

Plano ISD Operational Expectations and Strategic Plan Outcome Indicators

In the 2015-2016 school year, Plano ISD undertook the development of four Operational Expectations aligned with two significant School Board Goals. These were meant to better define these goals and, in turn, provide strategic focus to organizational work.

Following this effort, a multi-stakeholder project team was developed for each Expectation whose charge was to engage internal and external constituents in the development of outcome indicators that would give us ongoing information about our success in each area. Several thousand recommendations were ultimately reviewed by these project teams to ultimately arrive at the measures included in this report.

You will notice two important elements of this document. The first is that it measures a mix of qualitative and quantitative outcomes. Survey items asking students, employees and parents about critical focus areas are mixed in with more traditional quantitative measures. We have a fundamental belief that both are important as we attempt to measure our success in the complex work of schools.

Secondly, you will notice a color coding to reflect whether we did not gain or meet the target, saw gains short of the target or met the target outright.

Each of these two elements underscores the dual purpose of this report. First, gives all constituents a comprehensive and ongoing review of what we believe are important measures of our work. Secondly, it is used by our school and our district teams to make strategic decisions related to ongoing improvement efforts.

Student Learning

1.1	Maintain high expectations for all students through creative and effective instructional delivery, rigorous learning outcomes and a focus on eliminating opportunity and achievement gaps
1.2	Foster student acquisition of 21st century skills
1.3	Provide quality, diverse programming that maximizes choice and provides students with a personalized, well-rounded education
1.4	Focus on responsible citizenship by developing and recognizing character traits of integrity, ethics, empathy and service, and a strong appreciation for all people and cultures

Efficient Use of Resources

2.1	Demonstrate fiscal responsibility through efficiency and mission-driven priorities
2.2	Attract and retain highly qualified staff and focus on strengthening the capacity of all employees
2.3	Provide students and staff with high quality, safe and productive learning environments
2.4	Maximize community connections to strengthen, support and promote our educational mission

1.1 Maintain high expectations for all students through creative and effective instructional delivery, rigorous learning outcomes and a focus on eliminating opportunity and achievement gaps.

Achieved Target
Met Target

Maintaining Progress
Below Target and At or
Above 3 Year Average

Did Not Achieve Target

Performance Indicator	Grade	Group	2012-13	2013-14	2014-15			2015-16
			Plano	Plano	Plano	3 Year Average	Target %	Plano
K-8 MAP Assessment – Reading Percent of Students At or Above the 40th Percentile (End of Year Data)	Grade KN	All	76	80	80	79	80	78
K-8 MAP Assessment – Reading Percent of Students At or Above the 40th Percentile (End of Year Data)	Grade 1	All	78	77	78	78	80	77
K-8 MAP Assessment – Reading Percent of Students At or Above the 40th Percentile (End of Year Data)	Grade 2	All	77	78	77	77	80	78
K-8 MAP Assessment – Mathematics Percent of Students At or Above the 40th Percentile (End of Year Data)	Grade KN	All	79	85	85	83	85	84
K-8 MAP Assessment – Mathematics Percent of Students At or Above the 40th Percentile (End of Year Data)	Grade 1	All	80	83	87	83	85	85
K-8 MAP Assessment – Mathematics Percent of Students At or Above the 40th Percentile (End of Year Data)	Grade 2	All	81	84	82	82	85	82

1.1 Maintain high expectations for all students through creative and effective instructional delivery, rigorous learning outcomes and a focus on eliminating opportunity and achievement gaps

Achieved Target
Above Prior Year or Above the
Difference Between State in Any

Maintaining Progress
At Prior Year or At the Difference
Between State in Any Year

Did Not Achieve Target
Below Prior Year and Below the Difference
Between State in Any Year

STAAR Performance Indicator Met Satisfactory Rate	Grade	Group	2012-13			2013-14			2014-15			Target	2015-16		
			Plano	State	12-13 Difference	Plano	State	13-14 Difference	Plano	State	14-15 Difference	Target: Above Previous Year or Difference Above Any Prior Year	Plano	State	15-16 Difference
Reading	Grade 3	All	92	81	11	89	76	13	89	77	12	89% or Diff 11	84	73	11
Reading	Grade 4	All	85	72	13	86	74	12	88	74	14	88% or Diff 12	84	75	9
Reading	Grade 5	All	95	87	8	95	86	9	96	87	9	96% or Diff 8	90	81	9
Reading	Grade 6	All	88	72	16	91	78	13	92	77	15	92% or Diff 13	83	69	14
Reading	Grade 7	All	91	78	13	91	76	15	91	76	15	91% or Diff 13	84	71	13
Reading	Grade 8	All	97	90	7	97	90	7	97	88	9	97% or Diff 7	94	87	7
Mathematics	Grade 3	All	84	70	14	82	71	11	86	76	10	86% or Diff 10	85	75	10
Mathematics	Grade 4	All	78	69	9	85	71	14	83	72	11	83% or Diff 9	84	73	11
Mathematics	Grade 5	All	94	88	6	96	88	8	87	77	10	87% or Diff 6	92	86	6
Mathematics	Grade 6	All	87	74	13	90	79	11	86	73	13	86% or Diff 11	84	72	12
Mathematics	Grade 7	All	86	72	14	87	68	19	86	70	16	86% or Diff 14	85	69	16
Mathematics	Grade 8	All	90	86	4	93	86	7	80	72	8	80% or Diff 4	87	82	5

1.1 Maintain high expectations for all students through creative and effective instructional delivery, rigorous learning outcomes and a focus on eliminating opportunity and achievement gaps

Achieved Target
Above Prior Year or Above the
Difference Between State in Any

Maintaining Progress
At Prior Year or At the Difference
Between State in Any Year

Did Not Achieve Target
Below Prior Year and Below the Difference
Between State in Any Year

STAAR Performance Indicator Met Satisfactory Rate	Grade	Group	2012-13			2013-14			2014-15			Target	2015-16		
			Plano	State	12-13 Difference	Plano	State	13-14 Difference	Plano	State	14-15 Difference	Target: Above Previous Year or Difference Above Any Prior Year	Plano	State	15-16 Difference
Writing	Grade 4	All	83	70	13	85	73	12	87	70	17	87% or Diff 12	80	69	11
Science	Grade 5	All	84	73	11	85	74	11	87	72	15	87% or Diff 11	84	74	10
Writing	Grade 7	All	88	71	17	87	72	15	89	73	16	89% or Diff 15	83	69	14
Science	Grade 8	All	86	75	11	83	72	11	84	71	13	84% or Diff 11	84	75	9
Social Studies	Grade 8	All	83	64	19	84	63	21	85	65	20	85% or Diff 19	80	63	17
End-of-Course Algebra	Grades 7-12	All	92	78	14	92	80	12	94	81	13	94% or Diff 12	86	78	8
End-of-Course English I	Grades 9-12	All				87	67	20	90	71	19	90% or Diff 19	84	65	19
End-of-Course English II	Grades 9-12	All				88	69	19	89	72	17	89% or Diff 17	85	67	18
End-of-Course Biology	Grades 9-12	All	94	84	10	95	89	6	98	91	7	98% or Diff 6	93	87	6
End-of-Course US History	Grades 9-12	All				98	92	6	98	91	7	98% or Diff 6	96	91	5

1.1 Maintain high expectations for all students through creative and effective instructional delivery, rigorous learning outcomes and a focus on eliminating opportunity and achievement gaps

Achieved Target
Above Prior Year or Above the
Difference Between State in Any

Maintaining Progress
At Prior Year or At the Difference
Between State in Any Year

Did Not Achieve Target
Below Prior Year and Below the Difference
Between State in Any Year

STAAR Performance Indicator Met Advanced Rate	Grade	Group	2012-13			2013-14			2014-15			Target	2015-16		
			Plano	State	12-13 Difference	Plano	State	13-14 Difference	Plano	State	14-15 Difference	Target: Above Previous Year or Difference Above Any Prior Year	Plano	State	15-16 Difference
STAAR Mathematics	Grades 3-12	All	34	15	19	35	17	18	50	20	30	50% or Diff 18	37	19	18
STAAR Reading	Grades 3-12	All	34	17	17	32	15	17	36	17	19	36% or Diff 17	33	17	16
STAAR Science	Grades 3-12	All	23	10	13	26	14	12	32	16	16	32% or Diff 12	31	16	15
STAAR Social Studies	Grades 3-12	All	26	9	17	37	15	22	40	19	21	40% or Diff 17	43	22	21

1.1 Maintain high expectations for all students through creative and effective instructional delivery, rigorous learning outcomes and a focus on eliminating opportunity and achievement gaps

Achieved Target
State Multiplier or Above Plano/State

Maintaining Progress
Met 3 Yr Average or Prior Year

Did Not Achieve Target
Below 3 Yr Average or Prior Year

Performance Indicator AP and IB	Grade	Group	2010-11		2011-12		2012-13			2013-14			2014-15	
			Plano	State	Plano	State	Plano	State	Target	Plano	State	Target	Plano	State
Percentage of students in grades 11 and 12 taking at least one AP or IB examination (TAPR Report)	Grade 11 and 12	All	46.8	24	41	21.9	42.7	22.1	x 2	45.3	23.5	x 2	45.1	24.9
Percentage of examinees with at least one AP or IB score at or above the criterion score (3 on AP or 4 on IB) (TAPR Report)	Grade 11 and 12	All	80.3	49.3	84.4	50.8	86.7	50.9	x 1.5	85.5	51.3	x 1.5	85.2	49.1

Performance Indicator ACT and SAT\	Grade	Group	2011-12		2012-13		2013-14			2014-15			
			Plano	State	Plano	State	Plano	State	Target	Plano	State	Achieve Target	Maintain Target
Percentage of Graduates who took either SAT or ACT test (out of all graduates) (TAPR)	Graduates	All	82.2	66.9	78.2	63.8	76.7	66.3	x 1.2	76.5	68.3	82.0	76.7
Performance Indicator	Grade	Group	2011-12		2012-13		2013-14			2014-15			
			Plano	State	Plano	State	Plano	State	Target X State	Plano	State	Achieve Target	Maintain Target
The percentage of examinees who scored at or above the criterion score on SAT or ACT test (1110 on the SAT Reading and Mathematics 24 on the ACT composite) (TAPR)	Graduates	All	59.2	24.9	62.5	25.4	62.1	25.1	2	64.1	24.3	48.6	61.3

1.2 Foster student acquisition of 21st century skills

Achieved Target

Did not Achieve Target -
Making Progress

Did Not Achieve Target

* Indicators that have not been measured long enough to establish a target are not color coded.

Performance Indicator - Survey Survey % of those who answered "agree" or "strongly agree"	Group	2015-2016	2016-17	2017-18
My school work teaches me that it is okay to take risks and learn from my mistakes.	Elem. Student	94%		
My school work allows me to be innovative and creative.	Elem. Student	90%		
My coursework provides me opportunities to take risks, to grow from my mistakes and to demonstrate learning in innovative and creative ways.	Sec. Student	82%		
My course instruction provides students with opportunities to take risks, to grow from their mistakes, and to demonstrate learning in innovative and creative ways.	Elem. Teacher	0.99		
	Sec. Teacher	0.96		
My school work prepares me to solve complex problems that I might face in the real world.	Elem. Student	0.91		
	Sec. Student	0.77		
My course instruction prepares students to solve complex, open-ended problems in a variety of real-world contexts.	Elem. Teacher	0.97		
	Sec. Teacher	0.93		
My school work teaches me how to find information from many places, including online sources, and decide if it is good information for my research.	Elem. Student	0.91		
	Sec. Student	0.85		
My coursework provides me opportunities to find and analyze information from a variety of sources and evaluate its credibility.	Elem. Teacher	0.89		
	Sec. Teacher	0.88		

1.2 Foster student acquisition of 21st century skills

Achieved Target

Did not Achieve Target -
Making Progress

Did Not Achieve Target

* Indicators that have not been measured long enough to establish a target are not color coded.

Performance Indicator - Survey Survey % of those who answered "agree" or "strongly agree"	Group	2015-2016	2016-17	2017-18
My school work makes me think about how I can make a positive difference in my school and in my community.	Elem. Student	83%		
My coursework provides me opportunities to connect my learning beyond my school, both locally and globally, and to make positive contributions to my own digital footprint.	Sec. Student	0.75		
My course instruction provides students with opportunities to connect their learning beyond our school, both locally and globally, and to make positive contributions to their own digital footprint.	Elem. Teacher	0.89		
	Sec. Teacher	0.86		
My school work allows me to work in groups and have discussions with my classmates. My coursework provides me the opportunity to give and receive feedback in order to develop the skills necessary to collaborate and communicate effectively.	Elem. Student	0.85		
	Sec. Student	0.83		
My course instruction provides students with the opportunity to give and receive feedback in order to develop the skills necessary to collaborate and communicate effectively.	Elem. Teacher	0.98		
	Sec. Teacher	0.96		
My child's coursework requires him/her to think in critical ways to solve meaningful problems.	Parent	80%		
In school, my child is asked to communicate and collaborate effectively with peers.	Parent	84%		

1.3 Provide quality, diverse programming that maximizes choice and provides students with a personalized, well-rounded education

Achieved Target

Did not Achieve Target - Making Progress

Did Not Achieve Target

* Indicators that have not been measured long enough to establish a target are not color coded.

Performance Indicator	Group/Choice	2012-13		2013-14		2014-15		2015-16		
		Plano	State	Plano	State	Plano	State	Target	Plano	State
4-Year Longitudinal Graduation Rate (Gr 9-12)	All	95.8	87.7	96.3	88	95.5	88.3	96		TBD

Performance Indicator	Group/Choice	2012-2013	2013-2014	2014-2015	2015-2016
Plano ISD will maintain an annual % attendance rate of 96% or above	All	96.9	96.8	96.9	TBD
Plano ISD students will earn at least 66% of the total place awards at the Regional Science & Engineering Fair.	All	72.1	74	62.8	74.2
Plano ISD students will earn at least 33% of the first place awards at the State Science & Engineering Fair.	All	45	32.3	22.5	41.5
Plano ISD students will earn at least 50% of the All-Regional Musician positions. (2016-17 new UIL region)	All	N/A	N/A	67	57
Plano ISD students will earn at least 5% of the All-State Musician positions.	All	N/A	5	7	7
Plano ISD students will earn at least 5% of the Gold Seal awards in the State Visual Art Scholastic Event.	All	N/A	5	6	5
Plano ISD students will earn at least 15% of the finalists in the Texas Forensics Association competition.	All	7	13.3	13.3	21.6

1.3 Provide quality, diverse programming that maximizes choice and provides students with a personalized, well-rounded education

Achieved Target

Did not Achieve Target - Making Progress

Did Not Achieve Target

* Indicators that have not been measured long enough to establish a target are not color coded.

Performance Indicator Survey % of those who answered "agree" or "strongly agree"	Group/Choice	2015-2016	2016-2017	2017-2018
Secondary students who report belonging to one or more co-curricular, extra-curricular and/or school-based groups.	Sec. Student	89%		
My coursework and other school activities have prepared me for future learning and career paths.	Elem. Student	91%		
	Sec. Student	82%		
The variety of my coursework and school experiences has helped me foster an ongoing love of learning.	Elem. Student	80%		
	Sec. Student	68%		
My child has experienced a rich variety of learning opportunities at school.	Parent	77%		

1.4 Focus on responsible citizenship by developing and recognizing character traits of integrity, ethics, empathy, and service and a strong appreciation for all people and cultures

Achieved Target	Did not Achieve Target - Making Progress	Did Not Achieve Target
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* Indicators that have not been measured long enough to establish a target are not color coded.

Performance Indicator	Group/Choice	2015-2016	2016-2017	2017-2018
90% of schools report that they have service learning experiences for all students in all grade levels		Baseline		
Survey % of those who answered "agree" or "strongly agree"				
My school's community service projects make me think about how I can help various members of my community.	Elem. Student	76%		
The service learning opportunities available to me are varied and equitable to all students and reflect community needs.	Sec. Student	80%		
In my school, I feel accepted for who I am.	Elem. Student	88%		
	Sec. Student	77%		
My child feels accepted and valued by both peers and school staff.*	Parent	78%		
In my class, I feel that my opinions and viewpoints related to content discussion are valued.	Student	77%		
I try to see things from other's point of view	Elem. Student	83%		
	Sec. Student	88%		
Our students are good at accepting their peers and seeing things from other's point of view	Elem. Teacher	92%		
	Sec. Teacher	82%		

1.4 Focus on responsible citizenship by developing and recognizing character traits of integrity, ethics, empathy, and service and a strong appreciation for all people and cultures

Achieved Target	Did not Achieve Target - Making Progress	Did Not Achieve Target
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* Indicators that have not been measured long enough to establish a target are not color coded.

Performance Indicator	Group/Choice	2015-2016	2016-2017	2017-2018
In my school, I feel like I have a say in how I learn.	Elem. Student	79%		
In my school, our teachers let students help set the classroom rules.	Elem. Student	52%		
In our school, students are asked to take ownership of their learning and expected to meet agreed upon responsibilities.	Sec. Student	88%		
	Elem. Teacher	96%		
	Sec. Teacher	84%		
In my school, I feel like adults are role models for students and that they care about me.	Elem. Student	91%		
In our school, adults are role models for students through their dedicated and compassionate work on our behalf.	Sec. Student	77%		

2.1 Demonstrate fiscal responsibility through efficiency and mission-driven priorities

Achieved Target

Did not Achieve Target - Making Progress

Did Not Achieve Target

* Indicators that have not been measured long enough to establish a target are not color coded.

Performance Indicator Business Services	Group/Choice	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017
Maintain instruction and instructional related expenditures at 65% or greater		69.1	66	69.5	68.3	
Maintain administrative cost ratio of 5% or less		3.96	4.13	4.15	TBD based on midyear PEIMS Jan submission	
Achieve Government finance Officers Association (GFOA) Certification of Achievement for Excellence in Financial Reporting		Yes	Yes	Yes	CAFR submitted	
Achieve Comptroller's Traditional Finances Transparency Star		N/A	N/A	N/A	Not yet	
Maintain top tier bond rating with both Moody's and Standard & Poors	Moody's	Aaa	Aaa	Aaa	Aaa	Aaa
	S&P	Upgraded from AA to AA+	AA+	AA+	AAA	AAA
Maintain net bonded debt at 2% or less of net taxable assessed value		2.82	2.53	2.19	1.93	
Maintain a supply weighting allocation of 1.1 or higher to recognizes differing school support needs based on student demographic challenges		Weighting of 1.1	Weighting of 1.1	Weighting of 1.1	Weighting of 1.1	Weighting of 1.15
Kilowatt hour energy consumption		N/A	94.9M	98.8M	94.7M	TBD

2.2 Attract and retain highly qualified staff and focus on strengthening the capacity of all employees

Achieved Target

Did not Achieve Target - Making Progress

Did Not Achieve Target

* Indicators that have not been measured long enough to establish a target are not color coded.

Performance Indicator Human Resources	2012-2013			2013-2014			2014-2015			2015-2016		
Plano ISD teacher retention is above Region 10 and state.	Plano	Region 10	State	Plano	Region 10	State	Plano	Region 10	State	Plano	Region 10	State
	88.9	83.6	83.4	87.3	82.2	83.8	88	81.5	83.4	87.9	81.5	83.5

Performance Indicator Human Resources	Group/Choice	2012-2013	2013-2014	2014-2015	2015-2016
Retention rate for all employees will be 85% or higher	All Employees (%)	82.7	83.4	83.4	82
Actively recruit and hire at least 10% of new employees from the PISD substitute pool.		16.1	12.3	12.2	16.5
Actively recruit and hire at least 10% of new teachers from the PISD student teacher pool.		6.2	5	8	8.3
Overall employee absentee rate will be 7% or less, excluding absences for school business (broken down by employee groups)	All (%)	N/A	N/A	N/A	6.05
Maintain starting salary in the top quartile comparison school districts: Irving ISD, Coppell ISD, Mesquite ISD, CFB ISD, Allen ISD, Frisco ISD, Garland ISD, Lewisville ISD, McKinney ISD, Richardson ISD, and Dallas ISD		2nd Quartile	3rd Quartile	3rd Quartile	2nd Quartile

2.2 Attract and retain highly qualified staff and focus on strengthening the capacity of all employees

Achieved Target

Did not Achieve Target - Making Progress

Did Not Achieve Target

Performance Indicator - Human Resource Survey Survey % of those who answered "agree" or "strongly agree"		Group/Choice	2015-2016	2016-2017	2017-2018
Site-based professional development activities have provided me relevant new learning that can support my success as an educator	Elem. Teacher	91%			
	Sec. Teacher	82%			
District provided professional development activities have provided me relevant new learning that can support my success as an educator	Elem. Teacher	94%			
	Sec. Teacher	84%			
Induction and mentoring support have been valuable to me as I began teaching in PISD. (new)	Elem. Teacher	88%			
	Sec. Teacher	86%			
Teachers in our school have various opportunities to engage in situational leadership	Elem. Teacher	90%			
	Sec. Teacher	86%			
I have the materials I need to be successful	Elem. Teacher	92%			
	Sec. Teacher	88%			
	Employee	95%			
I feel valued and supported by our school administrators	Elem. Teacher	87%			
	Sec. Teacher	83%			
I feel valued and supported by my supervisor.	Employee	90%			
I have opportunities to provide input related to job-related goals and processes.	Employee	90%			
I am given the training I need to be successful	Employee	92%			
Overall, I am satisfied with experiences as an employee in PISD	Elem. Teacher	95%			
	Sec. Teacher	94%			
	Employee	96%			

2.3 Provide students and staff with high quality, safe and productive learning environments

Achieved Target

Did not Achieve Target - Making Progress

Did Not Achieve Target

* Indicators that have not been measured long enough to establish a target are not color coded.

Performance Indicator - Business Services	Group/Choice	2012-2013	2013-2014	2014-2015	2015-2016
Respond to 100% of high priority work orders in 1 business day					TBD
Respond to 100% of high regular work orders in 3 business days					TBD
Respond to 100% of safety-related work orders within 1 business day					TBD
Performance Indicator - Technology					
Respond to 100% of technology priority 1 work orders in 1 business day		N/A	50.1	76.2	70.4
Respond to 100% of Technology regular work orders in 3 business days		N/A	45.8	45.3	64.5
90% of technology equipment will be refreshed within their specified Life Cycle Management period				44%	97%
Maintain 10% surplus bandwidth during peak usage periods					8%
Performance Indicator - Security					
100% of schools will achieve a score of 90% or higher on unannounced safety and security inspections					TBD
Performance Indicator - Human Resources					
100% of schools will have at least 5 staff members who maintain current certifications or training in CPR, basic first aid, use of AED and mass casualty response. * (mass casualty response not required until 2015-16)		100*	100*	100*	100

2.3 Provide students and staff with high quality, safe and productive learning environments

Achieved Target

Did not Achieve Target - Making Progress

Did Not Achieve Target

* Indicators that have not been measured long enough to establish a target are not color coded.

Performance Indicator - Survey	Group/Choice	2015-2016	2016-2017	2017-2018	2018-2019
I have the technology resources I need to support my instruction	Elem. Teacher	79%			
	Sec. Teacher	72%			
My school is a comfortable place to learn.	Elem. Student	93%			
Our school is a high quality facility that supports the mission of teaching and learning	Sec. Student	83%			
	Parent	84%			
	Elem. Teacher	97%			
	Sec. Teacher	88%			
I feel safe at school	Elem. Student	94%			
	Sec. Student	79%			
My child feels safe at school*	Parent	88%			
I feel safe at school (work)	Elem. Teacher	95%			
	Sec. Teacher	91%			
	Employee	96%			
I am bullied by other students at school (never, rarely, sometimes, often) Elem. SS	Never	58%			
	Rarely	22%			
	Sometimes	15%			
	Often	5%			
I am bullied by other students at school (never, rarely, sometimes, often) Sec. SS	Never	66%			
	Rarely	20%			
	Sometimes	10%			
	Often	4%			
Adequate safety plans are in place related to natural disasters	Elem. Teacher	99%			
	Sec. Teacher	97%			
Adequate safety plans are in place related to threats from outside intruders	Elem. Teacher	98%			
	Sec. Teacher	92%			
Adequate safety plans are in place related to students who engage in dangerous or threatening behaviors	Elem. Teacher	90%			
	Sec. Teacher	80%			

2.4 Maximize community connections to strengthen, support and promote our educational mission

Achieved Target

Did not Achieve Target - Making Progress

Did Not Achieve Target

* Indicators that have not been measured long enough to establish a target are not color coded.

Performance Indicator - Communication	Choice	2012-2013	2013-2014	2014-2015	2015-2016
Number of volunteer hours as a percentage of enrollment		N/A	N/A	4.96 hrs/student (per RAPTOR)	5.11 hrs/student (Per RAPTOR; new volunteer tracking tool recommended)
Positive media sentiment as reflected via media monitoring service will match or exceed negative sentiment.	Neutral	N/A	N/A	N/A	62.3%
	Negative	N/A	N/A	N/A	20%
	Positive	N/A	N/A	N/A	17.7%
eNews subscriptions as a percent of enrollment					55%
Increase financial contributions to the Plano ISD Education Foundation		\$1,177,354.38	\$2,026,037.00	\$2,011,458.88	\$1,224,318.87
Increase the total value of in-kind contributions to the Plano ISD Education Foundation					Method for tracking to be established
90 % of Foundation donors/partners will say they are “very satisfied with their sponsorship benefits					Donors not surveyed (survey under development)
District social media interaction will increase 5% annually					6,675 impressions/day (based on Twitter impressions)
100% of schools will participate in the Key Communicators Program					0.86
80% of www.pisd.edu users surveyed will report being “very satisfied with their overall experience with the PISD website					11% - Extremely Satisfied 73% - Satisfied
Members of a “Legacy Club” (community senior citizens) as a percentage of students					Baseline established at 0% (program launched 2016 - 2017)
Student artwork displayed in community					Planning began for new initiative

2.4 Maximize community connections to strengthen, support and promote our educational mission

Achieved Target

Did not Achieve Target -
Making Progress

Did Not Achieve Target

* Indicators that have not been measured long enough to establish a target are not color coded.

Performance Indicator - Survey Survey % of those who answered "agree" or "strongly agree"	Group	2015-2016	2016-2017	2017-2018	2018-2019
I am made aware of opportunities that exist to volunteer at our school and/or in our district	Parent	89%			
At school, I have access to technology that helps me in my learning.	Elem. Student	95%			
I value having access to district applications and services via a mobile app. (following launch)	Sec. Student	84%			
	Parent	75%			
Overall I am satisfied with the educational experience my child has in PISD	Parent	83%			
Overall I am pleased with the information I receive from my child's school	Parent	82%			