

ECPPS Marketing/Communication Plan “Preparing Globally Competitive Citizens”

This Marketing/Communication Plan for ECPPS has been developed in alignment with, and in support of, the ECPPS Strategic Plan 2016-2021.

MISSION: To ensure and provide an innovative, responsive, and safe environment that prepares and engages all learners.

VISION: In a changing world, ECPPS will prepare all learners to be productive, competitive, and successful citizens.

GOAL/OBJECTIVE	STRATEGIES	COMMUNITY SCHOOLS SPECIFIC ACTIVITIES/SUPPORT	TIMELINE
<p><i>GOAL I:</i> Every student in ECPPS will graduate from high school prepared for work, further education and citizenship.</p> <p>OBJECTIVE: By June 2021, 100% of ECPPS students will graduate from high school prepared for citizenship and further education, work, or military services as determined by school district reports required by law.</p>	<p>GOAL I STRATEGY: Expand job shadowing, internships, mentorships and career fair opportunities for all careers.</p>	ECPPS Business Partner Program	On-Going
		ECPPS Channel 8/ECPPS TV	On-Going* NEW EQUIP THIS YEAR
		ECPPS Lunch & Learn for Realtors	September & November * NEW FOR 2017-2018
		ECPPS Newsletter – <i>Let’s Connect</i>	Monthly
		ECPPS Parent Academy Opportunities	Annual Event
		ECPPS Parent/Community Advocacy Committee	On-Going
		ECPPS Publications	On-Going
		ECPPS Reality Store (<i>Real Life Experiences for 8th Graders</i>)	COMING SPRING 2018
		ECPPS Social Media (<i>Facebook, Twitter, YouTube</i>)	On-Going
		ECPPS Submissions to Daily Advance School Life	On-Going
		ECPPS Tour of Schools	Annual Event
		ECPPS Volunteer Program	On-Going
		ECPPS Website	On-Going* NEW UPDATE THIS YEAR
		ECPPS WorkForce/CTE Employer Conference	COMING SPRING 2018
		Outside Media Coverage	On-Going
		Community Event Support (<i>Various festivals, shows, events</i>)	On-Going
		EC Chamber of Commerce Groundhog Job Shadow	Annual Event
		EC Chamber of Commerce Business Expo Participant	Annual Event
EC Chamber of Commerce Member (DISTRICT)	On-Going		
EC Chamber of Commerce Ed. Committee Member	On-Going		

	<p>GOAL I STRATEGY: Explore rezoning to reclassify grade spans (K-3, 4-6, 7-8) to help close the achievement gap and provide age-appropriate, learner focused education.</p>	<p>Marketing Plan will be revised to include activities and support when the exploration of rezoning is considered</p>	<p>PENDING</p>
	<p>GOAL I STRATEGY: Solicit the Elizabeth City-Pasquotank community, faith based community, Coast Guard community and college community to assist with all learners in reaching their full potential.</p>	<p>ECPPS Business Partner Program</p> <p>ECPPS Channel 8/ECPPS TV</p> <p>ECPPS Education Foundation Board Member/Liaison</p> <p>ECPPS Lunch & Learn for Realtors</p> <p>ECPPS Newsletter – <i>Let’s Connect</i></p> <p>ECPPS Parent Academy Opportunities</p> <p>ECPPS Parent/Community Advocacy Committee</p> <p>ECPPS Publications</p> <p>ECPPS Reality Store (<i>Real Life Experiences for 8th Graders</i>)</p> <p>ECPPS Social Media (<i>Facebook, Twitter, YouTube</i>)</p> <p>ECPPS Submissions to Daily Advance School Life</p> <p>ECPPS Tour of Schools</p> <p>ECPPS Volunteer Program</p> <p>ECPPS Website</p> <p>ECPPS WorkForce/CTE Employer Conference</p> <p>Outside Media Coverage</p> <p>Coast Guard Partnership (<i>Expos, Parent Orientations, Publicity of Service in Schools</i>)</p> <p>Community Event Support (<i>Various festivals, shows, events</i>)</p> <p>ECP Backpack Partnership (<i>Addresses Food Insecurity for Children</i>) <small>ECPPS/CHURCHES PREVIOUSLY SERVED PWM AS BACKPACK BUDDY</small></p> <p>EC Chamber of Commerce Groundhog Job Shadow</p> <p>EC Chamber of Commerce Business Expo Participant</p> <p>EC Chamber of Commerce Member (DISTRICT)</p> <p>EC Chamber of Commerce Ed. Committee Member</p> <p>Pasquotank Ministers’ Council for Education</p>	<p>On-Going</p> <p>On-Going* NEW EQUIP THIS YEAR</p> <p>On-Going</p> <p>September & November * NEW FOR 2017-2018</p> <p>Monthly</p> <p>Annual Event</p> <p>On-Going</p> <p>On-Going</p> <p>COMING SPRING 2018</p> <p>On-Going</p> <p>On-Going</p> <p>Annual Event</p> <p>On-Going</p> <p>On-Going* NEW UPDATE THIS YEAR</p> <p>COMING SPRING 2018</p> <p>On-Going</p> <p>On-Going</p> <p>On-Going* NEW FOR 2017-2018</p> <p>Annual Event</p> <p>Annual Event</p> <p>On-Going</p> <p>On-Going</p> <p>On-Going</p>
	<p>GOAL I STRATEGY:</p>	<p>ECPPS Business Partner Program</p>	<p>On-Going</p>

Increase dual enrollment services and establish an early college high school.	ECPPS Channel 8/ECPPS TV	On-Going* NEW EQUIP THIS YEAR
	ECPPS Newsletter – <i>Let’s Connect</i>	Monthly
	ECPPS Notification System – BB Connect	On-Going
	ECPPS Parent Academy Opportunities	Annual Event
	ECPPS Parent/Community Advocacy Committee	On-Going
	ECPPS Publications	On-Going
	ECPPS School-Level Communication Corners	On-Going* NEW FOR 2017-2018
	ECPPS Social Media (<i>Facebook, Twitter, YouTube</i>)	On-Going
	ECPPS Submissions to Daily Advance School Life	On-Going
	ECPPS Tour of Schools	Annual Event
	ECPPS Website	On-Going* NEW UPDATE THIS YEAR
	Outside Media Coverage	On-Going
	Community Event Support (<i>Various festivals, shows, events</i>)	On-Going
	EC Chamber of Commerce Business Expo Participant	Annual Event
	Pasquotank Ministers’ Council for Education	On-Going
GOAL I STRATEGY: Aggressively market school system success as well as individual school success.	ECPPS American Education Week Recognition	Annually
	ECPPS Business Partner Program	On-Going
	ECPPS Channel 8/ECPPS TV	On-Going* NEW EQUIP THIS YEAR
	ECPPS Education Foundation Board Member/Liaison	On-Going
	ECPPS Employee of the Week Recognition	On-Going
	ECPPS Exceeding Excellence Recognition	On-Going
	ECPPS Lunch & Learn for Realtors	September & November * NEW FOR 2017-2018
	ECPPS Newsletter – <i>Let’s Connect</i>	Monthly
	ECPPS Notification System – BB Connect	On-Going
	ECPPS Parent Academy Opportunities	Annual Event
	ECPPS Parent/Community Advocacy Committee	On-Going
	ECPPS Publications	On-Going
	ECPPS Reality Store (<i>Real Life Experiences for 8th Graders</i>)	COMING SPRING 2018
	ECPPS School-Level Communication Corners	On-Going* NEW FOR 2017-2018
ECPPS Senior Scholar Recognition Event	On-Going* BEGAN 2017	

		ECPPS Social Media (<i>Facebook, Twitter, YouTube</i>)	On-Going
		ECPPS Staff Appreciations	On-Going
		ECPPS Submissions to Daily Advance School Life	On-Going
		ECPPS Tour of Schools	Annual Event
		ECPPS Volunteer Program	On-Going
		ECPPS Website	On-Going* NEW UPDATE THIS YEAR
		ECPPS WorkForce/CTE Employer Conference	COMING SPRING 2018
		Outside Media Coverage	On-Going
		Coast Guard Partnership (<i>Expos, Parent Orientations, Publicity of Service in Schools</i>)	On-Going
		Community Event Support (<i>Various festivals, shows, events</i>)	On-Going
		ECP Backpack Partnership (<i>Addresses Food Insecurity for Children</i>) <small>ECPPS/CHURCHES PREVIOUSLY SERVED PWM AS BACKPACK BUDDY</small>	On-Going* NEW FOR 2017-2018
		EC Chamber of Commerce Groundhog Job Shadow	Annual Event
		EC Chamber of Commerce Business Expo Participant	Annual Event
		EC Chamber of Commerce Member (DISTRICT)	On-Going
		EC Chamber of Commerce Ed. Committee Member	On-Going
		Pasquotank Ministers' Council for Education	On-Going
<p><i>GOAL II: Every student in ECPPS will have a personalized education.</i></p> <p>OBJECTIVE: By 2021, personalized education will result in 100% of ECPPS students fulfilling expectations as demonstrated by district, state and national assessments throughout the K-12 experience.</p>	<p>GOAL II STRATEGY: Provide differentiated support to all educators including training, coaching and monitoring to ensure personalized education for all learners</p> <p>NOTE: Community Schools does not provide this support; however, we do publicize support and strategies provided to educators.</p>	ECPPS American Education Week Recognition	Annually
		ECPPS Channel 8/ECPPS TV	On-Going* NEW EQUIP THIS YEAR
		ECPPS Newsletter – <i>Let's Connect</i>	Monthly
		ECPPS Publications	On-Going
		ECPPS Submissions to Daily Advance School Life	On-Going
		ECPPS Website	On-Going* NEW UPDATE THIS YEAR
		Outside Media Coverage	On-Going
	<p>GOAL II STRATEGY: Define and communicate to all stakeholders the meaning and expectations of a personalized education</p>	ECPPS Business Partner Program	On-Going
		ECPPS Channel 8/ECPPS TV	On-Going* NEW EQUIP THIS YEAR
		ECPPS Education Foundation Board Member/Liaison	On-Going
		ECPPS Lunch & Learn for Realtors	September & November * NEW FOR 2017-2018
		ECPPS Newsletter – <i>Let's Connect</i>	Monthly

		ECPPS Parent Academy Opportunities	Annual Event	
		ECPPS Parent/Community Advocacy Committee	On-Going	
		ECPPS Publications	On-Going	
		ECPPS Reality Store (<i>Real Life Experiences for 8th Graders</i>)	COMING SPRING 2018	
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		EC Chamber of Commerce Groundhog Job Shadow	Annual Event	
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		EC Chamber of Commerce Ed. Committee Member	On-Going	
		Pasquotank Ministers' Council for Education	On-Going	
		GOAL II STRATEGY: Utilize the multi-tiered system of support framework for Pre-K - 12th Grade student success (MTSS)	ECPPS Channel 8/ECPPS TV	On-Going* NEW EQUIP THIS YEAR
			ECPPS Education Foundation Board Member/Liaison	On-Going
		ECPPS Lunch & Learn for Realtors	September & November * NEW FOR 2017-2018	
		ECPPS Newsletter – <i>Let's Connect</i>	Monthly	
		ECPPS Notification System – BB Connect	On-Going	
		ECPPS Parent Academy Opportunities	Annual Event	
		ECPPS Parent/Community Advocacy Committee	On-Going	
		ECPPS Publications	On-Going	
		ECPPS Reality Store (<i>Real Life Experiences for 8th Graders</i>)	COMING SPRING 2018	
		ECPPS School-Level Communication Corners	On-Going* NEW FOR 2017-2018	
		ECPPS Social Media (<i>Facebook, Twitter, YouTube</i>)	On-Going	
		ECPPS Submissions to Daily Advance School Life	On-Going	
		ECPPS Tour of Schools	Annual Event	
		ECPPS Volunteer Program	On-Going	
		ECPPS Website	On-Going*	
	NOTE: Community Schools does not utilize MTSS; however, we do publicize the successes as a result of it.			

			NEW UPDATE THIS YEAR
		ECPPS WorkForce/CTE Employer Conference	COMING SPRING 2018
		Outside Media Coverage	On-Going
		Coast Guard Partnership (<i>Expos, Parent Orientations, Publicity of Service in Schools</i>)	On-Going
		Community Event Support (<i>Various festivals, shows, events</i>)	On-Going
		ECP Backpack Partnership (<i>Addresses Food Insecurity for Children</i>) <small>ECPPS/CHURCHES PREVIOUSLY SERVED PWM AS BACKPACK BUDDY</small>	On-Going* NEW FOR 2017-2018
		EC Chamber of Commerce Groundhog Job Shadow	Annual Event
		EC Chamber of Commerce Business Expo Participant	Annual Event
		EC Chamber of Commerce Member (DISTRICT)	On-Going
		EC Chamber of Commerce Ed. Committee Member	On-Going
		Pasquotank Ministers' Council for Education	On-Going
	GOAL II STRATEGY: Incorporate personalized education into the culture of the district	ECPPS Channel 8/ECPPS TV	On-Going* NEW EQUIP THIS YEAR
		ECPPS Education Foundation Board Member/Liaison	On-Going
		ECPPS Lunch & Learn for Realtors	September & November * NEW FOR 2017-2018
	NOTE: Community Schools does not incorporate personalized education into the culture; however, we do publicize and support that incorporation.	ECPPS Newsletter – <i>Let's Connect</i>	Monthly
		ECPPS Notification System – BB Connect	On-Going
		ECPPS Parent Academy Opportunities	Annual Event
		ECPPS Parent/Community Advocacy Committee	On-Going
		ECPPS Publications	On-Going
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		Coast Guard Partnership (<i>Expos, Parent Orientations, Publicity of Service in Schools</i>)	On-Going
		Community Event Support (<i>Various festivals, shows, events</i>)	On-Going

		ECP Backpack Partnership (<i>Addresses Food Insecurity for Children</i>) <small>ECPPS/CHURCHES PREVIOUSLY SERVED PWM AS BACKPACK BUDDY</small>	On-Going* NEW FOR 2017-2018
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		EC Chamber of Commerce Business Expo Participant	Annual Event
		EC Chamber of Commerce Member (DISTRICT)	On-Going
		EC Chamber of Commerce Ed. Committee Member	On-Going
		Pasquotank Ministers' Council for Education	On-Going
	GOAL II STRATEGY: Reestablish a parent center that will provide communication and support for all stakeholders	ECPPS Business Partner Program	On-Going
		ECPPS Channel 8/ECPPS TV	On-Going* NEW EQUIP THIS YEAR
		ECPPS Lunch & Learn for Realtors	September & November * NEW FOR 2017-2018
	NOTE: THIS STRATEGY WAS MET SUMMER 2016. COMMUNITY SCHOOLS CONTINUES TO SUPPORT THE FAMILY & COMMUNITY CENTER AND ITS ACTIVITIES/PROGRAMS.	ECPPS Newsletter – <i>Let's Connect</i>	Monthly
		ECPPS Notification System – BB Connect	On-Going
		ECPPS Parent Academy Opportunities	Annual Event
		ECPPS Parent/Community Advocacy Committee	On-Going
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		EC Chamber of Commerce Business Expo Participant	Annual Event
		EC Chamber of Commerce Member (DISTRICT)	On-Going
		EC Chamber of Commerce Ed. Committee Member	On-Going
		Pasquotank Ministers' Council for Education	On-Going

REVISED: 10/26/17

<p>GOAL III: <i>In ECPPS, every student, every day will have excellent educators.</i></p>	<p>GOAL III STRATEGY: Evaluate current entry program for new teachers and develop a rubric for district hiring process</p>	<p>This strategy falls under the ECPPS Human Resources Department; however, the Office of Community Schools will provide support to HR with any communication efforts necessary.</p>	<p>PENDING</p>
<p>OBJECTIVE: By 2021, there will be an increase in ECPPS teachers pursuing further education, graduate degrees, or National Board Certification as determined by the NC Public School Report Card.</p>	<p>GOAL III STRATEGY: Implement a process to address teacher expectations, retention, empowerment, accountability, community support, and hiring</p> <p>NOTE: Community Schools provides a great deal of support in the efforts of recognition of staff, empowerment, and community support for this strategy.</p>	<p>ECPPS American Education Week Recognition</p>	<p>Annually</p>
		<p>ECPPS Business Partner Program</p>	<p>On-Going</p>
		<p>ECPPS Channel 8/ECPPS TV</p>	<p>On-Going* NEW EQUIP THIS YEAR</p>
		<p>ECPPS Education Foundation Board Member/Liaison</p>	<p>On-Going</p>
		<p>ECPPS Employee of the Week Recognition</p>	<p>On-Going</p>
		<p>ECPPS Exceeding Excellence Recognition</p>	<p>On-Going</p>
		<p>ECPPS Lunch & Learn for Realtors</p>	<p>September & November * NEW FOR 2017-2018</p>
		<p>ECPPS Newsletter – <i>Let’s Connect</i></p>	<p>Monthly</p>
		<p>ECPPS Parent Academy Opportunities</p>	<p>Annual Event</p>
		<p>ECPPS Parent/Community Advocacy Committee</p>	<p>On-Going</p>
		<p>ECPPS Principal of the Year Program</p>	<p>On-Going</p>
		<p>ECPPS Publications</p>	<p>On-Going</p>
		<p>ECPPS Social Media (<i>Facebook, Twitter, YouTube</i>)</p>	<p>On-Going</p>
		<p>ECPPS Staff Appreciations</p>	<p>On-Going</p>
		<p>ECPPS Submissions to Daily Advance School Life</p>	<p>On-Going</p>
		<p>ECPPS Teacher of the Year Recognition Program</p>	<p>On-Going</p>
		<p>ECPPS Tour of Schools</p>	<p>Annual Event</p>
		<p>ECPPS Volunteer Program</p>	<p>On-Going</p>
		<p>ECPPS Website</p>	<p>On-Going* NEW UPDATE THIS YEAR</p>
		<p>ECPPS WorkForce/CTE Employer Conference</p>	<p>COMING SPRING 2018</p>
		<p>Outside Media Coverage</p>	<p>On-Going</p>
		<p>Coast Guard Partnership (<i>Expos, Parent Orientations, Publicity of Service in Schools</i>)</p>	<p>On-Going</p>
		<p>Community Event Support (<i>Various festivals, shows, events</i>)</p>	<p>On-Going</p>
<p>EC Chamber of Commerce Business Expo Participant</p>	<p>Annual Event</p>		
<p>EC Chamber of Commerce Member (DISTRICT)</p>	<p>On-Going</p>		
<p>EC Chamber of Commerce Ed. Committee Member</p>	<p>On-Going</p>		
<p>Pasquotank Ministers’ Council for Education</p>	<p>On-Going</p>		
<p>GOAL III STRATEGY:</p>	<p>GOAL III STRATEGY:</p>	<p>ECPPS American Education Week Recognition</p>	<p>Annually</p>

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Broaden communication opportunities/strategies for community support for educators - marketing plan (use all forms including social media, radio, newspaper, etc.)	ECPPS Business Partner Program	On-Going
	ECPPS Channel 8/ECPPS TV	On-Going* NEW EQUIP THIS YEAR
	ECPPS Education Foundation Board Member/Liaison	On-Going
	ECPPS Employee of the Week Recognition	On-Going
	ECPPS Exceeding Excellence Recognition	On-Going
	ECPPS Lunch & Learn for Realtors	September & November * NEW FOR 2017-2018
	ECPPS Newsletter – <i>Let’s Connect</i>	Monthly
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	ECPPS Parent Academy Opportunities	Annual Event
	ECPPS Parent/Community Advocacy Committee	On-Going
	ECPPS Principal of the Year Program	On-Going
	ECPPS Publications	On-Going
	ECPPS Reality Store (<i>Real Life Experiences for 8th Graders</i>)	COMING SPRING 2018
	ECPPS School-Level Communication Corners	On-Going* NEW FOR 2017-2018
	ECPPS Social Media (<i>Facebook, Twitter, YouTube</i>)	On-Going
	ECPPS Staff Appreciations	On-Going
	ECPPS Submissions to Daily Advance School Life	On-Going
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	ECPPS Website	On-Going* NEW UPDATE THIS YEAR
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Pasquotank Ministers’ Council for Education	On-Going	
GOAL III STRATEGY:	ECPPS Channel 8/ECPPS TV	On-Going* NEW EQUIP THIS YEAR

	<p>Create an incentive program and customized PD opportunities for educators that motivate them to exceed expectations</p> <p>NOTE: Community Schools provides PR support for experiences created for teachers/staff.</p>	<p>ECPPS Employee of the Week Recognition</p> <p>ECPPS Exceeding Excellence Recognition</p> <p>ECPPS Newsletter – <i>Let’s Connect</i></p> <p>ECPPS Publications</p> <p>ECPPS Social Media (<i>Facebook, Twitter, YouTube</i>)</p> <p>ECPPS Staff Appreciations</p> <p>ECPPS Submissions to Daily Advance School Life</p> <p>ECPPS Website</p> <p>Outside Media Coverage</p>	<p>On-Going</p> <p>On-Going</p> <p>Monthly</p> <p>On-Going</p> <p>On-Going</p> <p>On-Going</p> <p>On-Going</p> <p>On-Going*</p> <p>NEW UPDATE THIS YEAR</p> <p>On-Going</p>
<p>GOAL IV: <i>ECPPS will have up-to-date financial, business, and technology systems to serve its students, parents, and educators.</i></p> <p>OBJECTIVE: By 2021, ECPPS will develop and implement a district educational/instructional technology plan incorporating the financial, business and technology needs by measuring:</p> <ul style="list-style-type: none"> ✓ Student performance/satisfaction ✓ Staff performance/satisfaction ✓ Business efficiencies ✓ Community satisfaction 	<p>GOAL IV STRATEGY: Financial:</p> <ul style="list-style-type: none"> • Develop operational review/project needs assessment to determine funding and resources • Secure grant writing expertise for funding • Create budget planning timelines for allocation of resources and ability to meet goals and strategies <p>NOTE: Community Schools provides PR support for the strategies under Financial by recognizing grants received and other items as needed.</p>	<p>ECPPS Channel 8/ECPPS TV</p> <p>ECPPS Education Foundation Board Member/Liaison</p> <p>ECPPS Newsletter – <i>Let’s Connect</i></p> <p>ECPPS Publications</p> <p>ECPPS Social Media (<i>Facebook, Twitter, YouTube</i>)</p> <p>ECPPS Submissions to Daily Advance School Life</p> <p>ECPPS Website</p> <p>Outside Media Coverage</p>	<p>On-Going*</p> <p>NEW EQUIP THIS YEAR</p> <p>On-Going</p> <p>Monthly</p> <p>On-Going</p> <p>On-Going</p> <p>On-Going</p> <p>On-Going*</p> <p>NEW UPDATE THIS YEAR</p> <p>On-Going</p>
	<p>GOAL IV STRATEGY: Business:</p> <ul style="list-style-type: none"> • Utilize technology to improve processes and relationships • Develop and sustain business and government agencies partnerships/incorporate marketing 	<p>ECPPS American Education Week Recognition</p> <p>ECPPS Business Partner Program</p> <p>ECPPS Channel 8/ECPPS TV</p> <p>ECPPS Education Foundation Board Member/Liaison</p> <p>ECPPS Employee of the Week Recognition</p> <p>ECPPS Exceeding Excellence Recognition</p> <p>ECPPS Lunch & Learn for Realtors</p>	<p>Annually</p> <p>On-Going</p> <p>On-Going*</p> <p>NEW EQUIP THIS YEAR</p> <p>On-Going</p> <p>On-Going</p> <p>On-Going</p> <p>September & November *</p> <p>NEW FOR 2017-2018</p>

<ul style="list-style-type: none"> Expand communication between school and community, parents and students 	ECPPS Newsletter – <i>Let’s Connect</i>	Monthly
	ECPPS Notification System – BB Connect	On-Going
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	EC Chamber of Commerce Business Expo Participant	Annual Event
	EC Chamber of Commerce Member (DISTRICT)	On-Going
	EC Chamber of Commerce Ed. Committee Member	On-Going
	Pasquotank Ministers’ Council for Education	On-Going
	Assessment of Stakeholder Awareness (track levels of engagement for various activities/supports)	On-Going* NEW 2017-2018
GOAL IV STRATEGY: Technology:	ECPPS Channel 8/ECPPS TV	On-Going* NEW EQUIP THIS YEAR
<ul style="list-style-type: none"> Complete student needs assessment (school and home) 	ECPPS Education Foundation Board Member/Liaison	On-Going
	ECPPS Newsletter – <i>Let’s Connect</i>	Monthly

	<ul style="list-style-type: none"> • Provide training/professional development for staff, students and parents <p>NOTE: Community Schools provides support for technology with PR as needed to meet this strategy.</p>	ECPPS Notification System – BB Connect ECPPS Parent Academy Opportunities ECPPS Parent/Community Advocacy Committee ECPPS Publications ECPPS School-Level Communication Corners ECPPS Social Media (<i>Facebook, Twitter, YouTube</i>) ECPPS Submissions to Daily Advance School Life ECPPS Website Outside Media Coverage Pasquotank Ministers’ Council for Education	On-Going Annual Event On-Going On-Going On-Going* NEW FOR 2017-2018 On-Going On-Going On-Going* NEW UPDATE THIS YEAR On-Going On-Going
<p>GOAL V: <i>Every student in ECPPS will be healthy, safe, and responsible.</i></p> <p>OBJECTIVE: By 2021, 100% of ECPPS students will demonstrate healthy, safe and responsible behaviors as measured by data (discipline attendance, student survey, wellness/mental health).</p>	<p>GOAL V STRATEGY: Healthy: Improve the overall health/wellness of all stakeholders.</p> <ul style="list-style-type: none"> • Provide breakfast for all students • Expansion of the following programs: guidance, nursing, mental health, emotional health/self-esteem, physical/exercise <p>NOTE: Community Schools provides PR as needed to support this strategy.</p>	ECPPS Business Partner Program ECPPS Channel 8/ECPPS TV ECPPS Education Foundation Board Member/Liaison ECPPS Newsletter – <i>Let’s Connect</i> ECPPS Notification System – BB Connect ECPPS Parent Academy Opportunities ECPPS Parent/Community Advocacy Committee ECPPS Publications ECPPS School-Level Communication Corners ECPPS Social Media (<i>Facebook, Twitter, YouTube</i>) ECPPS Staff Appreciations ECPPS Submissions to Daily Advance School Life ECPPS Tour of Schools ECPPS Volunteer Program ECPPS Website Outside Media Coverage Community Event Support (<i>Various festivals, shows, events</i>) ECP Backpack Partnership (<i>Addresses Food Insecurity for Children</i>) <small>ECPPS/CHURCHES PREVIOUSLY SERVED PWM AS BACKPACK BUDDY</small> EC Chamber of Commerce Member (DISTRICT) EC Chamber of Commerce Ed. Committee Member	On-Going On-Going* NEW EQUIP THIS YEAR On-Going Monthly On-Going Annual Event On-Going On-Going On-Going* NEW FOR 2017-2018 On-Going On-Going On-Going Annual Event On-Going On-Going* NEW UPDATE THIS YEAR On-Going On-Going On-Going* NEW FOR 2017-2018 On-Going On-Going

		Pasquotank Ministers' Council for Education	On-Going
	<p>GOAL V STRATEGY: Safe: All stakeholders are responsible for ECPPS safety.</p> <ul style="list-style-type: none"> Memorandum of understanding (MOU) for School Resource Officers Camera access for law enforcement Staff development/ongoing professional development Community mentors Facilities <p>NOTE: Community Schools provides PR as needed to support this strategy.</p>	<p>ECPPS Business Partner Program</p> <p>ECPPS Channel 8/ECPPS TV</p> <p>ECPPS Education Foundation Board Member/Liaison</p> <p>ECPPS Newsletter – <i>Let's Connect</i></p> <p>ECPPS Notification System – BB Connect</p> <p>ECPPS Parent Academy Opportunities</p> <p>ECPPS Parent/Community Advocacy Committee</p> <p>ECPPS Publications</p> <p>ECPPS School-Level Communication Corners</p> <p>ECPPS Social Media (<i>Facebook, Twitter, YouTube</i>)</p> <p>ECPPS Submissions to Daily Advance School Life</p> <p>ECPPS Tour of Schools</p> <p>ECPPS Volunteer Program</p> <p>ECPPS Website</p> <p>Outside Media Coverage</p> <p>Coast Guard Partnership (<i>Expos, Parent Orientations, Publicity of Service in Schools</i>)</p> <p>Community Event Support (<i>Various festivals, shows, events</i>)</p> <p>EC Chamber of Commerce Member (DISTRICT)</p> <p>EC Chamber of Commerce Ed. Committee Member</p> <p>SAFE Schools Fund Support</p> <p>Pasquotank Ministers' Council for Education</p>	<p>On-Going</p> <p>On-Going*</p> <p>NEW EQUIP THIS YEAR</p> <p>On-Going</p> <p>Monthly</p> <p>On-Going</p> <p>Annual Event</p> <p>On-Going</p> <p>On-Going</p> <p>On-Going*</p> <p>NEW FOR 2017-2018</p> <p>On-Going</p> <p>On-Going</p> <p>Annual Event</p> <p>On-Going</p> <p>On-Going*</p> <p>NEW UPDATE THIS YEAR</p> <p>On-Going</p> <p>On-Going</p> <p>On-Going</p> <p>On-Going</p> <p>On-Going</p> <p>On-Going</p> <p>On-Going</p>
	<p>GOAL V STRATEGY: Responsible: Promote and develop positive citizenship behavior.</p> <ul style="list-style-type: none"> Implement PBIS (Positive Behavior Intervention Strategies) Mentorships in community 	<p>ECPPS American Education Week Recognition</p> <p>ECPPS Business Partner Program</p> <p>ECPPS Channel 8/ECPPS TV</p> <p>ECPPS Employee of the Week Recognition</p> <p>ECPPS Exceeding Excellence Recognition</p> <p>ECPPS Lunch & Learn for Realtors</p> <p>ECPPS Newsletter – <i>Let's Connect</i></p>	<p>Annually</p> <p>On-Going</p> <p>On-Going*</p> <p>NEW EQUIP THIS YEAR</p> <p>On-Going</p> <p>On-Going</p> <p>September & November *</p> <p>NEW FOR 2017-2018</p> <p>Monthly</p>

REVISED: 10/26/17

<ul style="list-style-type: none"> Clear expectations for all stakeholders (parents, students, staff, community) 	ECPPS Notification System – BB Connect	On-Going
	ECPPS Parent Academy Opportunities	Annual Event
	ECPPS Parent/Community Advocacy Committee	On-Going
	ECPPS Publications	On-Going
	ECPPS Reality Store (<i>Real Life Experiences for 8th Graders</i>)	COMING SPRING 2018
	ECPPS School-Level Communication Corners	On-Going* NEW FOR 2017-2018
	ECPPS Social Media (<i>Facebook, Twitter, YouTube</i>)	On-Going
	ECPPS Staff Appreciations	On-Going
	ECPPS Submissions to Daily Advance School Life	On-Going
	ECPPS Tour of Schools	Annual Event
	ECPPS Volunteer Program	On-Going
	ECPPS Website	On-Going* NEW UPDATE THIS YEAR
	ECPPS WorkForce/CTE Employer Conference	COMING SPRING 2018
	Outside Media Coverage	On-Going
	Coast Guard Partnership (<i>Expos, Parent Orientations, Publicity of Service in Schools</i>)	On-Going
	Community Event Support (<i>Various festivals, shows, events</i>)	On-Going
	ECP Backpack Partnership (<i>Addresses Food Insecurity for Children</i>) <small>ECPPS/CHURCHES PREVIOUSLY SERVED PWM AS BACKPACK BUDDY</small>	On-Going* NEW FOR 2017-2018
	EC Chamber of Commerce Groundhog Job Shadow	Annual Event
	EC Chamber of Commerce Business Expo Participant	Annual Event
	EC Chamber of Commerce Member (DISTRICT)	On-Going
EC Chamber of Commerce Ed. Committee Member	On-Going	
Pasquotank Ministers' Council for Education	On-Going	
SAFE Schools Fund Support	On-Going	