





Goal	Objective	Owner	Baseline Data 2014-15	Results 2018-19	Status	Comments
Intense Focus on Student Achievement	Earn and maintain a district letter grade of A based on the components and processes for school grades (62% of total points earned)	Chief of Communications	B (56% of total points earned) * 2015-16 New Baseline	A (62% of total points earned)		The percent of total points has increased by six percentage points from the baseline.
	Decrease the number of schools earning a letter grade of D or F based on the components and processes for school grades to zero	Chief of Communications	D schools: 20 F schools: 6	D schools: 9 F schools: 0	 	The number of D schools has decreased by eleven. The number of F schools has decreased to zero.
High-Performing and Dedicated Team	<p>Generate Non-Traditional Revenues for District</p> <p>Identify assets and generate revenue from advertising, sponsorships and licensing in available media, events, projects and properties</p> <p>TARGETS Measure net sales:</p> <ul style="list-style-type: none"> • 2015-16 \$210,000 • 2016-17 \$240,000 • 2017-18 \$270,000 • 2018-19 \$300,000 • 2019-20 \$325,000 	Senior Manager, Sales & Marketing	Generated \$213,566.00 in gross receipts against \$25,200 in expenses for a net profit of \$188,366.00	Received \$363,807.83 in gross receipts against \$12,070 in expenses for a net revenue of \$351,737.83		A 9.3% increase over prior year and \$51,737 above fiscal year goal





Met Objective



Made Progress



Failed to Make Progress

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Efficient Operations	<p>Deliver timely and quality graphic design work to the satisfaction of clients</p> <p>TARGET: Measure and improve customer satisfaction on quality and timeliness</p> <ul style="list-style-type: none"> • 2015-16 = Baseline set (4.33) • 2016-17 = Baseline plus 0.05 (= 4.38) • 2017-18 = Baseline plus 0.10 (=4.43) • 2018-19 = Baseline plus 0.15 (=4.48) • 2019-20 = Baseline plus 0.20 (=4.53) 	Senior Manager, Public Relations	<p>Quality of Work: 4.33</p> <p>Timeliness: 4.00</p> <p>Overall Satisfaction: 4.33</p>	<p>Quality of Work: 4.78</p> <p>Timeliness: 4.65</p> <p>Overall Satisfaction: 4.74</p>		
Sustained Community Engagement	<p>Be Engaged with the Public</p> <p>Produce events that are a high-quality experience, promote a high-performing and dedicated team, generate publicity and sustain community engagement</p> <p>TARGETS: Annually schedule and execute at least one program or series, and five events that are pro-active demonstrations of community engagement</p> <p>Measure the “satisfaction rate” of attendees, clients, sponsors, etc.</p> <ul style="list-style-type: none"> • 2015-16 = Baseline set (4.68) • 2016-17 = Baseline plus 0.03 (= 4.71) • 2017-18 = Baseline plus 0.05 (= 4.73) • 2018-19 = Baseline plus 0.08 (= 4.76) • 2019-20 = Baseline plus 0.10 (= 4.78) 	Director and Senior Administrator, Public Relations	4.68 (2015-16 baseline)	Overall Satisfaction: 4.55 (new weighted average)		<p>8 Leadership Orange sessions – 4.68</p> <p>State of the Schools (new) – 4.67</p> <p>Retirement (new) – 4.57</p> <p>Stellar Awards (new) – 4.53</p> <p>Super Scholars – 4.40</p> <p>Three new large events were added and one deleted (Hall of Fame).</p>



Met Objective



Made Progress



Failed to Make Progress