroom instruction and management.</i> 2. <i>August 2016-November 2016: Discipline specific meetings were held in the months of August, September, October and November to discuss teaching strategies and learning outcomes including UIL Ratings. All four marching bands received first divisions at UIL Marching in October.</i> 3. December 2016: Five of the six rounds of observation and feedback in Fine Arts have been completed. The UIL Middle School One Act Play Competition was held. All schools received positive critiques from the adjudicator. 4. March 2016: All six planned rounds have been completed, and an additional seventh round has begun. We have had 51 music groups participate in UIL Concert and Sightreading with a record 38 Sweepstakes thus far. High school and middle school bands as well as high school choirs will be heading to contest in April. All four of our high school one act plays have advanced to the district or bi-district level. Thirteen of our district's art students have placed at the PTA State Reflections contest.

<p>1.A.12. Develop workshops for teachers for most effective use of Eduphoria</p>	<ol style="list-style-type: none"> 1. <i>August 2016: The District combined data services in order to be cost effective and more efficient. Rather than operating three different systems for teacher evaluation, staff development tracking, and data analysis, the District opted to select Eduphoria for all services. Data continues to be updated in the new system.</i> 2. <i>September-October 2016: Training was provided to coaches and principals regarding use of data features in Eduphoria. Step-by-step hand-outs were distributed to teachers.</i> 3. <i>December 2016-January 2017: District staff attended regional Eduphoria training to learn more about the system's comparative tools. District staff will provide ongoing training to administrators and teachers.</i> 4. <i>February-April 2017: State assessment history for students newly enrolled to CFBISD is updated within Eduphoria bi-monthly. Multiple workshops at LMAM summer staff development have been planned to provide teachers and administrators hands on experience on how to access test results and analyze the data.</i>
<p>1.A.13. Study Paul Bambrick-Santoyo's <i>Driven by Data</i> with administrators, teacher leaders, and instructional coaches</p>	<ol style="list-style-type: none"> 1. <i>June-September 2016: Paul Bambrick-Santoyo's <i>Driven by Data</i> was studied by administrators and coaches. Administrators and teacher leaders practiced the concepts in the text.</i> 2. December 2016: At the November and December Principals' Meetings, the principals gave feedback on systems related to data protocols in order to make improvements for 2017-18. 3. <i>April 2017: Feedback will be collected from staff regarding next steps for implementation of the Driven by Data protocols.</i>
<p>1.A.14. Select data protocols for analysis of interim assessments</p> <p>Provide professional development to teach data protocols at both district and campus levels</p>	<ol style="list-style-type: none"> 1. <i>June-September 2016: Protocols were adopted for data analysis. Teacher leaders received training on implementing data protocols, along with administrators and coaches.</i> 2. <i>September-October 2016: Content directors provided support to campuses as they used data protocols to analyze data from the first interim assessments in all core content areas.</i>

	<p>3. January 2016: In the first quarter, each student in grades 3-12 took two interim assessments in each content area. Content directors are analyzing data to report areas of growth and concern, as well as generating ideas to support campuses.</p>
<p>1.A.15. Secure ERG for teacher use</p> <p>Continue to provide professional development for principals and teachers on using ERG for instructional improvement</p>	<ol style="list-style-type: none"> 1. <i>July 2016: At no additional cost, ERG provided teacher access to existing data modules in ERG. The Data and Assessment Department has worked to ensure appropriate user access to all users.</i> 2. <i>September-October 2016: Principals, coaches, and content directors receive ongoing training with different aspects of ERG in order to data-mine effectively.</i> 3. <i>November 2016-January 2017: Campus-based training is ongoing for department leads/classroom teachers.</i> 4. <i>February-April 2017: Multiple workshops at LMAM summer staff development have been planned to provide teachers and administrators hands on experience on how to access test results and analyze the data.</i>
<p>1.A.16. Provide time, through use of substitutes and/or flexible scheduling, for teachers to analyze interim assessment data and to determine next steps for instruction</p>	<ol style="list-style-type: none"> 1. <i>August 2016: To provide release time for teachers to deeply analyze data and develop plans for next steps in instruction, funds for substitutes were provided to elementary campuses from Title II federal funds. Title II is federal funding required to be spent on professional development. Each elementary campus received a certain allotment of funds based on the number of staff in order to support data analysis. Secondary campuses will utilize PD periods for data analysis.</i> 2. Fall 2016: Campuses continue to utilize professional development time to analyze student data. In a recent evaluation of instructional strategies utilized in the district, both administrators and teachers reported that they see many advantages to this process and that student progress is more evident due to the specific goal setting process.

	<p>3. April 2017: Some campuses opted to use the substitutes provided with Title II funds for data analysis; other campuses opted to conduct these data reviews after school or during regularly scheduled PLC time. Educational Services staff will review the budget and needs to determine allocation for 2017-18.</p>
<p>1.A.17. Develop pre-assessments for two units of study per core content. Select grade levels/schools to pilot pre-assessments</p>	<ol style="list-style-type: none"> 1. <i>Summer 2016: Elementary reading pre-assessments were developed for 3rd and 4th grade reading and for writing in most writing units K-5. Pre-assessments were available to teachers in August.</i> 2. <i>August 2016: In 1st-5th grades, pre-assessments are available for all units in mathematics. Teachers may use the pre-assessments to guide instruction.</i> 3. <i>August 2016: K-12 Science curriculum provides formal and informal engage activities that are designed to assess student prior knowledge.</i> 4. November 2016: Elementary Language Arts has utilized pre-assessments in writing to evaluate student knowledge both at the beginning and end of a unit. These pre-assessments give teachers a better idea of the strengths their students bring to the unit so that pacing can be adjusted. At the end of the unit assessments are examined to determine student growth and prepare additional support for students. 5. December 2016: Pre Assessments are provided in grade 5 and 8 to assess student understanding of science concepts before the units begin. 6. March 2017: Science grades 5-8 continued to pre-assess students prior to each unit of study. Susan Shipp and the science specialists will meet with teachers at the end of the year to review the effectiveness of the pre assessments and determine how pre assessing guided teaching and learning.

DIGITAL LEARNING	
<p>1.A.18. Develop a Digital Learning certification program for teachers.</p>	<ol style="list-style-type: none"> 1. <i>A development team is formed and will meet starting in late November/early December to brainstorm certification pathways. The team is exploring/researching micro-credentialing pathways as a way to provide more professional learning opportunities online.</i> 2. Fall 2016: Brainstorming and research continues to determine a starting point for a micro-credentialing pathway. 3. April 2017: Instructional Technology staff are continuing to research on micro-credentialing pathways and working on aligning GameOnCFB professional development badges to form potential pathways.
<p>1.A.19. Provide multiple learning experiences to build teachers' digital literacy.</p>	<ol style="list-style-type: none"> 1. <i>Campus assigned Instructional Technology Specialists continue to offer technology trainings in multiple formats based on campus needs. Trainings this quarter focused on Chromebook training, AirWatch training for iPads, and Google Apps.</i> 2. Fall 2016: Campuses continue to schedule trainings as needed on web tools and devices. 3. April 2017: Campuses continue to schedule trainings as needed on web tools and devices.
<p>1.A.20. Provide two district-wide experiences related to building awareness and understanding of digital literacy: Game On and Hour of Code</p>	<ol style="list-style-type: none"> 1. <i>October 2016 -- Launched district Game On CFB newsletter to provide teachers updates on new badges and professional learning opportunities in digital learning.</i> 2. <i>Planning for Hour of Code is underway to prepare for December/January rollout across campuses.</i> 3. <i>Planning for district-wide celebration of National Digital Learning Day is underway for mid-February.</i> 4. Fall 2016: Game On CFB newsletter has gone out monthly throughout the first semester. More than half of the campuses have participated in Hour of Code with other campuses wrapping up in January. 5. April 2017: Several CFB schools celebrated National Digital Learning Day on Feb 23rd with

	<p>various campus-wide and individual classroom activities.</p>
<p>1.A.21. Provide instructional coaching support to teachers who are implementing use of Chromebooks and/or iPads in classrooms</p>	<ol style="list-style-type: none"> 1. <i>Campus-based Instructional Technology Specialists are providing support to campus teachers who are implementing use of Chromebooks and/or iPads through in-class support, professional development, and modeling.</i> 2. Fall 2016: Instructional Technology Specialists continue campus-based support on curriculum projects and device use. 3. April 2017: Instructional technology specialists continue campus-based support on applications such a Google Classroom and Nearpod.
<p>1.A.22. Provide training to teachers who are early adopters of the Learning Management System (LMS), Canvas</p>	<ol style="list-style-type: none"> 1. <i>July 2016: Early adopter training of Canvas was provided at Learn More Achieve More 2016 Summer Conference.</i> 2. Spring 2017: Feedback is being gathered from early adopters during the spring semester to help design future staff trainings for Canvas. 3. April 2017: Instructional technology staff studied Canvas analytics on usage of the system this year to set goals for next year as we move to expand the group of early adopters.
<p>1.A.23. Create and refine a list of digital resources for teacher use.</p>	<ol style="list-style-type: none"> 1. <i>All digital resources related to textbooks/curriculum and other programs have now been consolidated into one page on the district and campus websites. Students go to the “Digital Resources for Students” page off their campus website and teachers can now access a “Digital Resources for Teachers” via the Staff Portal Page.</i> 2. Fall 2016: Teachers and students now access all textbooks/curriculum digital resources from the district website. Updates to the pages continue as needed. 3. April 2017: The Digital Resources List continues to be refined based on teacher feedback, and updates occur as they are needed.

<p>1.A.24. Create at least one professional development course in Canvas for CFB teachers, principals, and instructional staff.</p>	<ol style="list-style-type: none"> 1. <i>A course in Canvas called “Introduction to Project-Based Learning” was created to facilitate summer and first quarter trainings for teachers implementing project-based learning in their classrooms. Canvas learning for principals and instructional staff will be extended.</i> 2. Spring 2016: A training schedule is being designed for the spring semester for instructional staff to begin transitioning curriculum into Canvas. 3. April 2017: The curriculum team is attending a series of trainings in Google/Canvas for curriculum transition and implementation.
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IMPROVING LITERACY

<p>1.A.25. Develop a district-wide problem of practice to improve student literacy through Instructional Rounds</p>	<ol style="list-style-type: none"> 1. <i>August 2016: After reviewing multiple sources of data, the District elected to establish a district wide “problem of practice” to guide the Instructional Rounds work. Rather than each campus selecting a focus for Rounds work, the District established literacy as the focus for all campuses. Campuses will personalize the Rounds work through the creation of campus-specific essential questions.</i> 2. <i>September 2016: The first Rounds network visits were launched in September. Each Rounds visit begins with a learning time focused on the problem of practice. For the first round of network visits, the learning time focused on a strategy called “Art of the Sentence.”</i> 3. November/December 2016: The second Rounds network visits focused on reviewing student work with Stack Audits. Each content director gathered writing samples from elementary, middle and high school students. Rounds participants reviewed the writing samples and discussed what the samples revealed about student achievement in CFB. 4. March 2017: The third Rounds visits were completed before spring break. Campuses were able to share either a literacy strategy or a campus initiative (success criteria) as a focus of the rounds
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	<p>visit. At the conclusion of the visit, participants shared constructive guidance for improving or refining the next level of work for the campus.</p>
<p>1.A.26. Study data and strategies at each Instructional Rounds network visit to build understanding of current state of literacy and improvement strategies</p>	<ol style="list-style-type: none"> 1. <i>October 2016: Learning time at the second network visit in each Instructional Rounds network focused on reviewing student work through a stack audit and discussing best practices for literacy improvement.</i> 2. <i>March 2017: The last Instructional Rounds visits for the year were held in February. During these visits, staff members viewed classrooms to look at how transfer goals and tasks were being used in the classroom to improve instruction in reading and mathematics.</i>
<p>1.A.27. Attend Uncommon Schools' training on <i>Engaging Academics</i> and/or <i>Reading Reconsidered</i>; implement <i>Engaging Academics</i> training for teachers and administrators</p>	<ol style="list-style-type: none"> 1. <i>September 2016: Last spring, a group of principals and central office administrators attended Uncommon Schools' training on Engaging Academics. At Learn More Achieve More, several strategies from this training were launched with over 150 teachers in attendance at the session. At the September Principals' meeting, The Art of the Sentence (a strategy) was shared with all in attendance. Materials were provided so that principals could return to their campuses to provide this writing strategy to their teachers.</i> 2. <i>October 2016: At the October Principals' meeting, Wait Time was taught to all principals. Wait Time is the concept that teachers ask a question worthy of rich dialogue and pause in order to let all students reflect and think prior to answering. Nationwide research, as well as research in CFB, shows that teacher wait, on average, less than 3 seconds before calling on a student to respond to questions. This short time does not allow enough thinking time for all students. Principals received hand-outs and materials to share this strategy with teachers on their own campuses.</i> 3. <i>November 2016: At the November Principals' Meeting, the principals studied "Right is Right," a strategy to push academic excellence in the classroom. Materials were provided so that principals could return to their campuses to provide this strategy to teachers.</i>

<p>1.A.28. Conduct a stack audit at each campus at least once to review student writing</p>	<ol style="list-style-type: none"> 1. <i>October 2016: In Leverage Leadership PLC groups, CFB conducted “stack audits.” A stack audit is a process to review student work. Principals also are taking this process back to campuses to use with teachers. McWhorter Elementary was featured in Doug Lemov’s blog due to their use of this strategy.</i> 2. April 2017: A few campuses conducted their stack audit in March/April; all campuses conducted at least one stack audit during the 2016-17 school year. This process to review student writing assisted campus and district staff in establishing next steps and clarifying expectations.
<p>1.A.29. Study <i>Reading Reconsidered</i> with content directors; determine next steps based on study and analysis</p>	<ol style="list-style-type: none"> 1. <i>September 2016: The content directors are conducting a book study of <i>Reading Reconsidered</i> during the fall semester. In September, directors discussed text selection processes, the importance of non-fiction, and reading strategies for close reading.</i> 2. January 2016: Content directors continued study of <i>Reading Reconsidered</i>. Content directors continue dialogue of what learning we have from the text and strategies we may embed in CFB to support ongoing district work rooted in Lucy Calkins’ workshop model. 3. February 2017: Content directors completed study of <i>Reading Reconsidered</i> in early February. In March, content directors will determine next steps in vocabulary instruction for the district across content areas. 4. March 2017: Educational Services staff reviewed the book as a whole to determine the key concepts in the book. The group overwhelmingly determined that the information regarding vocabulary instruction was worthy of deeper dialogue, discussion and training. The group will utilize this information during LMAM, principals meetings, and inclusion in the next revision of the CFB Essentials book.

<p>1.A.30. Study <i>I Read It, But I Don't Get It</i> with secondary principals</p> <p>Continue study of Calkins' units of study with elementary principals</p>	<ol style="list-style-type: none"> 1. <i>September 2016: The secondary principals studied the first chapter of I Read It, But I Don't Get It by Cris Tovani. The text focuses on comprehension by struggling adolescent readers.</i> 2. <i>September 2016: The elementary principals deepened their understanding of Lucy Calkins' units of study connected to guided reading and writing.</i> 3. November 2016: Elementary Principals continued their review of Units of Study for Teaching Reading and Writing by Lucy Calkins and Book Clubs. Principals left with a plan for implementing Book Clubs on their campuses. 4. November 2016: Secondary Principals completed their study of <i>I Read It but I Don't Get It</i> by Chris Tovani. Secondary principals developed a plan to present the information learned at their next staff meeting. 5. <i>March 2017: Elementary principals meetings have focused on deepening our understanding of the Learning Progressions designed by Teacher's College at Columbia University. These progressions allow teachers and students to identify their current level of proficiency and the next steps to improve learning. Principals, coaches and the Language Arts Director have been continuing this work with their staffs in turn-around trainings.</i>
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B. Strategy: Improve student engagement

<p>DRIVEN BY DATA</p>	
<p>1.B.1. Create, with instructional staff, a uniform student progress-monitoring protocol; pilot protocol in spring 2017</p>	<ol style="list-style-type: none"> 1. <i>August 2016: Uniform progress monitoring protocol for 8th grade units being used by all middle school science teachers.</i> 2. <i>August 2016: 5th grade science is implementing Science Boxes for review in every unit</i> 3. December 2016: Uniform progress monitoring protocol for 6th and 7th grade units being used by all middle school science teachers.

	<p>4. April 2017: The progress-monitoring protocol is being implemented by all middle school science teachers in grades 6-8.</p>
<p>1.B.2. Provide YouthTruth Survey to students in grades 3-12</p> <p>Analyze data with central office and campus staff to determine trends</p> <p>Analyze data with students at each campus to hear student feedback and improve engagement</p>	<ol style="list-style-type: none"> 1. <i>August 2016: The Youth Truth Survey window for 2016-17 was established for late January/early February.</i> 2. January 2017: The Youth Truth Survey will be administered to students in grades 03 through 12 between January 23 and February 3. Reports will be available around February 14th. 3. Spring 2017: District leadership is reviewing Youth Truth results. Campus leadership are leading staff through an evaluation of Youth Truth results.
<p>1.B.3. Develop pre-assessments and protocols for review to allow for differentiation of instruction for students</p>	<ol style="list-style-type: none"> 1. <i>Summer 2016: Elementary reading pre-assessments were developed for 3rd and 4th grade reading and for writing in most writing units K-5. Pre-assessments were available to teachers in August.</i> 2. <i>August 2016: In 1st-5th grades, pre-assessments are available for all units in mathematics. Teachers may use the pre-assessments to guide instruction.</i> 3. <i>August 2016: K-12 Science curriculum provides formal and informal engage activities that are designed to assess student prior knowledge.</i> 4. December 2016: Scientific probes are provided in grade 5 and 8 to assess student understanding of science concepts before the units begin. 5. December 2016: Science tutorials in Google Classroom for grades 6, 7, and 8. Lessons are organized by TEKS so students can work on specific standards they need help with. 6. March 2017: Staff members continue to deepen their understanding of Teacher’s College Learning Progressions. These progressions allow teachers to identify current levels of skill mastery and provide for differentiation of content based on a skill progression.

1.B.4. Create opportunities for participation and preparation for collegiate, intramural, recreational, and lifelong skills

- 1. Fall 2016: Campuses conducted tryouts in the following competitive sports Football, Cross Country, Volleyball, Tennis, Golf, Boys Basketball, Girls Basketball, Wrestling, Swim/Dive, Cheerleading.**
- 2. Fall 2016: Student collegiate networking and marketing conducted through programs such as Core Course GPA, NCAA Clearinghouse, and Hudl.**
- 3. Fall 2016: Post District play opportunities included Ranchview and Creekview Volleyball, Ranchview Football and Tennis, Creekview/Newman Smith/Ranchview/Turner Cross Country Teams.**
- 4. Fall 2016: Physical Education classes participated in low impact activities such as Body Weight Training, Badminton, Lawn games, Archery, Marathon kids, Fuel Up to Play 60, and other various skill related fitness components. Awareness was raised in the following areas: Obesity, Diabetes, Heart Disease, Asthma, and nutritional information reflecting on healthy eating habits.**
5. Winter 2016-17: Campuses conducted tryouts in the following competitive sports Boys Soccer, Girls Soccer, Softball, Baseball, Track and Field, Golf, Tennis, Powerlifting.
6. Winter 2016-2017: Student collegiate networking and marketing conducted through programs such as Core Course GPA, NCAA Clearinghouse, and Hudl. Student Athletes from Creekview, Newman Smith, Ranchview and Turner signed Letters of Intent to play at the Collegiate level in numerous sports.
7. Winter 2016-2017: Post District play opportunities include: Creekview, Newman Smith, Ranchview and Turner UIL State Cheerleading; Creekview and Newman Smith Swim; Creekview, Newman Smith and Turner Wrestling;Creekview Boys Basketball; Ranchview Girls Basketball; Ranchview and Turner Powerlifting; Creekview

	<p>and Ranchview Girls Soccer; Creekview, Newman Smith, Ranchview and Turner Boys Soccer.</p> <p>8. Winter 2016-2017: Physical Education classes participated in skill related fitness activities focusing on hand/eye coordination, agility, balance, and reaction time such as Body Weight Training, Badminton, Soccer, Archery, Softball, Kickball, Fuel Up to Play 60, and other various skill related fitness components. All secondary schools received CPR kits to promote the State's mandatory CPR training. Elementary and middle school participation in Hoops for Heart was 100%.</p>
<p>DIGITAL LEARNING</p>	
<p>1.B.5. Provide Chromebooks at Grades 3, 6, and 9 for use per campus plan and iPads at Grade Pre-K and K</p>	<ol style="list-style-type: none"> 1. <i>Chromebooks and iPads have been distributed and are being used as identified in campus plans.</i> 2. January 2017: Teachers are being surveyed for feedback on usage and functionality of Chromebooks. Plans are underway for the purchase of the next phase of district-owned mobile devices to be distributed to grades 1, 4, 7 and 9. 3. March 2017: Administration requested and received board approval to purchase chromebooks and iPads for phase II of the mobile device initiative.
<p>1.B.6. Provide continued support for project based learning at middle school campuses and at R.L. Turner's METSA</p>	<ol style="list-style-type: none"> 1. <i>August 2016: New Tech Network and Educate Texas, in partnership with the District, are providing support to the new director of the METSA Academy, as well as staff, in order to further project-based learning and T-STEM.</i> 2. December 2016: Leadership and teachers continue to receive coaching from New Tech and T-STEM staff who provide training tailored to campus needs. 3. METSA Advisory Board met for the second time this school year on March 2, 2017. Architects, engineers and other business partners collaborated with METSA teachers, students and

	administrators to discuss project based learning opportunities for METSA students.
IMPROVING LITERACY	
<p>1.B.7. Continue to provide authentic opportunities to listen, speak, read, and write in all content areas</p>	<ol style="list-style-type: none"> 1. <i>Ongoing: From learning at Principals' Meetings, campus leaders are implementing strategies at their campuses to further literacy instruction.</i> 2. October 2016: Doug Lemov's <i>Art of the Sentence</i> was introduced to teachers and administrators at PLCs and principal meetings. This universal strategy provides students the opportunities to write about their learning, talk about their thinking in order to gain new insight before having a chance to refine their thinking. 3. January 2017: The 3rd Annual District Spanish Spelling Bee was held. The following students placed as follows: 1st Efrain Arrevalo (Good), 2nd Daniela Beckers (Thompson), 3rd Ashley Ayala (Sheffield), and 4th Samantha Perez (Blanton). At the middle school level, the following students placed: 1st (tie) Raimon Flores and Jose Garcia (Perry) and 2nd Zuleima Murillo f(Field). 4. January 2017: The District's English Spelling Bee was also held. The following students were awarded honors: 1st - Vrinda Varada (Perry), 2nd - Meenakshi Vipin (Las Colinas), 3rd - Zad Ahmed (Polk), 4th - Gavin Bloom (McCoy), and 5th - Sana Ali (Rainwater). 5. February 2017: The 3rd Annual Dual Language Meet was held at Newman Smith High School. Approximately 200 students in grades K-8 participated in oral and written competitions showing students' abilities to speak and understand the Spanish language. Competitions included Ready Writing, StoryTelling, Spelling, Science, and Social Studies. During the awards ceremony, the Newman Smith Auditorium was full to capacity of families, staff members and students as these students' bilingualism and biliteracy was celebrated.

<p>1.B.8. Continue to support student choice through a Reader's/Writer's Workshop Model</p>	<ol style="list-style-type: none"> 1. <i>September/October 2016: Several campus administrators attended a training with Lucy Calkins. Since then, the cadre has met to determine next steps for work at their campus and the district as a whole.</i> 2. November 2016: At the November Principals' meeting, elementary principals who attended led small group sessions around the work to expand the new learning to the rest of the principals. 3. January 2017: Elementary teachers utilized PLC meetings to analyze student reading logs. The purpose of this work was to identify trends across classrooms and grade levels in regard to teacher expectations for independent choice reading in the classroom and at home. Feedback was then given to students about the frequency and volume of their reading. 4. February 2017: Susan Kelly and the campus literacy coaches collected writing samples from across the district in order to look for consistency across the district in teacher expectations for "quality" student work. When discrepancies were noted, campus coaches provided feedback to principals about the progress their students were/were not making in comparison to others at their grade level.
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C. Strategy: Improve the level of rigor and content

DRIVEN BY DATA	
<p>1.C.1. Conduct Instructional Rounds network visits to observe and collect data on campus instruction</p> <p>Use observation data to guide instructional and professional development decisions</p>	<ol style="list-style-type: none"> 1. <i>Instructional Rounds network visits have been conducted at: Blalack, Field, Ranchview, Davis, Farmers Branch, McCoy, Rainwater, Riverchase, and Newman Smith.</i> 2. Instructional Rounds Network Visits were conducted at McWhorter, Janie Stark, Furneaux, Good, Freeman, Landry, and Blair. 3. McKamy Elementary was the last instructional rounds network visit for the 2016-17 school year.

<p>1.C.2. Create interim assessments to ensure alignment to state standards, college-ready standards, and to ensure assessments are cumulative in nature.</p>	<ol style="list-style-type: none"> 1. <i>October: The first round of interim assessments have been given and campuses either have completed or are in the process of completing an analysis of the information. Curriculum directors are also utilizing this data to analyze the validity of the test items as well as to determine modifications/next steps for future units of study and assessments.</i> 2. December 2016/January 2017: The second round of interim assessments have been administered. Because the tests are cumulative in nature and test some of the same TEKS, directors and campuses are evaluating the results of their reteaching in order to plan for future student learning. 3. April 2017: ESDC directors continue to monitor TEKS that occur frequently on STAAR and that historically cause students difficulty. These standards are then the focus of professional development and data discussions on the campus that focus on why the students experienced difficulty and plans for remediation and/or reteaching of those concepts.
<p>1.C.3. Use performance tasks to allow for student transfer of skills and knowledge</p>	<ol style="list-style-type: none"> 1. <i>October: Performance assessments have been administered in most elementary grades (2-5). These tasks were developed to promote the transfer of mathematics skills to real world experiences. Analysis of student work showed that students were able to transfer the knowledge. Next steps include structures to help students successfully perform real-world tasks.</i> 2. November 2016: Math Mondays focused on helping teachers to put a “formal” grade on performance assessments. Due to their open ended nature, a rubric exists in order to help standardize grading and allow teachers to hone in on the critical learning. This is a work in process and Ms. Speckert will continue the dialogue with teachers about the expectations and outcomes for the tasks. 3. February 2017: Based on student work provided in math during the December performance task in 4th grade mathematics, curriculum revisions were made in order to reteach content misconceptions.

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<p>1.C.4. Continue integration of reading and writing in all content areas</p>	<ol style="list-style-type: none"> 1. <i>Ongoing: Campus leaders are implementing strategies learned at Principals' Meetings to further literacy instruction at their campuses.</i> 2. October/November 2016: Principals participated in Stack Audits during Instructional Rounds and PLC meetings. Principals then conducted Stack Audits on their campuses with campus leadership and departments focusing on the needs of their campus. 3. January 2017: Elementary principals again utilized stack audits during their PLC time to look at 4th grade writing samples. Overall strengths and “next time tries” were developed by the group and shared with 4th grade teachers in order to improve the effectiveness of student writing. In general, strengths were noted in organization and clarity of student responses. Students still need to work on expanding on a “small moment” and adding specific details to add further explanation to their pieces.
<p>1.C.5. Study Claim-Evidence-Reasoning (CER) as a strategy in all content areas</p>	<ol style="list-style-type: none"> 1. <i>Susan Shipp, Director of Science K-12, introduced Claim-Evidence-Reasoning as a strategy five years ago. It is used in science classrooms in grades 4-12. Content directors are studying CER as a possibly common framework for expository writing.</i> 2. Claim-Evidence-Reasoning writing strategy has been added to every unit in science grades 4-12. CER's are used as a part of performances tasks and samples of student work is shared with the science director. 3. April 2017: Teachers and specialists continue on-going work with CER writing in science classes. Staff continue improving the student rubrics at the high school level.
<p>1.C.6. Determine structure to ensure fidelity of guided reading instruction in K-3</p>	<ol style="list-style-type: none"> 1. <i>Susan Kelly, Elementary Language Arts Director, is working with her elementary language arts coaches to develop a structure to ensure fidelity of guided reading.</i>

	<ol style="list-style-type: none"> 2. Coaches continue to work with new teachers as well as veterans to ensure fidelity to guided reading. 3. Coaches practiced observing each other giving feedback to a reader. 4. A guided reading lesson plan was developed to guide teachers in their lesson planning. 5. After school training on guided reading and record keeping were offered on two campuses. 6. ELA coaches viewed a video-taped guided reading lesson and discussed feedback they would give to the teacher. Coaches will use the video-taped lesson at selected campuses for training. In addition, during PLCs, coaches will help teachers analyze the latest running records for trends and teaching points for guided reading lessons.
<p>1.C.7. Build use of Reading Learning Progressions for 3-5 Reading Performance Tasks</p>	<ol style="list-style-type: none"> 1. Two Language Arts Mondays were devoted to studying the learning progressions for the following reading skills: interpretation, determining the main idea, understanding character development, and analyzing author's craft. 2. During professional learning community (PLC) meetings at each campus, coaches helped teachers analyze their reading performance tasks and student writing-about-reading using the Reading Learning Progressions to determine next steps for teaching. 3. At elementary principals meetings in January, February, and March, principals participated in a book study. As part of the study, they were asked to write about their reading and then use the learning progressions for nonfiction to analyze and revise their writing.

GUIDING OBJECTIVE 2: Continuously improve the learning environment

A.Strategy: Improve safety and security

<p>2.A.1 Evaluate effectiveness of campus security control of entry processes and visitor identification</p>	<p>1. Configurations are being discussed as to the possibility of adding security vestibules to Polk, Long and Bush Middle Schools. While some of these campuses do have areas which allow staff to observe the entrance of the general public, a more significant security point has been deemed advantageous. Maintaining the delicate balance of a welcoming environment in concert with one that exhibits control of the visiting public is a challenge, but worthy of our efforts.</p>
<p>2.A.2. Perform and document crisis drills to increase awareness and equip staff for multiple emergency situations</p>	<p>1. Security staff is working with campus administrators to review crisis scenarios and associated protocols to refresh procedures and role playing in both physical drills and desktop exercises. The desired outcome of this process is to keep the drills and procedures current.</p> <p>2. On Tuesday, February 21, 2017, staff attended the Active Shooter/Violent Malicious Acts Seminar held at the Irving ISD Administration building. The seminar covered topics ranging from open carry on school campuses to active shooter situations. Insurance representatives presented information related to loss of revenue due to malicious injury, and the potential need for additional property casualty coverage for the losses. Trey Wamble, the District's risk management consultant, will evaluate the District's current coverage and make a recommendation to the District if it is determined to be cost effective.</p>
<p>2.A.3. Continue analysis of district security systems, including standardizing keyless entry systems district-wide</p>	<p><i>1. The District is currently in the process of completing the installation of audio/video equipment in three self-contained Special Education classrooms in District. These installations are the result of Senate Bill 507 which came into effect at the beginning of the 2016-2017 school year. This initiative is unfunded and has subjected the District to support over \$16,000 in installations as of</i></p>

	<p><i>October 2016. The wide reaching fiscal effects of this requirement is unknown at this time, but could be significant.</i></p> <p>2. Riverchase Elementary recently became the latest campus to receive proximity card readers for the purpose of building access. This initiative continues to provide these systems throughout the District. The advantages of these systems include the ability to replace a lost or damaged device without having to rekey or change hardware, limited entrance opportunities, and the ability to monitor when staff enters a facility.</p>
<p>2.A.4. Evaluate surveillance systems efficiencies for components of effectiveness and operability</p>	<p>1. Innovations in technologies abound, and this is quite evident in the cctv/surveillance market. Closed circuit television cameras will continue to anchor our systems. Staff has reviewed and performed beta tests with leading edge systems which have included pan-tilt-zoom, 360 degree lenses and optics as well as the pros and cons of centrally housed or global video storage systems. The requirement to capture audio inclusive of video as required by Senate Bill 507 has created opportunities to stretch our thinking to create innovative solutions. We will continue to search for processes and products that improve our systems, all the while protecting the integrity of our investments.</p> <p>2. Efforts have begun in earnest to replace identified problematic closed circuit television security cameras in order to retain a robust system. The replacement of 117 cameras and 7 digital video recording (DVR) devices have commenced. The District currently employs 1280 cameras and 81 DVR's in the security camera inventory.</p>

B. Strategy: Meet the physical and emotional needs of students and staff

<p>2.B.1. Teach digital citizenship and appropriate use to teachers and students</p>	<p>1. <i>Digital citizenship is emphasized throughout the year with a major emphasis in January.</i></p> <p>2. January 2017: CFB observed Digital Citizenship month where students learned the</p>
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	<p>norms of appropriate, responsible technology use. Through age appropriate lessons students learned how to protect their personal information. Students also learned about cyberbullying prevention, internet manners and legal and ethical issues involving the use of the internet and social media.</p> <p>3. April 2017: Online digital citizenship materials via Common Sense Media are now available to all elementary, middle, and high school students via the digital resources page on the district/campus websites.</p>
<p>2.B.2. Train staff in restorative discipline practices</p> <p>Pilot restorative discipline at select elementary and middle school campuses</p>	<ol style="list-style-type: none"> 1. <i>Training of campus staff continues, and restorative discipline has been implemented in three elementary schools and two middle schools. Expanded and more specialized training for campus staff is planned for Learn More Achieve More 2017.</i> 2. Fall 2016: Training has been planned and proposals submitted for LMAM 2017. 3. Spring 2017: Administrators and teachers from Creekview and Field and the CFB Attendance Officer attended restorative practices training. 4. Spring 2017: Creekview High plans to implement community/restorative circles in Fall 2017. Field will continue its full implementation in 2017-2018. 5. Spring 2017: LMAM sessions in basic restorative practices and restorative circles have been finalized.
<p>2.B.3. Provide training on intervention strategies to Counselors and Administrators to address social and emotional needs of students</p>	<ol style="list-style-type: none"> 1. <i>Ongoing training for counselors at elementary, middle, and high school meetings is occurring related to suicide, sex trafficking, and other social-emotional concerns.</i> 2. Counseling staff are preparing LMAM sessions in 2017 related to social-emotional learning for teachers, counselors and administrators.
<p>2.B.4. Establish a committee to review and improve strategies to create understanding of diversity in CFB and to build partnerships in the community</p>	<ol style="list-style-type: none"> 1. <i>June-September 2016: A diversity committee comprised of administrators and teachers convened, led by Reggie Carney. Recommendations have been made for next steps.</i>

	<ol style="list-style-type: none"> 2. December 2016 - The Diversity Committee is developing a plan for personnel and student services identified by the committee. The plan will be an ongoing work to build a strong culture of appreciation for diversity in CFBISD. 3. December 2016 - The Diversity Committee is launching a parent engagement plan at Sheffield Elementary as a model to be used in the future at other campuses. The goal is to engage parents and students at a deeper level at the campus. 4. A group of administrators will attend Coalition of Schools Educating Boys of Color conference in April. Participants will be charged with presenting information gathered at the conference at the next Diversity Committee meeting.
<p>2.B.5. Continue <i>Behavior and Culture</i> training for teachers new to CFB and as on-going training for returning teachers</p>	<ol style="list-style-type: none"> 1. <i>Behavior and Culture</i> training for new teachers was conducted four times at New Hire Trainings. 2. October 2016: Educational Services provided New Hire Trainings for late hires. Approximately 35 teachers attended. January will be the final training for the 2016-17 school year for new hires. 3. April 2017: Behavior and culture training for 2017-18 will be revised to include more strategies for accountable talk.
<p>2.B.6. Refine CFB New Hire Academy based on feedback from 2016-17 Develop Year 3 of New Hire Academy</p>	<ol style="list-style-type: none"> 1. <i>New hire training</i> has been reviewed and will be revised in November for 2017-18. 2. January 2017: New Hire Training was held at the ESDC for January New Hires on January 9, January 17, and January 24. Plans are underway for New Hire Training for 2017-18. 3. New hire training has been revised for 2017-18 to include additional training on diversity for teachers in their 2nd and 3rd year with CFB. Accountable talk strategies will be a focus for Year 1 training, along with behavior management and culture.

C. Strategy: Improve effective learning facilities

<p>2.C.1. Perform facilities assessment and determine viability of capital improvement plan to address aging facilities, including evaluation of bond campaign</p>	<ol style="list-style-type: none">1. <i>At the October 6, 2016 Board of Trustees meeting, agreements were approved to put in place engineering services to design improvements to the building envelope, HVAC and selected interior finish enhancements for Long Middle School. In addition, the CFB Natatorium is being evaluated for improvements. The current focus for improvements for the CFB Natatorium may include pumps, HVAC equipment, dehumidification, water treatment and other environmental equipment and components that have reached end of life.</i>2. <i>The Energy Management Department in cooperation with Estes, McClure and Associates are conducting beta test initiatives to study the effects of LED lighting on energy efficiency and maintenance costs as associated with student achievement, better performance and attention awareness under different lighting simulations. The project will evaluate the trial installation of tunable LED lighting systems installed in three classrooms in Carrollton-Farmers Branch ISD schools: one classroom at Davis Elementary, one classroom at Sheffield Elementary, and one science laboratory at Blalack Middle School. Goals are to estimate the effects of the LED lighting on energy/maintenance costs relative to fluorescent as well as dimming and color tuning to better student performance, attention, and awareness during user interface. Pacific Northwest National Laboratory (PNNL), Acuity Brands Lighting (ABL), Estes, McClure & Associates (who will write a white paper on the results), and the CFBISD Energy Manager will monitor on-site data collection at each elementary school as well as be involved in the interview/survey responses by teachers and students in order to determine savings for the District and educational advantages and drawbacks on student performance and attention effects of the LED tunable lighting.</i>3. In December of 2013 repairs and remediations were made to the Standridge Stadium track surface. The Athletic Department reported to the Facilities Department in early fall that the
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	<p>surface was experiencing undue wear and that the top polyurethane surface was showing bleed through from the substrate below. Representatives from the Athletic and Facilities offices as well as our consultant from Glenn Engineering met with representatives from Paragon Sports to review the surface. The determination was made that there was indeed some flaws in the application. As a result of the investigation, Paragon Sports agreed to resurface and stripe the running surface at no cost to the District as part of the warranty agreement.</p> <p>4. At the March 3, 2017, Board of Trustees meeting, staff presented on the status of the 2003 capital bond initiative. Staff chronicled the status of the campaign, outlining that the program had been a resounding success and benefitted from bonus ventures, but that the resources of the program are dwindling and much work remains to provide the current standard of District facilities.</p>
<p>2.C.2.Continue to determine the disposition of Tax Increment Financing (TIF) funds and initiate final TIF projects</p>	<ol style="list-style-type: none"> 1. <i>On October 6, 2016 the District executed a contract with Thompson & Horton LLP to provide the District with additional legal guidance related to the disposition of the TIF funds. Thompson & Horton has specific experience in areas such as school finance and tax increment finance zones. It is the desire of staff to acquire specific direction regarding the current tax increment finance zones as the expiration dates of these zones are eminent.</i> 2. In January, the final document was approved by the CFB Board of Trustees which provides for the District to pursue property to be purchased with Irving TIF #1 dollars for parcels which reside inside or outside the Irving TIF #1 as long as the parcels reside inside the City of Irving and within the boundary of CFB. 3. Meetings continue with the City of Farmers Branch to discuss viable options for the the use of Farmers Branch TIF #1 funds.

D. Strategy: Increase access to digital learning for students and staff

<p>2.D.1. Provide teacher training on devices and digital resources in curriculum, library, and world-wide web</p> <p>Evaluate the effectiveness of teacher training and implementation</p>	<ol style="list-style-type: none"> 1. <i>Training for campuses in this first quarter focused on Chromebook training, AirWatch training for iPads, and Google Apps.</i> 2. December 2016: A Digital Learning/Mobile Rubric has been developed to capture data for evaluation of the initiative. 3. Spring 2017: Campuses will complete the digital learning/mobile devicerubric as part of local accountability. Results will be reviewed.
<p>2.D.2. Continue to investigate technology integration practices and pilot LMS (learning management system) with early adopters</p>	<ol style="list-style-type: none"> 1. <i>Through TENOR regional meetings, Canvas Administrators Training, and networking with surrounding districts who are also Canvas users, we are learning best practices as we continue planning next steps for LMS implementation.</i> 2. December 2016: Semester 2 rollover of courses has been completed in Canvas and processes are being refined for next school year. 3. April 2017: Weekly Canvas tips are being created to introduce teachers to tools in Canvas.
<p>2.D.3. Explore differentiated digital learning activities and performance tasks within the curriculum</p>	<ol style="list-style-type: none"> 1. <i>This will be addressed as curriculum is migrated to Canvas, the district's learning management system (LMS).</i> 2. Spring 2017: The dialogue will continue after the curriculum is migrated into Canvas. 3. Spring 2017: Instructional coaches and specialists are meeting on Fridays to make critical decisions regarding migration of curriculum to Google and Canvas.

GUIDING OBJECTIVE 3: Continuously improve operational effectiveness

A. Strategy: Improve human resources management

<p>3.A.1 Evaluate the market as it applies to beginning teacher salaries</p>	<ol style="list-style-type: none"> 1. <i>Market analysis will begin January 2017.</i> 2. December 2016 - HR Administrators attended its annual TASPAC Conference (Texas Association of School Personnel Administrators), at this time districts across the state have no indication of beginning teacher salaries
<p>3.A.2 Survey other ERG districts who monitor employee perception of compensation using TASB survey or similar survey to compare results to determine steps for improvement</p>	<ol style="list-style-type: none"> 1. <i>Analysis will begin January 2017.</i>
<p>3.A.3 Conduct an annual market analysis of surrounding districts' stipend pay. Conduct stipend study tri-annually.</p> <p>Review Masters, Doctorate, and Bilingual stipends</p>	<ol style="list-style-type: none"> 1. January 2017, HR will begin to conduct a market analysis of surrounding districts as it applies to masters, doctorate, bilingual stipends 2. Data is being compiled from neighboring districts for administration to bring a recommendation to the board by June 1, 2017.
<p>3.A.4 Increase number of job fairs attending (in state and out of state) by 3 additional job fairs</p> <p>Research steps to create a "Grow Your Own" program</p> <p>Maintain and increase the hiring of certified and qualified teachers from various cultural and ethnic backgrounds</p> <p>Utilize an online job search posting service for educator professionals</p>	<ol style="list-style-type: none"> 1. <i>HR has recruited at four job fairs during Fall 2016</i> 2. <i>HR is beginning to use TeachersTeachers.com to post positions for January 2017. This website goes out across the nation and also links to other websites.</i> 3. <i>HR will host a "How to Become a Teacher" event for paraprofessional, subs and AVID tutors on November 9th.</i> 4. <i>New teachers hired for 2016-17 show an increase in teachers from various cultural and ethnic backgrounds: Hispanic females - 43 up from 38 in 15-16; Black males - 8 up from 7 in 15-16; Black females - 20 up from 19 in 15-16; Asian females- 12 up from 5 in 15-16.</i>

	<ol style="list-style-type: none"> 5. November 2016 - Twenty- Six individuals participated in the “Become a Teacher” Event in November. Three alternative certification programs and Dallas Christian College attended and offered advice on how to pursue a teaching credential. 6. November 2016 - 2,414 individuals submitted applications for the 2016-2017 school year - According to Gallup, Inc, the top four reasons for applying: 395 applicants indicated Desirable Location of District, 380 listed Reputation of School District, 372 indicated District was referred to them by someone, 290 listed Ad on district’s website 7. Beginning January 17, 2017, the District will host thirteen student teachers from EWHA Woman’s University, South Korea for a nine day student teaching opportunity. The student teachers will be assigned to classroom teachers at the Districts’ IB campuses, Las Colinas, Barbara Bush or Ranchview. 8. January 2017 - Personnel is beginning to plan for the District’s April 8th Teacher Job Fair. 9. Applicants for the teacher job fair were pre-screened by Personnel Services beginning in March 2017. Criteria included a complete application, certification, and teacher job fair. The district had 478 in attendance.
<p>3.A.5 Implement a new hire orientation for paraprofessional staff Summer 2017</p>	<ol style="list-style-type: none"> 1. <i>HR has tentatively set July and August 2017 dates for new hire orientations.</i> 2. Personnel Services targeted the week of LMAM for the paraprofessional new hire orientation.

B. Strategy: Improve financial management

<p>3.B.1. Plan and execute a successful tax ratification election (TRE) to maintain the District's long term financial stability and provide the resources needed to address identified district priorities</p>	<ol style="list-style-type: none"> 1. <i>On August 18, 2016 administration presented a 2016-17 balanced budget to the Board of Trustees. The balanced budget required the Board of Trustees to call a tax ratification election. The election will be held on November 8, 2016. Staff is in the process of developing a plan to amend the 2016-17 budget in the event that the TRE fails.</i> 2. On November 22, 2016 the Board of Trustees canvassed the final results of the tax ratification election that was held on November 8, 2016. The highest number of votes were cast FOR the proposition resulting in the approval of the tax rate adopted by the board. As a result of the successful election, the District will move forward with plans related to 1) compensation 2) technology 3) class size reduction 4) instructional program expansion and enhancement and 5)maintenance of fund balance targets
<p>3.B.2. Develop 2017-18 resource allocation plan that maintains identified fund balance level in excess of 135 days of operation and responds to 2017 legislative action</p>	<ol style="list-style-type: none"> 1. The 2017-18 budgeting process has initiated. Campuses and Departments will begin the non-personnel budgeting process in February and complete submissions by March 10, 2017. Absent of legislative action, initial revenue estimates are projected to be flat for 2017-18. Property values in Dallas and Denton counties are estimated to grow between 6% and 7%. The growth of property tax revenues will be offset with the decrease of state funds. 2. The budget development process will strive for a balanced budget for 2017-18. Staff is in the process of preparing a draft budget proposal that will be presented to the Board of Trustees on May 4, 2017. The budget will include plans to move forward with previously identified priorities including: 1) compensation; 2) class size reduction; and 3) instructional program expansion and enhancement.

<p>3.B.3. Continue to research methods to competitively procure retail electric power in a deregulated market through the competitive bidding process and by identifying the usage profiles of the District</p>	<ol style="list-style-type: none"> 1. Beginning Jan. 1, 2017 the District will enjoy a reduction of commodity costs associated with our electric bills. This is a result of timely purchases within the market for our utility commodity. This rate will be in effect until Dec. 31, 2019, and should yield a significant savings for the District. 2. On February 27, 2017, staff took the opportunity of a soft energy market to procure power commodity for years 2020 and 2021. This revised pricing for these two years will lower the District's commodity costs from \$0.04199 to \$0.03690 per kilowatt hour. This could result in a savings to the district in excess of \$300,000 at current usage levels.
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C. Strategy: Improve business operations

<p>3.C.1. Analyze district ERG productivity trend and other relevant data of high performing districts and identify potential areas for improvement</p>	<ol style="list-style-type: none"> 1. Staff have evaluated facility square footage on a per student basis as compared to Richardson and HEB, both high performing ERG districts. CFB maintains approximately 202 square feet per student while Richardson and HEB maintain 172 and 147 respectively. Additional square footage has a significant impact on operating costs and will be evaluated to identify opportunities for savings.
<p>3.C.2. Evaluate bond refunding opportunities for eligible debt issues and initiate 2016 bond refunding</p>	<ol style="list-style-type: none"> 1. <i>On September 1, 2016 the Board of Trustees authorized the issuance and sale of "Carrollton Farmers Branch Independent School District Unlimited Tax Refunding Bonds, Series 2016." A portion of the district's Series 2007 and Series 2008 bonds will be refunded with this issue for an estimated savings to our taxpayers in excess of \$12 million over the life of the new debt. A shorter maturity schedule was developed for the new bond issue to maximize the savings. The bonds are scheduled to be priced and sold October 12, 2016.</i> 2. On November 17, 2018 the district completed the sale of the District's Unlimited Tax Refunding Bonds, Series 2016. To summarize the transaction, the District sold a total of \$48,420,000 in bonds for the purpose of refinancing maturities 2018 through 2032 of the District's existing Series 2007 Unlimited Tax School Building and Refunding Bonds and

	<p>maturities 2019 through 2033 of the District's Series 2008 Unlimited Tax School Building and Refunding Bonds. The final debt service savings to taxpayers of CFB is \$12,837,993. In addition, the interest rates on the District's 2016 Bonds were lower than two similarly sized school district bond sales that were conducted on the same day. The district's unenhanced rating was higher than the two comparison districts. A major factor impacting the district's rating is our strong history of solid general fund reserves.</p>
<p>3.C.3. Complete and issue uniform training materials for district staff related to major business processes</p>	<ol style="list-style-type: none"> 1. <i>On October 3, 2016 Steve Franks was elected to serve as Secretary on the TASBO Accounting and Finance Research Committee. His primary responsibilities will include researching and developing course materials to be used in the TASBO Certification Program. In addition, he will serve as a mentor in the TASBO Mentoring Program. Mr. Frank's work with this committee will provide the district with access to additional resources that will be incorporated into current training materials for CFB staff.</i> 2. The purchasing Department has been utilizing the software product <i>Doxsera</i> to streamline the process for generating bid documents. With this product the Purchasing Department is able to generate multiple documents and forms used in the procurement process in one step. The time needed to produce bid documents has been reduced from up to six days to in many cases less than a day. The software works on Microsoft Word and Excel products creating fillable field templates and allows the buyer to group any and all forms related to the procurement in a single action. The cost for this product is just over \$1,000 annually for five users. 3. At the October 20, 2016 Principals meeting, the Accounting department provided training related to fraud awareness and prevention. Principals were trained on the elements typically present when fraud occurs and were provided a checklist of top five best practices

	<p>that Principals can use to reduce opportunity for fraud at the campus level.</p> <p>4. Steve Franks, Accounting Director, co-instructed a certification class at the annual TASBO conference held in March that covered activity fund accounting. He also will be instructing a class at the TASBO summer conference in July. Materials developed for the training will be utilized for staff training in August 2017.</p>
<p>3.C.4. Review internal control procedures for compliance with District and federal guidelines and identify areas for improvement</p>	<p>1. <i>On October 5, 2016 our Student Nutrition Department accompanied by members of our Purchasing Department attended the Child Nutrition Directors of North Central Texas meeting. Representatives from the Texas Department of Agriculture presented information on federal regulations and Texas Department of Agriculture overlays for purchasing as they pertain to child nutrition. The consistent topic of discussion was in regards to having published district processes and procedures for purchasing. Upcoming reviews will be focused on what the established process is, how that process is practiced and implemented, and what the District is doing to ensure that purchases are verified for accuracy with contracts. A secondary recurring topic was the ability to be inclusive of vendors while going through the purchasing processes. A significant amount of time for Q&A was allowed where individual circumstances between districts were discussed. Members from the Texas Department of Agriculture audit team were available to answer questions. Overall, the recommendation was to review the district processes and current federal statutes and ensure both purchasing and the Child Nutrition Department are practicing current standards. The District is confident that these requirements have been incorporated into operating practice.</i></p> <p>2. On Dec. 5th and 6th of 2016, Kris Robinson and Gary Kerbow attended the Texas Association of School Business Officials (TASBO) Training in Allen, TX. The objective of this training was to investigate how to maximize revenue through allowable reimbursements to ensure funding is available for each program and compliance is maintained with these programs. Topics broached in this training was Education</p>

	<p>Department General Administrative Regulations (EDGAR), Public Education Information Management Systems (PEIMS), Contracted vs. District employees, as well as general compliance practices for school officials. The Purchasing Department touches on numerous aspects of departmental operations of the District. Familiarity to these different functions is paramount to maintaining knowledgeable and robust business practices.</p>
<p>3.C.5. Review initial fall staffing levels after classroom balancing to determine effectiveness of the staffing allotment process</p>	<ol style="list-style-type: none"> 1. <i>On September 9, 2016 administration reviewed staffing levels at each campus. Based upon low student numbers, seven elementary units were collapsed and moved to campuses with the greatest identified needs and class sizes in excess of 22:1. In addition, two new elementary units were added where no additional transfers were available. Secondary units were reviewed and determined to be adequate based upon current enrollment trends. Principal input was obtained prior to finalizing all staffing decisions.</i> 2. <i>On October 6, 2016 the Board of Trustees approved class size waivers for 2016-17, currently at 12 classrooms. In reviewing the current teacher applicants, the waiver request submitted is considered to be an acceptable level and the best option at this time. Staff will continue to monitor enrollment trends and demographic data that may impact future staffing needs.</i> 3. <i>In February 2017, Personnel Services and Ed Services used the staffing levels from Fall 2016 as well as enrollment projections for Fall 2017 to determine initial staffing levels for 2017-2018 school year.</i>

D. Strategy: Improve technology infrastructure and operations

<p>3.D.1. Continue to upgrade campus network operations gear</p>	<ol style="list-style-type: none"> 1. <i>Creekview, Blalack, Long, Polk, Bush, Field and La Villita network operations gear has been upgraded. Network operations gear is scheduled to be upgraded at Smith, Turner and Ranchview during the 2016-2017 school year at a cost of approximately \$1.7 million.</i>
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	<ol style="list-style-type: none"> 2. November 2016: Plans are underway to identify next wave of campuses to receive updated Network operations gear. 3. March 2017: Administration requested and received Board approval to upgrade network operations gear for 18 additional campuses.
<p>3.D.2. Continue to upgrade campus wireless access capability with enhanced cabling and more powerful access points</p>	<ol style="list-style-type: none"> 1. <i>With the distribution of district-owned mobile devices, 140 wireless access points have been added to campus locations across the district. There are 1380 wireless access points district wide.</i> 2. Fall 2016: Wireless access points are being added as needed with the goal of placing at least one access point in each classroom at the completion of the campus upgrade initiative. 3. Spring 2017: In conjunction with network upgrades and mobile device initiative, wireless access points continue to be added as needed.
<p>3.D.3. Investigate options for wireless access from home</p>	<ol style="list-style-type: none"> 1. <i>The Data and Technology Team continues to investigate potential options for wireless access from home. Some options under investigation include a private LTE network, modems for each mobile device and strategically located wireless access points throughout the school district.</i> 2. Fall 2016: State and federal agencies are exploring options for expanded home access. The Data and Technology Team is monitoring their work. 3. Data and Technology continue to monitor local, state and federal initiatives.

GUIDING OBJECTIVE 4: Continuously improve community support

A. Strategy: Improve community relations

<p>4.A.1. Enhance the iCare Customer Service Initiative by further developing diversity training and customer-focused evaluation</p>	<ol style="list-style-type: none"> 1. <i>The Communications Team visited all elementary campus front line staff to provide one-on-one training and a customer service refresher. In November, the team will meet with all secondary campuses.</i> 2. January 2017 - During the Fall Semester, CFB parents were surveyed about iCare customer service . 86.7% of the respondents agreed or strongly agreed that the staff at their campus was welcoming. 89.6% of the the respondents agreed or strongly agreed that the staff at their campus was friendly. 3. December 2016 - NSHS culinary students received iCare training to build strong customer service skills at Smith Café. 4. February 2017 - The Communications Department is working with parents who are contacting the District to learn more about CFB. The new open enrollment initiative has created interest in CFB from many families outside the District. This includes setting up campus tours and assisting in enrolling students into our District. 5. March 2017 - The Communications Department worked with the Student Services Department to develop and communicate processes for workflow to enroll students through open enrollment and Pre-K initiatives.
<p>4.A.2. Evaluate and develop a comprehensive Business Partnership Program</p>	<ol style="list-style-type: none"> 1. <i>The Communications Team made several new business partnerships in September and October. Strategic Communications along with Cathy Webb, Chief Data and Technology Officer, met with Wipro's Chief Sustainability Officer, Anurag Behar, HK Strategies, and the DFW India Chamber of Commerce to discuss a possible business partnership on September 29. Domino's Pizza of Carrollton, Shipley Donuts of Carrollton and Gumcare and Implants provided support for the Student Ambassador Program and the Senior Citizen Prom.</i>

2. *The District recognized five Business Partners at the November School Board Meeting during the Schools Cannot Do It Alone Student Achievement Presentation. The Business Partners honored were Wellsfargo in Farmers Branch, Webb Chapel Church of Christ, Kids First, Metrocrest Services, and PTA.*
3. **December 2016 -Dairy Max and Fuel Up to Play 60 supported CFBISD this year as a Business Partner by providing a \$65,000 grant for health/wellness education and elementary physical education equipment.**
4. **January 2017 -CFBISD received \$40,000 from LBJ Express for Middle School STEM education. With this generous donation, each Middle School has developed a MakerSpace for students. Middle School teachers have been trained. The campuses launched the MakerSpaces recently with great participation from students.**
5. **January 2017 - CFBISD partnered with Kids First and the City of Carrollton for the MLK Parade. CFB had 36 floats/participants in the parade.**
6. **January 2017 - After researching database management systems, the Communications Office selected Podio to manage community partnerships. The database will contain all partner contact information, along with details about potential or existing partnerships. This will be used for outreach, seeking sponsorships and building partnerships and support for our campuses, departments and programs. This product will not cost the district any additional money.**
7. **March 2017 - The Communications Team visited Cypress-Fairbanks ISD to examine and study their business partnership program. The visit allowed the CFBISD team to help develop a more comprehensive plan to attract and retain business partners.**
8. **March 2017 - The Communications Team will be hosting a partner luncheon to honor volunteers and business partners on April 19 at the Carrollton**

	<p>Courtyard Marriott. More than 150 partners have been invited and will be honored for supporting CFB.</p>
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B. Strategy: Improve communications

<p>4.B.1. Increase the network of communicators sharing the positive information about CFB including developing the Ambassadors in Action program</p>	<ol style="list-style-type: none"> 1. <i>In September and October, nearly 80 Ambassadors met to put together Ambassador in Action Plans. The Ambassador group hosted a Senior Citizen Tour of Janie Stark Elementary on October 17.</i> 2. November 2016 - The city, state and national elected officials serving CFB received hand-written cards from our student ambassadors to thank and encourage our elected officials as they enter into this legislative session. Some of the cards were hand-delivered by Ambassadors. 3. January 2017 - One of the Ambassador in Action plans is to increase awareness of the success of graduates of CFBISD. CFBISD has recognized and honored several graduates for their ongoing success including Courtney Okolo, Olympic Gold Medalist and Smith Graduate and Vanessa Poland, Navy Sailor of the Year and Creekview graduate. 4. January 2017 - During Spring 2017, Student Ambassadors will participate in and host events at Lakeview including a Senior Citizen Prom. 5. February 2017 - CFBISD partnered with the North Texas Regional Chambers to host a Regional Leadership Day. Members from the Metrocrest Chamber Leadership class as well as city and civic leaders from the CFB area were in attendance. Jamie Vollmer spoke to over 500 attendees on the importance of public education. Dr. Burns moderated a panel on education featuring superintendents, business leaders and a college president.
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<p>4.B.2. Explore and implement new platforms to communicate effectively with multi-generations both internally and externally</p>	<ol style="list-style-type: none"> 1. <i>The CFB Student Ambassadors are hosting a Senior Citizen Prom on November 5 from 5:30-7pm at the Carrollton Senior Center. The students are using email, flyers and personal meetings to communicate the event with the senior citizens. There were 150 people in attendance for the Senior Citizen Prom.</i> 2. December 2016 - The Strategic Communications staff hosted community partners and CFB staff (selected by principals) throughout the football season for a Friday night evening of fun in our VIP suite at Standridge Stadium. This opportunity allowed for one-on-one contact with community members and staff. 3. January 2017 - Pam Pena, Community Relations Coordinator, visited the Lakeview Senior Living Community in January. Twenty-six residents signed up for Advantage Cards. During Spring 2017, Student Ambassadors will participate in and host events at Lakeview including a Senior Citizen Prom. 4. February 2017 - Georgeanne Warnock spoke at the Farmers Branch Chamber Student Recognition Luncheon to more than 160 students and community leaders. Mrs. Warnock spoke on the difference between the living generations. 5. February 2017 - Marketing Coordinator Jason Wheeler presented to Bea Salazar Learning Center parents on the use of social media. Parents were engaged in learning about the pitfalls and importance of social media.
<p>4.B.3. Communicate district initiatives with fidelity to both internal and external audiences through all available communication tools</p>	<ol style="list-style-type: none"> 1. <i>The district launched the www.cfbtre.com informational website which includes an explanation video and an FAQ.</i> 2. February 2017 - The District App is an important tool to communicate to parents and staff in CFBISD. Since implementation, 14, 250 users have downloaded the CFB app. Since November 1, 2016, 845 additional users have downloaded the CFB app. 3. February 2017 - Since November 1, 2016, 21,436 users have viewed Student Self Serve

	<p>and 9,993 visited Parent Self Serve through the district's mobile app.</p> <ol style="list-style-type: none"> 4. March 2017 - The District launched the open enrollment initiative communications and marketing. Last year in the first two weeks, we had 10 new open enrollment applications. This year, we have had 35 new applications. This is a 350% increase. 5. March 2017 - The Communications Department met with K Hovnanian Builders and David Weekly Builders to assist with marketing and outreach to help them sell schools in our District. 6. February 2017 - Pam Pena, Community Relations Specialist, spoke at two Baylor Scott and White Hospital events sharing about CFBISD. Jason Wheeler, Marketing Coordinator, spoke to the CFB Rotary about the many opportunities that CFB offers our students.
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C. Strategy: Improve marketing

<p>4.C.1. Develop inventive ways to reach our audiences through traditional and live video to further engage customers through decision process</p>	<ol style="list-style-type: none"> 1. <i>The Strategic Communications Team is using Facebook Live to share events with the online community and to increase engagement. The VIP presentation at the October Board meeting had 2,300 impressions. The VIP presentation at the September Board Meeting had 2,700 impressions. The Creekview Homecoming Halftime Presentations and Performances had 7,400 impressions. And an RL Turner Morning Pep Rally had 36,000 impressions. This post also had 1,190 likes, 279 loves, 284 comments and 240 shares.</i> 2. January 2017 - The Communications Team used Facebook Live to share the celebration honoring Smith graduate Courtney Okolo. Nearly, 10,000 people have viewed the Facebook post while 2,400 watched the event live on Facebook. 3. March 2017 - Our social media numbers continue to impress. We recently surpassed 10,000 likes on our Facebook page, with a record amount of traffic being driven from the platform to our website. Our video content on Facebook continues to grow. Our Kindergarten Facebook Live Event reached almost
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	<p>30,000 people making it one of our most watched live videos to date. Those views in combination with strategic social media targeting helped deliver increased engagement on our kindergarten homepage.</p>
<p>4.C.2. Continue to expand CFB’s content marketing through our School-A-Hoop brand by incorporating a variety of communication tools expanding the audience to target parents of kids 0-5 years old</p>	<ol style="list-style-type: none"> 1. <i>The School-A-Hoop blog has had 1,259 page views in September. School-A-Hoop is hosting a Kindergarten Live tour at each elementary campus to showcase the high achievement in Kindergarten as a means to retain and attract families.</i> 2. January 2017 - On January 25, CFBISD hosted the first ever Kindergarten Live event where parents can ask CFB kindergarten teachers questions about kindergarten readiness. This event was hosted on Facebook Live with users. 3. January 2017 - The School-A-Hoop blog posted an article called “7 Important Benefits of Reading to Your Kindergarten Child.” Over 2,200 users read and interacted with the blog post. 4. December 2016 - The Communications Team hosted a Focus Group of 20 Kindergarten teachers in CFB to gain insight on communications and marketing needs. The information gathered is being used to guide decisions in the marketing plan to parents of young children. 5. March 2017 - We are on target to surpass our webpage views goal for the year in mid-April, far quicker than we imagined. The new website has increased web view with its easy navigation and strong visuals. Our Schoolahoop Blog is also driving traffic to our website. Thousands of readers have continued to our main website looking for additional information about our programs after reading our articles. Our content marketing approach using that blog has paid off.
<p>4.C.3. Expand the use of data and analytics to inform CFB’s marketing decisions by monitoring communication platforms using new analytic tools</p>	<ol style="list-style-type: none"> 1. <i>The Strategic Communications Team created a data dashboard called CFBISD Data Lab which tracks and monitors web stats, social media posts, social media stats and trending topics. The Data Lab helps to monitor and guide communications and marketing decisions.</i>

	<ol style="list-style-type: none"> 2. <i>The Strategic Communications Team is analyzing the top pages viewed along with the visitors time that they stay on a page in order to track the engagement of the site as well as social media posts. For example, more engaging posts on Facebook and Twitter are driving more viewers to the website. Since the website launch 321 people have clicked from a Facebook post to the website compared to 56 last year at the same time.</i> 3. December 2016 - Based on previous analytic information, CFBISD uses videos on social media to share successes. The Communications Team filmed and posted a piece on the musical production at McKamy Elementary. The Facebook post reached 9,000 users with an additional 2,000 views of the video on social media platforms. 4. February 2017 - The web statistics for the month of February are: <ol style="list-style-type: none"> a. Pageviews: 1,087,228 b. Pages Per Visit: 2.28 c. Duration on Pages: 02:38 d. Visits Per Day: 17,051 5. March 2017 - CFBISD instituted a new SEO analyst to help increase value of each web post guiding traffic to our website. The Communications Team will continue to monitor our SEO and adjust web postings to increase visibility and results.
<p>4.C.4. Transform the district's website and all communication tools to achieve a more visual experience to move them towards a call to action</p>	<ol style="list-style-type: none"> 1. <i>The district launched a new website which the Strategic Communications Office and Technology Division built using WordPress. This new site will save the District \$100,000 a year in web service costs. Since the launch on September 15, there have been more than 1,000,000 page views. More than 185,000 visitors have viewed our new website.</i> 2. December 2016 - From December 1-31, 2016, the new District website had 693,174 pageviews. This is up from 538,452 in December 2015. 3. December 2016 - The new District website was developed with the look on the mobile device as the focus. Each post has a visual along with

	<p>the information and a call to action when appropriate.</p> <p>4. March 2017 - Over the past three months (Dec, Jan, Feb), we have averaged over 1,000,000 page views on our website per month. Our SEO organic traffic continues to improve with almost 25% of our website traffic being driven by search engine traffic. This is our highest percentage to date.</p>
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COMPLIANCE ADDENDUM

Title I School-wide Components (TS)⁴

- TS 1. Comprehensive needs assessments are conducted
- TS 2. School-wide reform strategies are in place
- TS 3. District employs highly qualified teachers
- TS 4. Professional development is provided for teachers
- TS 5. Strategies are implemented to attract high-quality teachers to high-needs schools
- TS 6. Efforts are taken to increase parental involvement
- TS 7. Preschool children are assisted in the transition from early childhood programs
- TS 8. Teachers are included in decisions regarding use of academic assessments
- TS 9. Student difficulties are identified on a timely basis
- TS. 10 Federal, state, and local services are coordinated and integrated to serve students

³ In the Compliance Addendum, the planned purpose for use of federal Funds is indicated by TS Codes.