

The purpose of this series was to showcase our strategic plan, Visalia Unified Forward 2030: A Community-Driven Blueprint for the Future, to our community, staff, students, families, and elected officials. Our district embarked on a designing a strategic plan for the first time in over 20 years in spring 2023. We held community listening sessions throughout our district, went to every school site, met with our superintendent student advisories, and created a working group to help define what questions we would ask our community. We had over 27,000 responses to our community and staff surveys. This feedback was instrumental in creating our strategic plan themes, focus areas, initiatives, and actions. Our Board of Education approved our entire plan at their board work session in August 2024. On September 24, 2024, we replaced our State of Our District event with the strategic plan premiere event. We held the event at the Visalia Fox Theatre and invited parents, community members, our strategic plan working group, student groups and performers, elected officials, and staff to attend. All attendees received a program (linked under supplemental materials for reference) which listed our entire strategic plan in it so attendees could see each individual action as we knew we would not have enough time to deep dive into every single action. The first video linked above helped set the stage of our event so our attendees could envision our district transformation over the next five years as we work to make our strategic plan vision a reality. We started our event with the video then had our MC's for the night introduce our superintendent to fully explain what our goal was for the night. The second video started after our assistant superintendent of leadership and learning introduced our first theme of High Expectations, High Achievement. He explained what this theme means and summarized the actions behind this theme. After he was done speaking, we played the second video linked above. This video was meant to showcase students starting from TK as they move through each grade in our district to show highlights of a student journey. The goal is that if each of our students have these opportunities and more available to them then we can fulfill our theme of High Expectations, High Achievement. After our event was over, we linked each video to our social media pages so community members and staff who were unable to attend could view them as well. These efforts help to support effective communication because we did so much community engagement to land us on our strategic plan

and we wanted to make sure we showed the community what the outcome was. This also helped build community trust as we were being transparent on all of our steps in this process. We had over 400 people attend our event, the first video had over 400 views on YouTube and the second video had over 1,857 Facebook views and 2,073 Instagram views.