



**Gulfport School District**



## **Mission Statement**

The mission of the Gulfport School District is to inspire each student to become a problem solver, lifelong learner, and productive member of society.

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## **Belief Statements**

**We believe that ...**

- 🌊 All people are responsible for the choices they make.
  - 🌊 Family is the most powerful influence on children and society.
  - 🌊 All people can learn but at different rates and in different ways.
  - 🌊 Self-worth and self-respect are essential to self-fulfillment.
  - 🌊 High expectations yield higher achievement.
  - 🌊 There is a basic worth in every individual.
  - 🌊 Education provides access to unlimited opportunities.
  - 🌊 Learning is a life-long process.
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**Gulfport School District**



## Strategic Results

By 2013...

- 🌀 All students will be pursuing their goals of further education, vocational training, military engagement, or other chosen endeavor within one year of leaving high school.
  - 🌀 All students will actively and continuously choose to set and achieve their goals.
  - 🌀 All students will systematically solve problems in their school and personal lives and accept responsibilities for their choices.
  - 🌀 All students will meet or exceed the academic requirements of the local, state, and federal accountability standards.
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## Strategies

We will ...

- 🌀 Develop ongoing funding and budgeting processes to achieve our Strategic Results.
- 🌀 Develop, through families, community agencies and child-centered facilities, trust, acceptance and continued support of and a contribution to our Strategic Results and Mission.
- 🌀 Hire, inspire, and retain personnel, including leaders at all levels that exemplify the skills, attitudes and behaviors necessary to achieve our Strategic Results.
- 🌀 Implement any changes in our organizational structure, which may be necessary to achieve our Strategic Results.



**Gulfport School District**



## Strategic Delimiters

**We will not:**

- Allow or accept any new program or initiative that is:
  - Not consistent with or does not contribute to our Mission
  - Not accompanied by the means to assess its effectiveness
- Recruit, employ or retain staff unless they embrace our belief statements and work toward the achievement of our Mission



# Communication/Marketing Action Plan



## **Action Team Concerns:**

1. The Gulfport School District needs to keep the community better informed of school and district information.
2. The Gulfport School District needs to more actively involve the parents and community in the schools.



# Communication/Marketing Action Plan



**Strategy 1:** Inform the community about Gulfport School District events, successes and happenings

**Strategic Result:** 1.1 The community will understand and support the Gulfport School District's efforts to be the district of choice.

**Goal Statement:** 1.1 Providing a variety of informational resources, the community will be aware of Gulfport School District events, successes and happenings.

ACTION STEPS	TIMELINE	ESTIMATED COST/BENEFITS	PERSON(S) RESPONSIBLE
1.1 Publish a 4 page insert to be distributed through the Sun Herald once a month (will reach more than 6,000 subscribers)	2008	Training Cost and Software- Approximately \$2,000 Publishing Cost- Approximately \$14,000 yearly	Community Relations Coordinator
1.2 Publish Gulfport School District news in free publications.	Monthly	No Cost	Community Relations Coordinator
1.3 Subscribe to ConnectEd, a communication service, at each school.	January 2008	\$3.60 per student (approximately \$20,000 for the district)	Principals
1.4 Promote events, successes, important dates, etc... on an LCD electronic billboard (location to be determined)	August 2008	Approximate cost-\$65,000	Superintendent
1.5 Publish a district calendar (feature a school a month) distribute to parents/community	Annually	Approximately \$3,500	Community Relations Coordinator



# Communication/Marketing Action Plan



<b>1.6</b> Publish an online and print annual report to be made available to the public (report will include academics, finances, successes, educational services, strategic planning updates, etc...).	Annually	Approximately \$1,500	Community Relations Coordinator Superintendent Assistant Superintendent Federal Programs Director Chief Financial Officer Department Heads
<b>1.7</b> Make information packets available in both print and online to prospective parents/teachers with flyers and/or brochures.	Fall 2008	Approximately \$1,500	Community Relations Coordinator
<b>1.8</b> Provide updated information packets to real estate board, chamber of commerce and other local businesses to share with the public.	Fall 2008	Approximately \$1,500	Community Relations Coordinator
<b>1.9</b> Spotlight a school during half-time at ball games.	Fall 2008	No Cost	Principals Athletic Director
<b>1.10</b> Advertise on grocery cart seats (provide learning activities for parents to do with their child while shopping).	Fall 2008	\$500	Community Relations Coordinator



# Communication/Marketing Action Plan

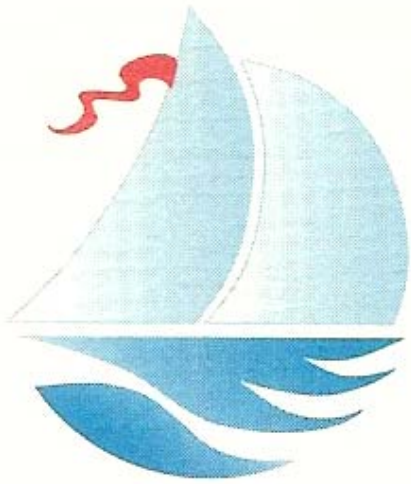


**Strategy 2:** Involve the Community in the Schools

**Strategic Result:** **2.1** As a result of increased parent and community involvement, research shows that students grow up to be productive citizens who are free from violence, substance abuse, and other negative influences and have strong families, strong friendships, and strong community bonds.

**Goal Statement:** **2.1** By increasing parent and community involvement, we will create successful students, better schools and a better community.

ACTION STEPS	TIMELINE	ESTIMATED COST/BENEFITS	PERSON(S) RESPONSIBLE
<b>2.1</b> Offer parent nights/institutes and/or family nights at all schools (including middle and high school)	Quarterly (minimum)	No Cost	Principals Teachers
<b>2.2</b> Provide after school youth activities for middle school students (such as 4H Club, MS Extension Services, Boys & Girls Club, etc...)	Fall 2008	No Cost	Principals Teachers Volunteers
<b>2.3</b> Provide banking for all the students at all the schools (recruit local banks to support school banking).	2008-2013	No Cost	Principals Teachers Bank Personnel Parent Volunteers



Gulfport School  
District  
Substitute Teacher  
Action Plan





# Substitute Teacher Action Plan



## Action Team Concerns

1. The substitute's lack of classroom management
2. The substitutes do not seem to understand expectations (dress, cell phone, school passes, etc.)
3. Lack of availability of substitutes
4. The available substitute does not have proper qualifications or are not qualified to handle the specific subject areas in middle and high school.



# Substitute Teacher Action Plan



Strategy:

Strategic Result:

We will improve the quantity and quality of the Gulfport School District substitute pool.

Goal Statements:

The district will actively recruit college students that are preparing to graduate with a degree in education to apply for substitute positions.

Action Steps	Time Line	Estimated Cost/Benefits	Person(s) Responsible
1. The Personnel office will research to determine the Director of Student Teachers for the local branches of USM and William Carey.	Summer of '08	Time for local administration to make contacts and schedule conferences	Asst. Superintendent
2. Administration will work with directors to schedule times to talk to future teacher candidates at local colleges to recruit the students to become subs for the GSD.	Fall '08 – Spring '10	Administration will need professional Day  Printing and mailing costs - \$1,000	Asst. Superintendent / Local Principals
3. Asst Superintendent will keep lines of communication open with local directors to recruit local students in the colleges on the coast.	Ongoing		Asst. Superintendent



# Substitute Teacher Action Plan



Strategy:

Strategic Result:

We will improve the quantity and quality of the Gulfport School District substitute pool.

Goal Statements:

The district will develop an orientation program for all potential substitutes to complete to become a substitute for the GSD.

Action Steps	Time Line	Estimated Cost/Benefits	Person(s) Responsible
1. Establish a committee made of teachers and administrators from each school.	Fall of '08	Time for local administration to make contacts and schedule conferences	A teacher/administrator representative from each school
2. This committee should develop a set of common guidelines that substitute will need to master to be an effective substitute in the Gulfport School District.	Fall of '08 – Spring of '09	Daily sub pay rate for each substitute that attends program	Assigned administrators (as needed)
3. Assigned administrators will create an orientation program for all substitutes that will be assigned to the Gulfport School District. The orientation will be centered on the guidelines from the committee mentioned above.	Fall of 2009 – Spring 2010	\$1,500 – Printing costs for manuals for training.  Professional Days for administrators that conduct orientation.	Assigned Administrators



# Substitute Teacher Action Plan



Strategy:

Strategic Result:

We will improve the quantity and quality of the Gulfport School District substitute pool.

Goal Statements:

The district will conduct a cost benefit analysis to determine the cost effectiveness of hiring permanent substitutes and recently retired teachers to become substitutes.

Action Steps	Time Line	Estimated Cost/Benefits	Person(s) Responsible
<p>1. Assign a team to conduct a cost benefit analysis of the following:</p> <p>A. Hiring permanent substitutes (non-certified) to be available at each site. This would allow for schools to specialize in certain departments when assigning substitutes.</p> <p>B. Recruiting recently retired teachers to work as a sub on a part time basis. One suggestion was to look into paying the retirees health benefits as an incentive.</p>	2008 2009 School Year	Time for local administration and team to research possible benefits to the Gulfport School District.	<p>Chief Financial Officer and appointed staff</p> <p>Asst. Superintendent</p>



# Technology Action Plan



## **Action Team Concerns**

1. Parents with children at different grade levels (elementary/high) currently have to access two different online databases to get their child's information and when they do, sometimes the grades aren't current.
2. Concern that teachers may need more training and/or support for Prometheans (maybe one person per school and/or training in summer).
3. Every school needs a computer lab not assigned to a specific course; need more than 1 at the high school; in some schools they have a lab technician and in others there is no one to oversee the computer lab.
4. Currently, there seems to be a disparity among schools in terms of the amount of technology and how current the technology is (Title 1 vs. non-Title 1 schools).



# Technology Action Plan



**Strategy 1:** Online Parent Communication

- Strategic Result:**
- 1.1** Student learning and participation will increase by providing parents with real-time access to their child's grades, averages, attendance, etc,
  - 1.2** Parent use of the online parent communication center will increase as a result of the district's migration to one common database for accessing student information.

- Goal Statements:**
- 1.1.1** Weekly, teachers will update student data for the parent information center.
  - 1.1.2** By 2009, all sites will provide parents with real-time access to their child's data through the use of the JPAMS Parent Communication Center

ACTION STEPS	TIMELINE	ESTIMATED COST/BENEFITS	PERSON(S) RESPONSIBLE
<b>1.1.1.1</b> Edline – communicate plans to migrate to JPAMS / Parent Communication Center	October 2007	No additional costs Prices will be offset-as schools are removed from Edline they will be added to JPAMS.	Technology Director School Records Clerks Data Management Specialist
<b>1.1.1.2</b> Schedule conversion/migration to JPAMS: WES – JGrades (2007) GCMS – JGrades (Jan. 2008) PRE – JGrades (Jan. 2008) Other elementary sites – AAE, BVE, CES, GPE (TBD)	January 2008	Benefits: • All schools will use the same database • Real-time automated updates eliminating need for manual updates	Technology Trainers Principals Teachers
<b>1.1.1.3</b> Teachers will update grades weekly; schedule weekly Edline updates until all schools are migrated	September 2007		
<b>1.1.1.4</b> Communicate update process and factors effecting accuracy to the committee members	September 2007		



# Technology Action Plan



**Strategy 2:** Promethean Support

**Strategic Result:** 2.1 Student learning will increase as a result of the efficacious use of the Promethean and student response system

**Goal Statements:** 2.1.1 By providing timely, high-quality school-based support, teachers and students will use the Promethean system to improve learning and increase student engagement

ACTION STEPS	TIMELINE	ESTIMATED COST/BENEFITS	PERSON(S) RESPONSIBLE
2.1.1.1 Annually review need to provide to provide a full time person at each site for Promethean training / support	Annually	N/A	Technology Director Principals Designated Site User/Lead Teacher
2.1.1.2 Each site will designate on-site contact person(s) to assist and support Promethean users	Annually	N/A	Technology Trainers
2.1.1.3 Designated personnel will attend Train the Trainer and technical training sessions in Atlanta for on-site support of Promethean	Annually	\$998.00 fee per person annually – training & materials; Airline ticket (est. \$400); Hotel / Meals for 3 days (est. \$350)	
2.1.1.4 Develop and publish an online Promethean training schedule for principals and teachers	Quarterly	N/A	
2.1.1.5 Teachers and principals will participate in Promethean training	Annually	N/A	
2.1.1.6 Designate and allocate funds as needed to provide a full time person at each site for Promethean training / support	As needed	Salary per degree, experience, qualifications, certifications, days of employment X number of sites	



# Technology Action Plan



**Strategy 3:** Computer Labs

**Strategic Result:** 3.1 Student learning and technology literacy will improve as a result of regular, whole class access to an on-site computer and electronic learning resources.

**Goal Statements:** 3.1.1 By providing each school with at least one computer lab, teachers will regularly use the computers and other electronic learning resources for whole class and/or individualized instruction

ACTION STEPS	TIMELINE	ESTIMATED COST/BENEFITS	PERSON(S) RESPONSIBLE
3.1.1.1 Determine the number/age of existing labs and the number of new computer labs needed	Spring 2008	Increased bandwidth for each school (\$ dependent upon usage & amount of bandwidth)	Technology Director Principals Site Technicians Technology Trainers Teachers Lab Assistant (if applicable)
3.1.1.2 Designate room(s) for computer lab(s)	As needed	Equipment to accommodate increased throughput (dependent upon site, number of switches, age of existing switches, qualification for E-Rate program)	
3.1.1.3 Principals will determine feasibility of hiring full-time lab assistant and budget accordingly	To be determined		
3.1.1.4 Purchase appropriate furniture for each lab or construct built-ins	As needed		
3.1.1.5 Install cabling, switches, patch panels, etc. for Internet and network access	Annually	Furniture (app. \$10,000-12,000) Computers/Printer (25-30 per lab - \$30,000)	
3.1.1.6 Install Promethean system in each lab, if needed, and provide training	As needed	Software (MS Office Pro, Educational programs, etc.) Promethean system \$6500	
3.1.1.7 Develop and maintain schedule for use	Daily		



# Technology Action Plan



**Strategy 4:** Equitable Access

**Strategic Result: 4.1** As a result of the provision of equitable access to technologies, student learning and technology literacy will improve for all students.

**Goal Statements: 4.1.1** To provide students all schools with equitable access to processors, printers, and other current technologies.

ACTION STEPS	TIMELINE	ESTIMATED COST/BENEFITS	PERSON(S) RESPONSIBLE
<b>4.1.1.1</b> Annually determine the computer-to-student ratio at each site through the use of surveys and other data collection procedures	Annually	N/A	Superintendent Technology Director Principals Department Heads
<b>4.1.1.2</b> Designate and equitably allocate technology funds to each site.	Annually	Based on need	
<b>4.1.1.3</b> Regularly refine and communicate a common vision for technology in the classroom, school, and district	At least annually	N/A	
<b>4.1.1.4</b> Insure that purchases are consistent with the vision for technology in the classroom, school, and district.	Daily	N/A	

**Workforce Development Action Plan  
Gulfport School District  
2008-2013**

**Strategy 1:** Increase communication between community businesses and industries and the GSD  
**Strategic Result:** The citizens of Gulfport will be better served via continued open dialogue between the school and business community.  
**Goal Statements:** Cooperative relationships will be cultivated and sustained. On-going input and dialogue will be facilitated.

ACTION STEPS	TIMELINE	ESTIMATED COST/BENEFITS	PERSON (S) RESPONSIBLE
1. Utilize the Joint <i>Craft Committee</i> to achieve strategic results <ul style="list-style-type: none"> <li>• Assemble members of various community businesses and industries in Gulfport alongside the leaders, faculty, staff, students, and parents of the GSD.</li> </ul>	2008 - On-going	\$1,000 annually – postage, printing, refreshments. This will benefit students by having a collaborative effort of all of the stakeholders in the Gulfport Schools District to work together. This will increase the opportunities and productivity of the current and future workforce of Gulfport.	Gulfport School District Leadership, CTE faculty, CTE Director, business and industry representatives, students and parents.

## Workforce Development Action Plan

**Strategy 2:** Provide students with interviewing, communication and other important work force skills  
**Strategic Result:** GSD Students will be better prepared for workforce entry.  
**Goal Statements:** Students will gain valuable workforce “soft skills”. Students will possess skills, which will differentiate themselves in the competitive marketplace. Students will be better prepared to succeed and advance in their chosen career.

ACTION STEPS	TIMELINE	ESTIMATED COST/BENEFITS	PERSON(S) RESPONSIBLE
1. Enhancement of “Life Skills 101” program to include additional focus on interviewing, and communication skills.	2008 - with bi-annual review	Minimal Costs / Students will benefit by being able to obtain employment at higher levels than without training.	Vocational Counselor, additional staff, WIN Job Center, various business/industry representatives
2. Provide additional opportunities for real-world use of soft skills. Craft (Business and Advisory Committee,) committee review of work (authentic assessment).	2008- with bi-annual review	Approx. \$2,000 annually for bus travel for off-site opportunities	Classroom teachers, various craft committee members

## Workforce Development Action Plan

**Strategy 3:** Offer students a wider range of post high school opportunities  
**Strategic Result:** GSD students have additional opportunities to explore careers in high demand/high growth fields.  
**Goal Statements:** Students will gain valuable skills/training in high growth/high demand career fields. Students will possess skills, which will differentiate themselves in the competitive global marketplace. Students will be better prepared to succeed and advance in their chosen career.

ACTION STEPS	TIMELINE	ESTIMATED COST/BENEFITS	PERSON(S) RESPONSIBLE
1. Establish a Culinary Arts Academy	Planning phase – projected implementation Fall 2009	Building plan to be finalized by December 2007. Full budget document to be released upon completion (approx. 4 million dollars).	Culinary Arts Advisory Board
2. Use MGCCC resources available to augment offerings currently not available in the Gulfport School District.	08-09 school year	Approx. \$6,000 annually for bus transportation of students to site. Benefit students by having dual campus enrollment/credit.	Vocational Director, vocational staff, GHS counselors, MGCCC staff, drop-out prevention specialists, and various craft committee members
3. Establish an Entrepreneurship Program	07-08 school year	\$4,000 - bus travel to summit meetings, workbooks, supplies and software/ Benefit by having a collaborative relationship with USM	Business and Computer Technology Instructors, Workforce Development – USM (Dr. Brent Hales)
4. Explore opportunities to create a sector specific Applied Technology and Career Placement Center as a joint venture among the school district and members of the shipbuilding, utility, and business community.	2008-2013	\$250,000 – to include instructors, facility upgrades and transportation. Consortium venture will diminish facilities costs.	Shipbuilding, utility, additional business representatives, and CTE Director

## Workforce Development Action Plan

**Strategy 4:**            **Introducing elementary students to career opportunities**  
**Strategic Result:**    **GSD students will be better informed on career opportunities.**  
**Goal Statements:**    **Students will gain valuable knowledge of career pathways and the necessary skills needed to be successful.**

ACTION STEPS	TIMELINE	ESTIMATED COST/BENEFITS	PERSON(S) RESPONSIBLE
1. Create a “careers” summer camp for elementary students. <ul style="list-style-type: none"> <li>• Use curricular projects focusing on skills to be viewed at workplace visits.</li> <li>• Incorporate field trips and or presentations from various community members detailing their careers</li> </ul>	Summer 2008 – on-going	\$5,000 - supplies and materials  Students will benefit by exposure to career training and field experience viewing people at work \$ 500 – Meals and travel of participants	CTE Instructors, vocational counselor and various career/craft committee members

## Workforce Development Action Plan

**Strategy 5:** Employment Opportunities Newsletter  
**Strategic Result:** Community will be better served by students filling needed positions.  
**Goal Statements:** Students will be better informed of job offerings in our community. Students will know job responsibilities, salaries and opportunities for career advancement. Community will benefit from a larger pool of applicants for needed positions.

ACTION STEPS	TIMELINE	ESTIMATED COST/BENEFITS	PERSON(S) RESPONSIBLE
<p>1. Create an Employment Opportunities Monthly Newsletter</p>	<p>2008 – on-going</p>	<p>\$2,000 - printing costs for hard copy postings - majority of information will be web-based.</p> <p>Students will benefit by repeated exposure to career building information and ideas that will help them achieve educational and career goals. As well as real employment opportunities.</p>	<p>Vocational counselor, career center manager, technology personnel (web), business/industry documentation, and WIN Job Center personnel.</p>

## Workforce Development Action Plan

**Strategy 6:** Develop and implement a comprehensive career exploration activity  
**Strategic Result:** GSD students will be better prepared to make career decisions.  
**Goal Statements:** Students will be able to create mentoring relationships with representatives from the academic and business community. Students will understand the relevance between their academic studies and the skills needed to be successful in a chosen career. Students will develop a more broad understanding of the full scope of career opportunities available.

ACTION STEPS	TIMELINE	ESTIMATED COST/BENEFITS	PERSON(S) RESPONSIBLE
<p>1. Fully develop and implement CSI (Career Scene Investigation) a comprehensive career exploration activity.</p>	<p>Projected Spring 2008</p>	<p>\$3,000 – materials, supplies, publicity, food /beverage, door prizes. Students will be able to create mentoring relationships with representatives from the academic and business community. Students will understand the relevance between their academic studies and the skills needed to be successful in a chosen career. Students will develop a more broad understanding of the full scope of career opportunities available.</p>	<p>CTE faculty/staff, representatives from USM, MGCCC and various business and industry members</p>

## Workforce Development Action Plan

**Strategy 7:** Provide internship opportunities for students  
**Strategic Result:** GSD Students will have opportunities for extended real-world problem solving and career building.  
**Goal Statements:** Students will participate in after-school and summer internships

ACTION STEPS	TIMELINE	ESTIMATED COST/BENEFITS	PERSON(S) RESPONSIBLE
1. Provide enhanced summer and after-school internship opportunities for students.	2008 – On-going	Employer paid salaries – Some businesses will host unpaid internship opportunities.  Students will gain valuable mentorship and real-world education on careers.	CTE faculty, CTE director, AOHT director and academic instructors, business and industry representatives, Craft committee members