

2018

State of the District Report



**CHARTING A
NEW COURSE**



Halifax County Schools

CHARTING A NEW COURSE TO STUDENT ACHIEVEMENT

Dr. Eric Cunningham, *Superintendent*

Five Year Strategic Plan (2017-2022)

Goal 1

Student Achievement (SA)

Halifax County Schools will drive accelerated achievement for all students to eliminate the achievement gap and low performing schools, while increasing the well-being of students and professional development for teachers and other school personnel.

Benchmarks of Success

- ★ Each school will increase its overall proficiency by 3-5 points or a minimum of 10% each year.
- ★ Each school will exceed expected growth annually.
- ★ Each school will increase the use of digital communications and innovations in the classroom by 5% by 2022.
 - 1 out of 10 schools increased its overall proficiency by 3-5 points or a minimum of 10% each year.
 - 2 graduates from the HCS Empowerment Zone (alternative learning program).
 - Five out of 10 schools increased the overall number of students scoring at or above grade level.
 - 7 of 10 schools met or exceeded growth expectations.
- Halifax County Schools will increase its student population by a minimum of 5% each year.
- HCS recruited 29% more student scholars.
- More than 1,000 students attended summer camps across the district and through various partnerships.
- 100% of schools are using digital communications and innovations in the classroom.



Goal 3

Fiscal Management & Resource Development (includes grants and partnerships) (FMRD)

Halifax County Schools will ensure sound fiscal management through budgets and audits in compliance with all governmental regulations and guidelines producing unqualified audits through internal audits; following a procedural manual for monthly, quarterly and end of fiscal year audits.



Goal 2

Health and Wellness (HW)

Halifax County Schools will improve the overall physical and mental health and wellness of its student and faculty populations to reduce preventable health care costs and increase teacher and student productivity.

Benchmarks of Success

- ★ Halifax County Schools will increase student and faculty access to healthy eating and active living opportunities across the district by 10% by 2022.
- ★ Installed 2 fitness centers in the high schools. Open and available to the public.
- ★ There are 6 action-based learning centers within 3 elementary, 2 middle and 1 high school.
- ★ Halifax County Schools will increase in the number of students and faculty engaged in health and wellness programs across the district by 10% by 2022.
- ★ Halifax County Schools will increase in the number of health and wellness programs across the district by 1% by 2020.
 - An average of 50 people use the washers and dryers weekly.
 - HCS Farm... 6 students successfully completed the paid, agricultural internship program.
 - A healthy snack bar for faculty implemented at Aurelian Springs Institute of Global Learning.
 - Over 22 HCS educators attended ABL certification for district-wide implementation.

Benchmarks of Success

- ★ The Halifax County Schools' Finance Department will have **zero audit findings by June 30, 2020** (strategies will include processes/procedures manual, training sessions, annual internal audit, participating in state external audits).
- ★ Halifax County Schools will **maintain a balanced budget annually to ensure greater organizational stability.**
- ★ Halifax County Schools will increase the number of foundation and business partnerships by **5% by 2020** to further diversify the revenue streams for the school system (when possible).
 - There were zero audits findings for the 2016-2017 school year.
 - The district continues to operate under a balanced budget.
 - Greater alignment with community partners. Increased partnerships to over 25.

Goal 4

Governance and Leadership Development (GLD)

Halifax County Schools will build and maintain clear, realistic governance structures and leadership development opportunities at all levels.

Benchmarks of Success

- ★ **100% of Board members** will attend **80% of board meetings** and **100% actively** participate in at least one committee.
- ★ 100% of Board members will financially support the agency by participating in fundraising activities (writing thank you notes, attending special events, reach out to business and corporations).
 - 100% of school board members attended the National School Boards Association Conference.
 - 100% of board members participated in master board training hosted by the NC School Boards Association.
 - 100% of school board members serve on district committees.
 - Board members represent the district in community, county, and at faith-based events.



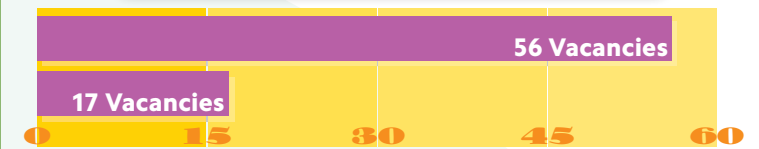
Goal 6

Communications and Messaging (CM)

Halifax County Schools will use effective, diverse, innovative, methods of communications to increase internal and external stakeholder awareness and engagement in the educational process from the classroom to the community.

Benchmarks of Success

- ★ Halifax County Schools will build a robust social media presence with a **25% increase of followers on Twitter and Facebook by 2019.**
- ★ Halifax County schools will **increase** the percentage of unique (new) website visitors **annually by 40%.**
- ★ Halifax County Schools **will achieve 100% board and leadership team staff** participation in the social media plan **by 2019.**
- ★ Halifax County Schools will build a strong traditional media presence with a **30% increase in positive media hits** (including op-eds, letters to editor, staff, board and the organization quoted in story) **by 2019.**
 - A 95% increase in the number of annual website visitors (2,500 to 45,000 annual visitors)
 - Promotion of HCS via various forms of media (Newspaper, radio, social media, billboard etc.)
 - 900 to 1200 Facebook Followers (@halifaxcountyschooldistrict)
 - 220 to 300 Twitter Followers (@HalifaxRise)
 - Updated 6 billboards around the district.
 - Broadcasted 3 high school graduations via facebook live.
 - Sweet Tea with Dr. C (Sports Radio 1230AM)
 - Over 12 Radio Spots with Over 1,300 Listeners
 - Implemented a district-wide mobile app to extend communication reach.
 - Implemented a district-wide dress code policy.



Goal 5

Human Resource Development and Management (HRDM)

Halifax County Schools will adhere to human resource development best practices that result in the recruitment and retention of high-quality staff and comprehensive, ongoing professional development opportunities.

Benchmarks of Success

- ★ Halifax County Schools will **decrease** its teacher turnover rate **by a minimum of 10% each year.** (Example teacher turnover rate of 20% for the district. A 10% decrease would be 2 which is 18.)
- ★ Halifax County Schools will increase the diversity of incentives offered to teachers at all levels to **retain high-quality staff by 2% by 2020.**
 - Increased the number of highly qualified staff in each classroom by filling 40 key staff positions.
 - Hosted a district recruitment fair attended by 107 interested applicants. Of the 107 attendees, there were 12 hires.



@HalifaxRise



@Halifaxcountyschooldistrict



Vision

Halifax County Schools will focus on the needs of all students by empowering them to be successful global residents.

Mission

Halifax County Schools will create a supportive and positive learning environment to address the needs of the whole-student in partnership with educators, staff, parents and communities.



PO Box 468 • 9525 Hwy 301 South • Halifax, NC 27839
 Telephone: (252) 583-5111 • Fax: (252) 583-1474 • Website: Halifax.k12.nc.us
 For a full version of the HCS Strategic Plan, visit: www.Halifax.K12.nc.us.