

**Forsyth County Schools  
2022-2027 Strategic Planning**

**Goal Area: Climate, Culture, and Community**

**Performance Objective A:** Increase meaningful home, school, and community relationships  
**Cabinet Leader:** Jennifer Caracciolo  
**Initiative #1:** Implement resources for FCS to connect with parents/guardians  
**Performance Measures:** Establish baseline and targets for usage in FCS communication tools; increase in future

**22-23 Checkpoints**

December	March
24-25 Action Plan	24-25 Action Plan
<b>22-23 Year-End Results</b>	
Work forthcoming in 24-25.	

**Reflection on Results:**

## Forsyth County Schools 2022-2027 Strategic Planning

### Goal Area: Climate, Culture, and Community

**Performance Objective A:** Increase meaningful home, school, and community relationships  
**Cabinet Leader:** Jennifer Caracciolo  
**Initiative #2:** Enhance Partners in Educations (PIE) program to support the Learner Profile  
**Performance Measures:** Establish baseline and targets for PIE, volunteers, and donations; increase in future

#### 22-23 Checkpoints

December	March
Implemented a new annual work plan for the FC Education Foundation	PIE Program - Completed the R portion of RACE (Research, Assess, Communicate and Evaluate)

#### 22-23 Year-End Results

##### School and Teacher Grants

- School Grants – Fall 22 awarded \$126,567, 30 grants, projected impact 33,548 students
- School Grants – Winter 22 presented \$60,000, 43 schools/programs (new for 22-23)
- School Grants – Spring 23 raised \$110,000 from 2023 Duck Dive

##### Student Scholarships

- Fall 22 established the Dr. Leila Denmark Memorial Scholarship
- Spring 23 presented 4 scholarships, \$6,000 (2 new for 22-23)

##### Staff Scholarships/Support

- Fall 22 raised \$40,750 for REACH Scholar matching program, presented to 9 students
- Fall 22 raised \$46,829 from iChallenge (new to Foundation for 22-23)
- Winter 22 presented \$24,000 in scholarships, 16 FCS employees (new for 22-23)
- Winter 22 presented \$2,250 in gift cards to 15 FCS facilities department employees that worked on Christmas
- Spring 23 secured 1<sup>st</sup> year teacher grant sponsor for \$2,000 (new for 23-24)

##### Families in Need

- 22-23 year contributed \$14,468.24 towards student meal costs/Dining with Dignity program

##### Foundation giving

- 22 Summer raised \$7,170 from NEO vendor fair
- 23 Summer held FCS administrator giving drive (12 for 12 campaign), raised \$10,307 (last campaign was 5 years ago)

##### Grant Funding for FoCAL

- 22-23 received 5 grants, \$15,000 for the Penguin Project and \$6,400 for Summer Musical

#### Reflection on Results:

- Foundation – By organizing our work around these five areas, we have clear annual roadmap for fundraising to support our students and staff. Plans for 23-24 are to establish annual fundraising goals for the next five years and to form a network with other Ed Foundations in Georgia. Create new marketing flyer.
- PIE – Goal is to finish PIE program by December 2023 and begin implementing January 2024.
- Sponsorships – Expand opportunities in 23-24 for FoCAL support. Create new marketing flyer.
- Volunteers – 23-24 engage FC senior community at The FoCAL Center

**Forsyth County Schools  
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**Goal Area: Climate, Culture, and Community**

**Performance Objective B:** Work collaboratively with all people to promote inclusivity, school pride, and belonging  
**Cabinet Leader:** Jennifer Caracciolo  
**Initiative #1:** Increase collaboration within vertical communities  
**Performance Measures:** Establish baseline and targets for usage of communication tools and attendance at FCS events; increase in future.

**22-23 Checkpoints**

<b>December</b>	<b>March</b>
2023-2024 Action Plan	2023-2024 Action Plan
<b>22-23 Year-End Results</b>	
Work forthcoming in 23-24.	

**Reflection on Results:**

# Forsyth County Schools 2022-2027 Strategic Planning

## Goal Area: Climate, Culture, and Community

**Performance Objective B:** Work collaboratively with all people to promote inclusivity, school pride, and belonging  
**Cabinet Leader:** Jennifer Caracciolo  
**Initiative #2:** Enhance and diversify communication strategies to strengthen stakeholder understanding  
**Performance Measures:** Establish baseline and targets for usage of communication tools; increase in future years.

### 22-23 Checkpoints

December	March
Updated department plan, created department calendar, and revised administrative guidelines	<ul style="list-style-type: none"> <li>• Communication Plan - Completed the R portion of RACE (Research, Assess, Communicate and Evaluate)</li> <li>• Beginning A portion of work with focus groups and communications survey</li> </ul>

### 22-23 Year-End Results

**FCS Social Baselines**

**FB:** 913 posts, number of people that saw the posts - 2.7M photo reach, 156K album reach, 137K video reach, 16K link reach, 3.4K status reach, 3M post reach; 1.9K post shares, 5.8K post video views  
**Twitter:** 906 posts, post key interactions - 3.9K likes, 840 retweets, 145 quoted tweets, 120 replies; 840 post shares  
**Instagram:** 821 posts, 1.2M post reach, 56K post plays, 275 post saves  
**LinkedIn:** 289 posts, post impressions – 53K photo and 372 statuses; 48 shares

**FCS Newsletters**

**District:** 9 sent 22-23  
**Board Briefs:** 10 sent for 22-23  
**Focus on Focal:** created 11/22, 7 sent for 22-23  
**FC Education Foundation:** created 11/22, 4 sent for 22-23

**FCS videos showcasing FCS staff:** 7 TOTY, 4 #DriveForsyth, and 9 educator recruitment. **New 22-23 projects:** 2 nurses, 8 #LoveFCSPrincipals, and 5 vision series.

**Administrative guidelines complete.** Presented to school principals, assistant principals, and district administrators at Leadership Retreat and Back to School Summit. FoCAL, Community engagement and relations also presented (1<sup>st</sup> time) at the Back to School Summit. Survey feedback on presentations were positive.

**Reflection on Results:**

- **COM Planning:** Completed supt. advisory and admin focus groups. Did not complete community survey, need to schedule for fall 23. Summer 23 created 1<sup>st</sup> semester district and school Communication Plan to cover social accounts, websites, electronic signs, campus messengers, school announcements, and newsletters. For 23-24, will establish baseline for engagement using school social accounts and begin tracking inbound engagement on district accounts. Need to add district YouTube, FoCAL and FC Ed Foundation accounts to establish baseline data for each.
- **FCS Newsletters:** Now that four have been established, track data by individual newsletter for 23-24
- **FCS Videos:** Track engagement on YouTube.
- **FCS Website:** for 23-24, begin tracking LiveChat data to establish baseline. District redesign by 12/23 and school redesigns spring 24; begin to track page engagements and searches after redesigns.
- **Community engagement and relations:** Track resources created, coaching/professional learning and survey results, number of events, and attendees at events