

Example: Santa Barbara USD's Communication Strategy

Communicating the Strategic Focus

The mission of the Santa Barbara Unified School District is to ensure the educational success of all students through high expectations and commitment to excellence and empower them to reach their full potential as responsible, ethical, and productive citizens in a diverse and changing world.

We believe that:

1. There are multiple pathways to success.
2. The public schools belong to the public.
3. Our district can be leveraged to ensure success for all students.
4. Well-maintained and equipped facilities increase student learning.

We will accomplish this through achieving these respective aims:

1. Life, Career, and College-Ready Students.
2. Student, Family, and Community Engagement.
3. Organizational Transformation.
4. [Creating and Maintaining Modern and Sustainable] Facilities.

To achieve these aims we commit to aligning action steps with LCAP outcomes to strategically allocate support and resources.

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After having reviewed the strategic plan, analyzed our data, engaged in community dialog and defined LCAP priorities, **the overarching outcome for our district is that all district graduates are life, career, and college-ready.** To ensure the attainment of this primary outcome, the high-impact priorities for our district are:

1. Address Gaps in Opportunity /Achievement
2. Embrace the diversity of our school and community as one of our greatest strengths
3. Communicate with transparent and accessible information
4. Provide Continuous Learning for Staff
5. Enhance Early Education Opportunities

Without having addressed these high-impact priorities, all other district priorities will have little impact or will be unattainable.

Prioritizing our LCAP Action Steps to Accomplish our Goals and Outcomes

We have identified the following action steps that are aligned to our goals and outcomes that will have high impact on the broadest spectrum of SBUSD students, staff, families, and community.

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LCAP Goal 1: Address Gaps in Opportunity /Achievement

LCAP Outcome	Central Office Actions & Metrics	School Site Actions & Metrics

LCAP Goal 2: Embrace the diversity of our school and community as one of our greatest strengths

LCAP Goal 3: Communicate with transparent and accessible information

LCAP Goal 4: Provide Continuous Learning for Staff

LCAP Goal 5: Enhance Early Education Opportunities

LCAP Goal 6: Increase Student Attendance