

Benjamin Franklin Classical Charter Public School Goals and Objectives FY09-FY13

Goal 1: By June 30, 2013, strengthen the mission and four pillars of BFCCPS, as evidenced by consistent and sustainable programs.

Goal 2: By June 30, 2013, enhance the academic programs of BFCCPS, with more rigorous, up-to-date and consistent curriculums in Math, Social Studies, English Language Arts and Science/Technology, as benchmarked against peer groups.

Goal 3: By June 30, 2013, have a school facility that better meets the needs of the students, teachers, staff, and parents.

Goal 4: By June 30, 2013, increase the stability and viability of the school and strengthen the school's leadership practices.

Goal 5: By June 30, 2013, increase the visibility, understanding and support for BFCCPS in the greater community.

Goal 1: By June 30, 2013, strengthen the mission and four pillars of BFCCPS, as evidenced by consistent and sustainable programs.

	Year 1	Year 2	Year 3	Year 4	Year 5
<u>Objective 1:</u> Develop a Vision Statement that expands upon the Mission Statement and clearly represents what BFCCPS is striving to become.	X	X			
<u>Objective 2:</u> Enhance and expand the character education program. Success will be evidenced by the adoption of a character education curriculum that provides clear and consistent objectives, approaches, and guidance at all grade levels.	X	X	X	X	X
<u>Objective 3:</u> Implement strategies that support and enhance the role of parents as the primary educators of their children. Success will be evidenced by parental satisfaction, measured by periodic feedback.	X	X	X	X	X
<u>Objective 4:</u> Refocus the community service program. Success will be evidenced by a program that provides clear and consistent objectives, approaches, and guidance at all levels, and provides hands-on, direct service opportunities.	X	X	X	X	X
<u>Objective 5:</u> Enhance the classical education pillar by clearly defining the meaning of this pillar and identifying ways it may be strengthened. Success will be evidenced by a common understanding of the pillar, expanded language instruction and a plan for future improvements.	X	X	X	X	X

Objective 1: Develop a Vision Statement that expands upon the Mission Statement and clearly represents what BFCCPS is striving to become.

Step #	Action	Outcome	Who	When
1	Review and revise, if necessary, the defining principles of each pillar.	Defining principles of each pillar are updated.	Board President & Mission Committee	Year 1
2	Describe the outcomes of a successful implementation of the defining principles of each pillar	Outcomes defined.	Board President & Mission Committee	Year 1
3	Using these outcomes, draft the Vision Statement, distribute to the Board for review and revise as necessary.	Draft Vision Statement.	Board President & Mission Committee	Year 1
4	Distribute to the parent community and school faculty & staff for feedback and revise if appropriate.	Revised draft Vision Statement	Board President & Mission Committee	Year 1 & 2
5	Present the revised Vision Statement to the Board of Trustees for final approval.	Final Vision Statement.	Board President & Mission Committee	Year 2

Objective 2: Enhance and expand the character education program. Success will be evidenced by the adoption of a character education curriculum that provides clear and consistent objectives, approaches, and guidance at all grade levels.

Step #	Action	Outcome	Who	When
1	Ask the Faculty Input Team to participate in supporting this program.	Active FIT involvement.	HOS	Ongoing
2	Disseminate and implement the newly updated Teacher's Resource Guide.	All teachers have copy of the guide and use it for implementing character education with their classes.	HOS	Year 1 Done
3	Develop and document grade level benchmarks for the K-8 character education objectives.	Benchmarks are made available to the Board and parents.	HOS	Year 1
4	Document the character education syllabus used by each teacher.	Each syllabus is made available to the Board and parents.	HOS	Year 2 & 3
5	Monitor and evaluate the character education program.	Semi-annual, detailed presentation to the Board on the implementation of the character education program.	HOS	Years 1-5

Objective 3: Implement strategies that support and enhance the role of parents as the primary educators of their children. Success will be evidenced by parental satisfaction, measured by periodic feedback.

Step #	Action	Outcome	Who	When
1	Clarify the objectives of the parents as primary educator pillar.	Documented objectives and guidance.	School administration w/Mission Committee	Year 1
2	Design, document and publish strategies for the parents as primary educator pillar.	Strategies document published.	School administration /FIT/Mission	Year 2 & 3

Objective 4: Refocus the community service program. Success will be evidenced by a program that has clear and consistent objectives, approaches, and guidance at all levels, and provides hands-on, direct service opportunities.

Step #	Action	Outcome	Who	When
1	Create a role to act as a resource for teachers and to coordinate the community service activities for the school.	School counselor is hired that will take on this new role.	HOS	Year 1 Done
2	Define the objectives of the community service program. May include the realms for service (school, community, national, international), constituent groups (people – old,, young, sick, in need; animals; environment), family involvement and parental assistance.	Documented objectives and guidance.	HOS w/Mission Committee	Year 1
3	Design and implement the community service program.	Program design document.	HOS/FIT/School Counselor/Faculty	Years 1-5
4	Monitor the success of the implementation the program as designed.	Semi-annual, detailed presentation to the Board on the community service program.	HOS	Years 1-5

Objective 5: Enhance the classical education pillar by clearly defining the meaning of this pillar and identifying ways it may be strengthened. Success will be evidenced by a common understanding of the pillar, expanded language instruction and a plan for future improvements.

Step #	Action	Outcome	Who	When
1	Clarify the meaning, and define the components, of the classical education pillar at BFCCPS.	Detailed description of the classical education pillar.	Mission Committee	Year 1
2	Expand the current French language program.	Additional French instruction in the 5 th grade.	HOS	Year 1
3	Investigate the addition of other languages offerings to the curriculum.	Recommendations Report	HOS	Years 2-5
4	Evaluate the needs of the Fine Arts program.	Recommendations Report	HOS	Year 2
5	Investigate the addition of other curriculum offerings such as logic, critical thinking, and/or philosophy.	Recommendations Report	HOS & Mission Committee	Years 2-5

Goal 2: By June 30, 2013, enhance the academic programs of BFCCPS, with more rigorous, up-to-date and consistent curriculums in Math, Social Studies, English Language Arts and Science/Technology, as benchmarked against peer groups.

	Year 1	Year 2	Year 3	Year 4	Year 5
<u>Objective 1:</u> Implement an evidence based Mathematics curriculum for grades K-8. Success will be evidenced by the selection and implementation of a new comprehensive, integrated mathematics curriculum, accompanied by the necessary teacher training and support, and ultimately resulting in improved math test scores.	X	X	X		
<u>Objective 2:</u> Implement a coordinated Social Studies program. Success will be evidenced by a realignment of the Mass Frameworks and the Core Knowledge curriculum, and the purchase and implementation of a program that addresses the alignment for grades K-8.	X	X			
<u>Objective 3:</u> Research, select and implement an evidence based English Language Arts program for K-8. Success will be evidenced by a realignment of the Mass Frameworks and the Core Knowledge curriculum, the selection and implementation of a new integrated curriculum that addresses the alignment for grades K-8.	X	X	X		
<u>Objective 4:</u> Research, select and implement a coordinated Science and Technology program. Success will be evidenced by an alignment of the Mass Frameworks and Core Knowledge Sequence, and the purchase and implementation of a program that addresses the alignment for grades K-8.		X	X	X	
<u>Objective 5:</u> Enhance the use of computer technology as a learning tool throughout the curriculum.	X	X	X	X	X

Objective 1: Implement an evidence based Mathematics curriculum for grades K-8. Success will be evidenced by the selection and implementation of a new comprehensive, integrated mathematics curriculum, accompanied by the necessary teacher training and support, and ultimately resulting in improved math test scores.

Step #	Action	Outcome	Who	When
1	Document the alignment of the Core Knowledge Sequence and the Massachusetts Curriculum Frameworks for mathematics.	Alignment document	HOS & Faculty	Done FY08
2	Identify needs for an upgraded math program and develop evaluation criteria.	Needs analysis document	HOS & Faculty	Done FY08
3	Select a limited number of programs for evaluation.	List of programs to be evaluated	HOS & Faculty	Done FY08
4	Evaluate the programs, using the defined evaluation criteria.	Evaluation results	HOS & Faculty	Done FY08
5	Select the program that best meets the defined needs of BFCCPS.	Identified curriculum	HOS & Faculty	Done FY08
6	Design an implementation program.	Implementation Plan	HOS & Faculty	Year 1
7	Execute the implementation program.	Completion of goal	HOS & Faculty	Years 1-3

Objective 2: Implement a coordinated Social Studies program. Success will be evidenced by a realignment of the Mass Frameworks and the Core Knowledge curriculum, and the purchase and implementation of a program that addresses the alignment for grades K-8.

Step #	Action	Outcome	Who	When
1	Document the alignment of the Core Knowledge Sequence and the Massachusetts Curriculum Frameworks for Social Studies, grades K-8.	Alignment document	HOS & Faculty	Done FY08
2	Identify needs for improving current Social Studies Program, and develop evaluation criteria for Social Studies programs grades 3-8	Needs Analysis document	HOS & Faculty	Done FY08
3	Select programs for evaluation	List of programs to be evaluated	HOS & Faculty	Done FY08
4	Evaluate the programs using defined criteria	Evaluation results	HOS & Faculty	Done FY08
5	Select the program that best meets the defined needs of BFCCPS, grades 3-8	Identified program and purchased materials	HOS & Faculty	Done FY08
6	Design an implementation program	Implementation Plan	HOS & Faculty	Year 1
7	Execute the implementation program	Completion of goal	HOS & Faculty	Years 1 & 2

Objective 3: Research, select and implement an evidence based English Language Arts program for K-8. Success will be evidenced by a realignment of the Mass Frameworks and the Core Knowledge curriculum, the selection and implementation of a new integrated curriculum that addresses the alignment for grades K-8.

Step #	Action	Outcome	Who	When
1	Document the alignment of the Core Knowledge Sequence and the Massachusetts Curriculum Frameworks for English Language Arts.	Alignment document	HOS & Faculty	Year 1
2	Survey K-8 Teachers to determine current programs used in each grade for: spelling/phonics, writing, reading, vocabulary, and grammar.	Survey of current practices	HOS & Faculty	Year 1
3	Identify needs for improving current English Language Arts Program, and develop evaluation criteria	Needs Analysis document	HOS & Faculty	Year 1
4	Select a limited number of programs for evaluation	List of programs to be evaluated	HOS & Faculty	Year 1
5	Evaluate the programs using defined criteria	Evaluation results	HOS & Faculty	Year 1
6	Select the program that best meets the defined needs of BFCCPS.	Identified program and purchased materials	HOS & Faculty	Year 1
7	Design an implementation program.	Implementation plan	HOS & Faculty	Year 1-2
8	Execute the implementation program.	Completion of goal	HOS & Faculty	Years 2 & 3

Objective 4: Research, select and implement a coordinated Science and Technology program. Success will be evidenced by an alignment of the Mass Frameworks and Core Knowledge Sequence, and the purchase and implementation of a program that addresses the alignment for grades K-8.

Step #	Action	Outcome	Who	When
1	Document the alignment of the Core Knowledge Sequence and the Massachusetts Curriculum Frameworks for Science and Technology, grades K-8.	Alignment document	HOS & Faculty	Year 2
2	Identify needs for improving current Science and Technology Program, and develop evaluation criteria for science programs 6-8	Needs Analysis document	HOS & Faculty	Year 2
3	Select programs for evaluation	List of programs to be evaluated	HOS & Faculty	Year 2
4	Evaluate the programs using defined criteria	Evaluation results	HOS & Faculty	Year 2
5	Select the program that best meets the defined needs of BFCCPS, grades 6-8	Identified program and purchase of materials	HOS & Faculty	Year 2
6	Design implementation plan for grades 6-8	Implementation plan	HOS & Faculty	Years 2 & 3
7	Execute implementation plan for grades 6-8	Completion of goal for 6-8	HOS & Faculty	Years 3 & 4
8	Increase the number and use of Science Kits in grades 3-6	Additional kits purchased	HOS & Faculty	Year 2

Objective 5: Enhance the use of computer technology as a learning tool throughout the curriculum.

Step #	Action	Outcome	Who	When
1	Devote professional development time to integrating technology as a teaching tool into the life of every teacher.	Training, information, and guidance provided to teachers.	HOS & Faculty	Years 1-5
2	Develop a technology skills curriculum for the students (ie, when should they know typing, spreadsheets, etc.)	Curriculum documented.	HOS & Faculty	Years 2 & 3

Goal 3: By June 30, 2013, have a school facility that better meets the needs of the students, teachers, staff, and parents.

	Year 1	Year 2	Year 3	Year 4	Year 5
<u>Objective 1:</u> Determine which facility option will be pursued: new building on Washington St.; new building on another site; buying and renovating a building; establishing a long term lease and renovating the current building.	X	X			
<u>Objective 2:</u> Complete a design for the facility option chosen. Success will be evidenced by construction blueprints or other appropriate design document.		X	X		
<u>Objective 3:</u> Develop detailed financial plans for the facility option chosen. Completion will be evidenced by the creation and approval of construction and maintenance budgets.		X	X		
<u>Objective 4:</u> Embark on a capital campaign, as evidenced by the formation of a Capital Campaign Committee and a campaign plan.		X	X	X	X
<u>Objective 5:</u> Complete the planned facility. Completion will be measured by the ability of students and faculty to use the facility for educational purposes.			X	X	X

Objective 1: Determine which facility option will be pursued: new building on Washington St.; new building on another site; buying and renovating a building; establishing a long term lease and renovating the current building.

Step #	Action	Outcome	Who	When
1	Determine viability of the Washington St. site by resolving access rights of unowned strip of land.		Foundation	Year 1
2	Conduct a search for other potential building sites in Franklin.		Facility Committee	Years 1-2
3	Conduct a search for other buildings in Franklin that could be renovated into a school.		Facility Committee	Years 1-2
4	Discuss the feasibility of a long term lease with St. Mary's (10, 15, or 20 years).		Facility Committee	Year 1
5	Evaluate and document each option, identifying the pros and cons of each.		Facility & Finance Committees & Foundation	Year 1
6	Present options document to the school community for input.		Facility Committee & Foundation	Year 2
7	Select an option that will meet the needs of BFCCPS.		Board of Trustees & Foundation	Year 2

Objective 2: Complete a design for the facility option chosen. Success will be evidenced by construction blueprints or other appropriate design document.

Step #	Action	Outcome	Who	When
1			Facility Committee & Foundation	
2				
3				
4				
5				
6				

Objective 3: Develop detailed financial plans for the facility option chosen. Completion will be evidenced by the creation and approval of construction and maintenance budgets.

Step #	Action	Outcome	Who	When
1	Determine building costs based on completed design.		Facility Comm., FinCom, & Foundation	
2	Define funding options in detail.		FinCom & Foundation	
3	Select funding mechanism to be used.		FinCom & Foundation	
4	Develop a construction budget.		Facility Comm, FinCom & Foundation	
5	Develop a budget for maintaining the facility.		Facility Comm, FinCom & Foundation	

Objective 4: Embark on a capital campaign, as evidenced by the formation of a Capital Campaign Committee and a campaign plan.

Step #	Action	Outcome	Who	When
1			Foundation & Board	
2				
3				
4				
5				
6				

Objective 5: Complete the planned facility. Completion will be measured by the ability of students and faculty to use the facility for educational purposes.

Step #	Action	Outcome	Who	When
1			Facility Committee & Foundation	
2				
3				
4				
5				
6				

Goal 4: By June 30, 2013, increase the stability and viability of the school and strengthen the school's leadership practices.

	Year 1	Year 2	Year 3	Year 4	Year 5
<u>Objective 1:</u> Support the ability of BFCCPS to recruit and retain highly qualified faculty and staff. Success will be evidenced by expanded leadership opportunities, increased job satisfaction of faculty and staff as measured through periodic feedback and increased faculty retention rates.	X	X	X	X	X
<u>Objective 2:</u> Develop and implement strategies for increasing the retention of students in grades 5 through 8.	X	X	X		
<u>Objective 3:</u> Increase and maintain the visibility and effectiveness of the Board of Trustees. Success will be indicated by parental recognition of Board contributions as measured through periodic feedback.	X	X	X	X	X
<u>Objective 4:</u> Increase the visibility and effectiveness of the Benjamin Franklin Educational Foundation. Success will be indicated by parental recognition of Foundation contributions as measured through periodic feedback.	X				
<u>Objective 5:</u> Develop a master plan to fund initiatives at BFCCPS. Success will be evidenced by a documented plan that is approved by the Board and the Foundation.	X	X			
<u>Objective 6:</u> Renew the BFCCPS Charter one year early. Success will be evidenced by the granting of a 6 year charter by ESE.	X				

Objective 1: Support the ability of BFCCPS to recruit and retain highly qualified faculty and staff. Success will be evidenced by expanded leadership opportunities, increased job satisfaction of faculty and staff as measured through periodic feedback, and increased faculty retention rates.

Step #	Action	Outcome	Who	When
1	Create new salary grid that more aggressively closes the salary gap between BFCCPS and Franklin.		HR & Finance Comm.	Done FY08
2	Create a Professional Development Team that will drive the professional development activities at BFCCPS.		HOS	Done FY08
3	Implement and support faculty input structures such as the Faculty Input Team, Research Action Teams and other mechanisms if needed.		HOS	Years 1-5
4	Define professional development program that will enable faculty to implement “differentiation of instruction, content, and instructional methodology or materials” (as noted by the ESE).		HOS/Professional Development Committee	Years 1-5
5	Improve the performance evaluation form created last year.		HOS & HR Committee	Year 1
6	Study the issue of faculty retention and determine what actions will increase retention.		HR Committee	Years 1 & 2
7	Design and implement a feedback mechanism for faculty and staff.		HR Committee	Year 2

Objective 2: Develop and implement strategies for increasing the retention of students in grades 5 through 8.

Step #	Action	Outcome	Who	When
1	Create an Enrollment Task Force.	Task Force created	Board of Trustees	Done FY08
2	Investigate issues and recommend strategies for retention	Recommendations document	Enrollment Task Force	Done FY08
3	Implement strategies for retention.	Goal completed	HOS	Year 1 Done
4				
5				
6				

Objective 3: Increase and maintain the visibility and effectiveness of the Board of Trustees. Success will be indicated by parental recognition of Board contributions as measured through periodic feedback.

Step #	Action	Outcome	Who	When
1	At each key school event (to be defined), have at least 25% of the Board in attendance.	Schedule of participation	President & Vice President of Board	Years 1-5
2	Work to have at least 10% of the Board members involved in external organizations or community events.	External memberships established	President & Vice President of Board	Years 1-5
3	Review and revise as necessary all policies last updated before 2005.	Policies up to date	Governance Committee	Year 1
4	Monitor the budget monthly, insure expenditures do not exceed revenues and insure all financial policies are followed.	Successful annual audit	Treasurer/Finance Committee	Years 1-5
5	Improve the process for electing new Board members by increasing its visibility.		Elections Task Force	Year 1

Objective 4: Increase the visibility and effectiveness of the Benjamin Franklin Educational Foundation. Success will be indicated by parental recognition of Foundation contributions as measured through periodic feedback.

Step #	Action	Outcome	Who	When
1	At each key school event (to be defined), have at least 10% of the Foundation members in attendance.		Foundation President	Year 1
2	Work to have at least 10% of the Foundation members involved in external organizations or community events.		Foundation President	Year 1
3	Increase the number of Foundation members to 10		Foundation President, BOT Liaison to Foundation	Year 1
4	Implement a program of regular communication to the parental community		Foundation President, BOT Liaison to Foundation	Year 1
5	Document the roles and responsibilities of the Board and the Foundation and clearly define how the 2 groups will effectively and cooperatively work together.		Foundation President, BOT Liaison to Foundation	Year 1

Objective 5: Develop a master plan to fund initiatives at BFCCPS. Success will be evidenced by a documented plan that is approved by the Board and the Foundation.

Step #	Action	Outcome	Who	When
1	Assess and coordinate all fund raising activities at BFCCPS and develop an annual calendar.		HOS, Foundation, PCO & FinCom	
2	Provide training to all Board and Foundation members on effective fund raising approaches and methods.		Foundation	
3	Research and document various funding options available to BFCCPS for capital expansion projects.		FinCom, Foundation	
4	Develop draft master plan to fund initiatives.	Draft Master Plan	Foundation, PCO & FinCom	
5	Present master plan for review by PCO, Foundation, & Board.	Revised Master Plan	Foundation, PCO & FinCom	
6	Present master plan to Foundation and Board for approval	Approved Master Plan	Foundation President and BOT Treasurer	

Objective 6: Renew the BFCCPS Charter one year early. Success will be evidenced by the granting of a 6 year charter by ESE.

Step #	Action	Outcome	Who	When
1	Apply to ESE for early charter renewal.	Application submitted.	HOS	Done in FY08
2	Prepare necessary documentation as requested by ESE.	Documentation prepared.	HOS	Year 1
3	Host a successful visit by ESE in January of 2009.	Charter renewed.	HOS	Year 1
4				
5				

Goal 5: By June 30, 2013, increase the visibility, understanding and support for BFCCPS in the greater community.

	Year 1	Year 2	Year 3	Year 4	Year 5
<u>Objective 1:</u> Develop a compelling and consistent brand identity and message that highlights the school's unique selling points and reflects the high standards of a BFCCPS education.	X	X			
<u>Objective 2:</u> Design, implement and maintain a comprehensive internal communications plan that consistently embraces and supports the school's mission and goals. Success will be evidenced by wide spread use by parents, teachers, and staff of the mechanisms and processes implemented.	X	X	X	X	X
<u>Objective 3:</u> Design, implement and maintain a comprehensive external communications plan that strengthens and expands relationships with the greater community and promotes an appreciation for BFCCPS contributions to the community. Success will be evidenced by wide spread use by parents, teachers, and staff of the mechanisms and processes implemented and increased community awareness as measured by periodic feedback.	X	X	X	X	X

Objective 1: Develop a compelling and consistent brand identity and message that highlights the school’s unique selling points and reflects the high standards of a BFCCPS education.

Step #	Action	Outcome	Who	When
1	Define the BFCCPS “brand identity”. Summarize and create a template that visually reflects the personality of our school and coordinates with our mission and educational philosophy.	A BFCCPS identity synopsis	Public Relations Committee (PRC)	Year 1
2	Itemize, review, and evaluate all existing BFCCPS presentation mediums (written, visual, verbal, or web-based) that interface with the school community and the broader public market, to assure that they represent our brand identity.	A written Action Plan that lists interfaces needing to be accurately aligned with our brand identity.	PRC	Years 1-2
3	Refine the BFCCPS logo to be available as clean line art or pixel based art, so that its appearance evokes the high standard of our brand identity.	Camera-ready art	PRC	Year 1
4	Create a graphic standard for all logo applications to reach consistency and effectiveness.	Graphic standard booklet	PRC & marketing consultant (?)	Year 1
5	Create a media-ready description of BFCCPS that would be included in our news releases or within other documents that require it, so that we are consistent with the message of who we are.	BFCCPS Boiler Plate paragraph (50-100 words)	PRC	Year 1
6	Propose and communicate clear procedures and policies that are required to print our school graphics, or communicate school related news and information that uses the BFCCPS name or reference.	New Logo and School Brand Usage Policy/Procedure.	PRC & Governance Committee	Year 1-2

Objective 2: Design, implement, and maintain a comprehensive internal communications plan that consistently embraces and supports the school’s mission and goals. Success will be evidenced by wide spread use by parents, teachers, and staff of the mechanisms and processes implemented.

Step #	Action	Outcome	Who	When
1	Identify the existing mechanisms, items or events that are currently in place that communicate among faculty, staff, administration, parents and students, and reveal our active attention to the BFCCPS mission: Parents as primary educators, community service, character education, and classical education.	Opportunity Target List	PRC	Year 1
2	Identify communication opportunities and inspiring tool(s) that will strengthen, unify, and support our school community in its endeavor to fulfill the BFCCPS mission as parent leaders, effective teachers, community servants and character educators.	List of additional opportunities and tools.	PRC	Year 1
3	Evaluate the internal communication opportunities (written, verbal, or web-based) that carry out our mission, against a critical standard of measure for useful frequency, clarity or message, consistency and that the venues used to disseminate the information are in optimal format(s) for the greatest effectiveness.	Written review and feedback	PRC	Year 1
6	Create a uniform BFCCPS Policy and Procedure that will assure optimal internal communications.	Draft Internal Communications Guide	PRC, Governance, HOS	Year 1
7	Present the new BFCCPS Internal Communications Guide to the Board of Trustees for final approval.	Final Internal Communication Guide	PRC, Governance, HOS, Board	Year 1
8	Monitor the effectiveness of the Internal Communications Guide and suggest updates when necessary.	Annual evaluation report.	PRC, Governance, HOS	Years 1-5

Objective 3: Design, implement, and maintain a comprehensive external communications plan that strengthens and expands relationships with the greater community and promotes an appreciation for BFCCPS contributions to the community. Success will be evidenced by wide spread use by parents, teachers, and staff of the mechanisms and processes implemented and increased community awareness as measured by periodic feedback.

Step #	Action	Outcome	Who	When
1	Review and coordinate with the BFCCPS webmaster and others to assure that the organization of the website easily leads visitors through the intricate layers of information and that the site headlines the events and achievements that define us to be the coveted school we are.	A website that instantly engages our visitors and leaves them the information they sought and a positive assessment of our purpose.	PRC & Webmaster	Years 1-2
2	Develop specific plans for targeted outreach that will increase our visibility and gain greater support for BFCCPS throughout the greater community.	An annual Outreach Calendar	PRC, HOS	Years 1-2
3	Develop specific plans to invite community leaders, residents, and affiliated education leaders to attend/visit our school events.	A schedule of events and external invitees.	PRC, HOS	Years 1-2
4	Reevaluate the existing BFCCPS Brochure and its circulation to identify improvement opportunities as the school continues to follow its mission and achieve high standards and goals.	Increased Brochure effectiveness	PRC	Years 2-3
5	Identify new tool(s) and/or events that can be circulated or presented within the broader community, which specifically showcases our students and the rich caliber of education we provide.	“Student-centered” public events or publications	PRC, HOS, students	Years 1-5
6	Seek and support new ideas to strengthen the recruitment venue while reaching a larger pool of potential student families and enhancing the recruitment experience.	Increased # of applicants	PRC, Enrollment coordinator	Years 1-5
7	Create a uniform BFCCPS policy and procedure guide that will assure optimal external communications. This will include explicit definitions of roles and responsibilities between school staff and the PRC.	Draft External Communications Guide	PRC, Governance, HOS	Year 1
8	Present the new BFCCPS External Communications Guide to the Board of Trustees for final approval.	Final External Communication Guide	PRC, Governance, HOS, Board	Year 1
9	Monitor the effectiveness of the External Communications Guide and suggest updates when necessary.	Annual evaluation report.	PRC, Governance, HOS	Years 1-5