

GOOSE CREEK CISD DEVELOPING THE WHOLE CHILD

STRATEGIC PLAN

2025-2030

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VERSION

Version 1 of 1 Last Update: July 22, 2025

ACADEMIC PERFORMANCE

TARGETS

- ▶ Improve overall performance
- ▶ Close achievement gaps
- ► Improve attendance
- ► Engagement via technology
- Strengthen college, career & military readiness
- ► Enhance social & emotional learning

STRATEGIES

- ► Provide college level courses & exam strategies
- ► Increase attendance by utilizing incentives and quality communication
- ► Provide PD on technology
- ► Focus on early childhood learning
- ▶ Utilize AVID WICOR strategies
- ► Leverage Instructional Framework
- ► Support teachers in effective use of high quality instructional materials
- ► Implement and monitor HB1416 accelerated instruction requirements
- ► Develop & Implement Professional Development Plan
- ► Increase partnerships
- ▶ Promote responsible use of AI
- ➤ Provide early & preventative SEL supports for all students

MEASURES

- ► State Assessment Results
- ► Attendance Rate
- ▶ Students taking at least one dual credit
- ▶ Students taking at least one AP course
- ▶ Earned industry-based certifications
- ▶ Number of AP Scholars
- ► Scholarship dollars earned
- ► Graduation Rate
- ▶ Professional Development Calendar
- ► Kindergarten Readiness Score
- ▶ Secure grants to support HB1416
- ▶ Universal Screener Data
- ► Total number of EdTech PD Hours
- ► Total number of EdTech Model & Assist Hours
- ► SEL preventative support report
- Percent of students earning college credit through dual credit
- ► Percent of students earning college credit through AP testing.

COMMUNITY ENGAGEMENT

TARGETS

- Cultivate strong community relationships
- ▶ Strengthen effective communication
- Strengthen HWGG brand
- ► Grow EDFO support & donor engagement

STRATEGIES

- ► Feature partnerships in community
- Actively celebrate district success on all available platforms
- ► Involve all stakeholders in planning and decision-making
- ► Spanish Outreach
- ► PR Squad
- ▶ Goose Talks
- ► Expand multilingual communications tools and strategies
- Implement districtwide communication protocols
- ► Provide training and support for effective communication
- ► Evaluate data to monitor strategic plan
- ► Execute marketing plan
- ► Leverage HWGG Action Team
- ► Provide ongoing support to campus communicators and PR Squad
- ► Leverage district communications groups to amplify messaging
- ► Strengthen projects and partnerships that promote health & wellness
- ▶ Implement EDFO strategic plan
- ▶ Develop & promote alumni database

MEASURES

- ► Giants of the month
- ▶ Web & social analytics
- ► ParentSquare analytics
- ► Marketing campaign creative analytics
- ► Communication survey results
- ► Alumni recognitions and reports
- ▶ Partners in Education reports
- ► Education Foundation annual revenue
- ► SHAC annual report
- Campus website audits
- ► Key performance indicators
- ▶ PR Squad Engagement Data

OPERATIONAL EXCELLENCE

TARGETS

- ► Provide & maintain excellent and equitable facilities
- ► Provide a safe & secure environment conducive to learning

STRATEGIES

- ► Provide and maintain energy-efficient systems and programs
- ► Establish & maintain PM program
- ► Implement strategies that promote safety & security in all environments
- ► Maintain updated district standards
- ► Implement the long-range facilities plan
- Provide effective threat assessment training for staff & perform all required safety drills
- ► Expand and enhance police & security officer training opportunities
- Support established firearm certification pathway
- ► Enhance cybersecurity measures

MEASURES

- ► Audit reports on energy efficiency
- ▶ Reports on safety incidents
- ▶ Internal & External Safety Audits
- ► Yearly review of district standards
- ► Update L-R facilities plan every five years
- ► Reports on safety & cybersecurity incidents
- ► TLE Seal for data privacy
- ► Work order completion data
- Student survey data

ORGANIZATIONAL DEVELOPMENT

TARGETS

- Recruit highly qualified staff who strive for excellence
- ► Increase teacher retention and teacher job satisfaction
- Develop highly qualified leaders and teachers
- Support the development of uncertified staff in pursuing and obtaining professional certification

STRATEGIES

- Utilize our featured programs and local partnerships to recruit and retain high quality teaching staff
- Continue to analyze employee organizational health inventory
- ► Continue to strengthen our New Teacher Mentor Program
- Offer a total compensation package for staff
- Offer leadership development opportunities
- ▶ Retention task force committee
- ▶ Principal mentor program
- ► Obtain TEA approval for TIA
- ► Offer mental health resources
- ► Optimize wellness clinic
- ► Expand "Grow Your Own" program
- Support development of uncertified staff in obtaining certification

MEASURES

- ► Recruitment reports from identified programs and systems
- ► Enrollment in partnering universities
- ► Organizational Health Survey results and action plans
- ► Staff retention and absence reports
- ► Salary comparison data
- ► Staff satisfaction survey
- ► Exit survey data
- ► Administrator promotion and retention

FINANCIAL STEWARDSHIP

TARGETS

- ► Maintain our AAA bond rating
- Achieve a balanced budget
- ► Maintain Superior FIRST rating
- ► Ensure transparent communication of legislative changes

STRATEGIES

- ► Develop and maintain a long-range capital improvement plan
- ► Evaluate all cost savings and operating efficiency options
- ► Receive an unmodified opinion on the audited Annual Financial Report
- ► Review financial metrics for superior ratings
- ► Align CIP & DIP with financial stewardship goals
- ► Implement procedures/metrics for budget managers to routinely monitor budget expenditure accounts for unused funds
- ► Establish a position inventory/ maintenance review to ensure we are capturing accurate data for personnel budgeting
- Report interim financials to Board of Trustees on a monthly basis to work towards a balanced budget and maintaining fund balance requirements
- Maximize grant & alternative funding sources

MEASURES

- ► Fund balance reports
- Acquisition of capital assets & improvements
- ► Operating expenditures per student
- ► Instructional expenditures per student
- ▶ Bond, FIRST, and annual audit reports
- ► Percent operating reserve budget

GOOSE CREEK CISD



MISSION

The District develops and enhances each learner's intellectual, social, and emotional well-being facilitated by a highly qualified team committed to Growth, Community, Collaboration, Innovation, Success, and Determination.

VISION

We empower every student with knowledge and skills they need to succeed in a global community.

CORE VALUES

Goose Creek CISD is committed to:

- ▶ Preparing all students for college and career readiness with the ability to build collaborative relationships, lead dynamically, communicate skillfully, and think critically.
- ▶ Providing a safe and secure environment for all students and staff, including physical, social, and emotional development and support.
- ▶ Building partnerships with families and the community to support our schools in a meaningful way.
- ▶ Creating a culture of mutual respect, dignity, and transparency to build trust with each other and those we serve.
- ▶ Providing every student with equitable access to high-quality instruction, supports, facilities, and other educational resources, even when this means differentiating resource allocation.

HERE WE GROW GIANTS

30 CAMPUSES

24K STUDENTS

4K STAFF MEMBERS



IMPACT EARLY COLLEGE HIGH SCHOOL **RANKED 28TH OUT OF THE NATION'S TOP 500 SCHOOLS AVID NATIONAL DEMONSTRATION SCHOOL**

GOOSE CREEK MEMORIAL HIGH SCHOOL AVID NATIONAL DEMONSTRATION SCHOOL NATIONAL MODEL GLOBAL BUSINESS CAREER ACADEMY



PARTNERS IN EDUCATION



1 OF 9 SCHOOL **DISTRICTS IN TEXAS TO RECEIVE TLE SEAL FOR DATA SECURITY** & SAFETY



ROSS S. STERLING HIGH SCHOOL NATIONAL MODEL WITH DISTINCTION HEALTH SCIENCE CAREER ACADEMY | TEXAS P-TECH DESIGNATED CAMPUS

ROBERT E. LEE HIGH SCHOOL NATIONAL MODEL STEM CAREER ACADEMY TEXAS P-TECH DESIGNATED CAMPUS

DECREASE OF AGGREGATE TAX RATE



EDUCATION FOUNDATION



STUART CAREER TECH HS **TEXAS P-TECH DESIGNATED CAMPUS**

Distinguished School

ALAMO ES EF GREEN JS AUSTIN ES GENTRY JS CROCKETT ES GCM HS LEE HS

TEACHER STARTING SALARY

SIGN-ON BONUS

MILLION

IN INNOVATIVE TEACHING GRANTS **AWARDED TO DATE**



1:1 IPAD INITIATIVE **DISTRICT-WIDE**

ELEMENTARY DUAL-LANGUAGE



ELEMENTARY ACADEMIC UIL COMPETITORS IN 2024-2025

ATHLETIC PLAYOFF **APPEARANCES** IN 2024-2025

ATHLETIC SCHOLARSHIPS

CONSECUTIVE **YEARS** NATIONAL HISTORY FAIR **COMPETITORS**

SCHOOL ART AUCTIONS HOUSTON LIVESTOCK SHOW & RODEO

DRILL TEAM SWEEPSTAKES **RECEIVED IN 2025 UIL CONTESTS**

MARCHING BAND SWEEPSTAKES **RECEIVED IN 2025 UIL CONTESTS**



GIFTED & TALENTED STUDENTS

.8 MILLION

STATE-OF-THE-ART PRE-K

IN SCHOLARSHIPS EARNED IN 2025

ASSOCIATE DEGREES EARNED IN 2024-2025

COLLEGE CORE COMPLETE GRADUATES **IN 2025**

STUDENTS ENROLLED IN AT **LEAST ONE DUAL CREDIT**

STUDENTS TAKING AT LEAST ONE AP CLASS

ADVANCED PLACEMENT SCHOLARS



INDUSTRY CERTIFICATIONS EARNED

> **STUDENTS ENROLLED IN** AT LEAST ONE **CAREER & TECHNICAL EDUCATION COURSE**

CAREER **ACADEMIES**

NATIONAL MODEL CAREER ACADEMIES

COLLEGE, CAREER, AND MILITARY READINESS SCORE

FOLLOW US @GCCISD

ACADEMIC PERFORMANCE



INSTRUCTIONAL FRAMEWORK



COMPONENT		PLANNING	
ELEMENTS	Standards Alignment	Lesson Design	Instructional Practices
TEACHER ACTIONS	Teachers design learning intentions/success criteria that align to the rigor of the TEKS, ELPS and GCCISD curriculum.	Teachers work collaboratively to design engaging, rigorous lessons that use GCCISD Lesson Structure as a model.	Teachers incorporate instructional practices and processes that authentically engage all students in meaningful learning.
INDICATORS	Standards are unpacked in PLCs so that assessments and performance tasks are designed to show what students know and can do. Lessons are clear, logical, sequential, and aligned to standards. Learning Intentions and Success Criteria create clarity, provide evidence of learning, and inform next steps.	Planning takes place using a <u>backward design</u> approach during regularly scheduled <u>PLCs</u> with a focus on purposeful student <u>engagement</u> , high-level questioning, and rigorous student tasks. Lessons are <u>TEKS</u> aligned, culturally relevant, <u>linguistically accommodating</u> , and reflect the <u>rigor</u> and complexity of the grade level standards. Lessons align with the <u>GCCISD Lesson Structure</u> . Lessons are designed to connect students' prior knowledge, experiences, and interests.	Lessons provide students opportunities to read, write, think, and engage in academic discourse daily. Lessons use high-yield, instructional strategies. Lessons include checks for understanding, effective questioning, and timely feedback. Lessons are culturally responsive and differentiated based on student needs.

COMPONENT		INSTRUCTION	
ELEMENTS	Aligned Instruction	Engagement	Differentiation
TEACHER ACTIONS	Teachers deliver lessons that are aligned to the TEKS, ELPS, and GCCISD curriculum.	Teachers design lessons that engage all students in the learning process.	Teachers provide multiple instructional methods and opportunities for students to master the content being taught.
INDICATORS	Learning Intentions and Success Criteria are posted, linked to the TEKS and/or ELPS, clearly communicated, and understood by the students. Instruction follows the GCCISD curriculum, scope and sequence, pacing guide, and approved resources. Students and teachers use academic and content vocabulary daily through reading, writing and academic discourse. Lessons activate students' prior learning to provide relevance and context while building connections to real-world experiences.	Teachers use high-yield, instructional strategies to effectively foster student voice and develop independent learners and thinkers. Students have opportunities to read, write, think, problem solve, and collaborate daily. Students have opportunities to use innovative tools and/or technology that require higher-order thinking skills to enhance opportunities for independent and collaborative learning. Students engage in real world applications and cross-curricular connections relevant to their own lives and cultural backgrounds.	Teachers scaffold and differentiate lessons to address individual needs of all students. Teachers provide enrichment opportunities designed to challenge and enhance student learning. Students have options to show mastery of their learning through variety and choice. Teachers use data to design personalized small groups, intervention, and enrichment opportunities for all students. Students have access to a variety of resources and tools for learning.



INSTRUCTIONAL FRAMEWORK



COMPONENT		ASSESSMENT	
ELEMENTS	Aligned Assessment	Goal-Setting	Progress Monitoring
TEACHER ACTIONS	Teachers use assessments aligned to the standards to inform instructional decisions.	Teachers establish goal-setting structures with students to promote self-regulated learning and develop growth mindsets.	Teachers use progress monitoring to measure and adjust for student learning.
INDICATORS	Formative assessments aligned to the Learning Intention are developed by PLC teams to inform instructional decisions. Summative assessments are aligned to the content, context, and rigor of the TEKS and are used to measure learning at the end of a unit. Students are assessed using a variety of assessment methods.	Students self-monitor their own learning by setting goals, developing action steps, and adjusting these goals/steps as needed. Teachers routinely host individual student conferences that offer opportunities for feedback, self-reflection, and the revision of goals. Teachers utilize student self-assessment strategies that facilitate reflective student thinking on the pathway toward mastery.	Checks for understanding are used to measure student progress toward the daily Learning Intention. Summative assessments are used to determine the effectiveness of instructional practices and student learning outcomes. Diagnostic assessments are used to establish a baseline for individual student needs and ensure responsive interventions and enrichments. Student work products (artifacts) are used in the PLC process to inform instruction. Teachers collaborate during PLCs and with other colleagues to review evidence of student learning, celebrate successes, determine reteaching needs, and develop strategies for differentiated support.

COMPONENT	LI	EARNING ENVIRONM	MENT
ELEMENTS	Classroom Environment	Equitable Learning Environment	Classroom Communities
TEACHER ACTIONS	Teachers create a safe & orderly classroom that builds an environment that fosters every student's social and emotional development.	Teachers build and maintain classroom com- munities with high academic and behavioral expectations for all.	Teachers create learning communities that engage all students in authentic learning experiences.
INDICATORS	Campus staff members establish and communicate high expectations for all stakeholders. Systems, routines and procedures are implemented and maintained to ensure students demonstrate responsibility, ownership, and independence. The physical arrangement of student seating, learning spaces, and materials assist in maximizing learning time. Teachers develop and maintain positive and professional student/teacher relationships. Character education lessons are implemented daily in elementary and weekly in secondary.	Teachers select and use resources that are relevant, actively engage students, support social and emotional needs, and respect diversity. Teachers are intentional when creating student groups and partnerships across all ability levels and backgrounds. Teachers provide opportunities for students to receive feedback from teachers and peers.	Teachers establish classroom norms and expectations. Teachers provide opportunities for academic discourse. Teachers create a classroom community that fosters the development of positive relationships. Teachers design rigorous academic expectations to meet the social and emotional needs of each student. Teachers develop classroom communities that are culturally relevant and embrace diversity and inclusiveness.

ACADEMIC PERFORMANCE



GOAL: INCREASE ACADEMIC ACHIEVEMENT

Our primary purpose as a school district is to educate our students and prepare them for future success in college, career, and/or military service. This requires that our students develop a solid foundation in their ability to read, solve equations, and solve problems. Goose Creek CISD is working diligently to ensure that our focus is always on student learning, and collaboration with staff to ensure our instructional practices are effective. Initiatives such as Instructional Rounds and Professional Learning Communities are hallmarks of our district.

TARGET: ACCOUNTABILITY SCORE

Strategies

- ▶ Leverage Instructional Framework to improve teaching and learning.
- ▶ Implement teacher-to-teacher modeling and instructional support.
- ► Implement a comprehensive professional development plan with identified high-yield strategies to support underserved populations.
- ► Sustain the Early Learning Academies model district-wide to improve early childhood literacy for all students.
- ► Launch a marketing campaign with the purpose of improving attendance.
- Strengthen instructional outcomes by supporting teachers in the effective use of high quality instructional materials aligned to state standards.
- Strengthen the implementation and monitoring of HB1416 accelerated instruction requirements.
- ▶ Develop and implement a professional development plan.

- ► Curriculum Documents
- ► State Assessment Results
- ► TAPR Report
- ▶ Training Schedules
- ► Beginning of the Year/End of the Year Assessment Results
- ▶ Professional Development Calendar
- ► Kindergarten Readiness Score
- Secure Grants to Support the Purchase of HB 1416 Compliant Instructional Tools and Platforms
- ▶ Universal Screener Data

TARGET: COLLEGE, CAREER, AND MILITARY READINESS

Strategies

- ▶ Increase dual credit offerings at all high school campuses.
- ▶ Provide students opportunities to take college entrance exams.
- ► Incorporate test taking strategies in high school ELA classes for college entrance exams.
- ▶ Utilize AVID WICOR strategies schoolwide.
- Increase business and industry partnerships.

Measures

- ► College, Career, and Military Readiness Score in Domain 1
- ► AVID Coaching & Certification Instrument Findings
- ▶ Number of AP Scholars
- Number of Earned Industry-Based Certifications Earned
- ► Number of Students taking AP and Dual Credit Courses
- ► Graduation Rate
- ► Percent of Students Earning College Credit through Dual Credit
- ► Percent of Students Earning Credit through AP Testing
- Number of Business Partnerships

COLLEGE. CAREER. AND MILITARY READINESS SCORE

2019-2020	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025
NA	75	94	85	94*	TBD

NUMBER OF INDUSTRY-BASED CERTIFICATIONS EARNED

2019-2020	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025
1,270	1,116	1,661	1,596	794**	804

NUMBER OF STUDENTS TAKING AT LEAST ONE DUAL CREDIT COURSE

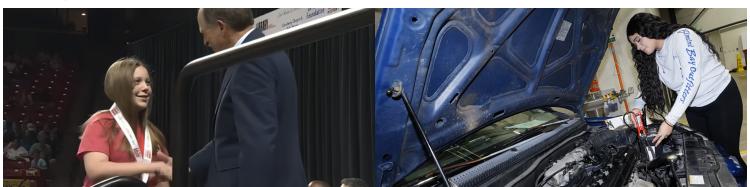
2019-2020	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025
1,062	1,317	1,885	2,194	2,288	2,577

GRADUATION RATE

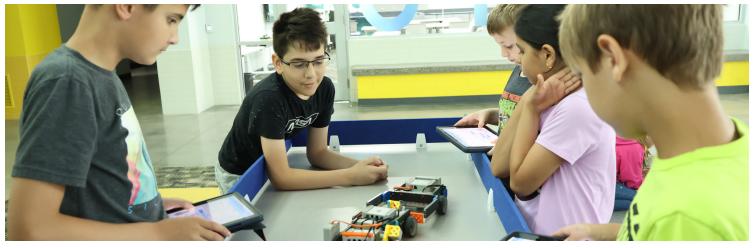
2019-2020	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025
92.5%	94%	94.9%	94.3%	94.9%	98%

^{*}Affected by legislative hold.

^{**}State changed IBC reporting metrics.



ACADEMIC PERFORMANCE



Scholarship Dollars Earned

2019-2020	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025
\$14,255,584	\$16,474,914	\$18,441,475	\$18,692,523	\$20,200,900	\$27,792,228

TARGET: IMPROVED ATTENDANCE RATES

Strategies

- ▶ Communicate the benefits of student attendance to families.
- ▶ Monitor campus attendance at student support meeting.
- ► Send attendance auto notices through ParentSquare.
- ► Increase student attendance by pairing incentives with ongoing, personalized communication.

Measures

- ► Campus Improvement Plan
- ► Attendance Rate

ATTENDANCE RATE

2019-2020	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025
95.35%*	93.23%*	93.18%	93.10%	93.23%	93.25%

TARGET: INCREASE STUDENT ENGAGEMENT USING TECHNOLOGY

Strategies

- ► Provide professional development with staff to increase awareness, proficiency, and student engagement using technology.
- ► Educational technology staff will model, assist, and coach teachers in classrooms with technology implementation.
- ▶ Promote ethical and responsible use of AI in the classroom.

Measures

- ► Total number of EdTech PD Hours
- ► Total number of EdTech Model and Assist Hours

APPLE DISTINGUISHED SCHOOLS

Alamo | Austin | Crockett | EF Green | Gentry | Goose Creek Memorial | Lee



TARGET: ENHANCE SOCIAL EMOTIONAL LEARNING

Strategies

- ▶ Identify and provide professional development, texts, and resources that promote culturally responsive teaching.
- ► Maintain district standards and expectations for building and nurturing relationships with our customers and co-workers.
- ▶ Host one or more social family event per campus each year.
- ► Continue strategies that promote social-emotional learning, such as Positive Behavior Intervention & Supports and Character Strong.
- ► Continue strategies to address bullying concerns as recommended by the Anti-Bullying Committee.
- ► Continue strategies to promote a positive district climate of equity, diversity, and inclusion.
- ► Provide early intervention and preventative SEL supports for all students.

Measures

- ► Professional Development Plans & Trainings
- Survey Results (parents, students and staff)
- ▶ Student Support Team Meetings
- Social Emotional Learning Preventative Support Report

STUDENT SURVEY ON SOCIAL-EMOTIONAL LEARNING

I feel that most of my teachers really enjoy teaching me and care about me.

2024-2025	81.5 %
2023-2024	80.4 %
2022-2023	81%
2021-2022	82.1%

I feel that I belong in my school.

2024-2025	75.4%
2023-2024	74.4%
2022-2023	74.2%
2021-2022	74.6%

Most of my teachers have high expectations for ALL students (not just some students).

2024-2025	82.9%
2023-2024	81.3%
2022-2023	82 %
2021-2022	83 %

My school is welcoming to all students, parents, and community members of all backgrounds.

2024-2025	87.5 %
2023-2024	85.4%
2022-2023	86 %
2021-2022	87.8%

Graphs represent percentage of students in grades 3-5 who strongly agree or agree with the statement.

Only secondary was surveyed in 2021-2022.

COMMUNITY ENGAGEMENT

GOAL: STRENGTHEN COMMUNITY PARTNERSHIPS

Goose Creek CISD's partnership with our city and community businesses is vital to our future goals. Local partnerships allow the community to support our schools in a meaningful way. Through partnerships, such as Partners in Education, Education Foundation, and Be Well Baytown, our students gain mentors, workforce experience, resources, and health education. When we strengthen our community partnerships, we provide more opportunities and experiences for our students.

TARGET: CULTIVATE STRONG COMMUNITY RELATIONSHIPS

Strategies

- ▶ Cultivate strong relationships with families and broader community by creating inclusive opportunities for collaboration, feedback, and shared ownership of student success.
- ► Feature GCCISD partnerships on our website, social media platforms, and publications.
- ► Attain 100% participation from all Goose Creek schools in the Chamber of Commerce's Partners in Education program.
- ► Implement related activities and projects to promote overall health and wellness with our School Health Advisory Committee (SHAC).

Measures

- ► Committee Work and Surveys
- Partners in Education Annual Reports and Data
- ▶ SHAC Annual Report to the School Board
- ► Participation in Hispanic Outreach Initiatives

TARGET: STRENGTHEN EFFECTIVE COMMUNICATIONS

Strategies

- Strengthen trust and transparency by delivering clear, timely, and consistent communication across multiple platforms.
- ► Provide district presentations to community groups and organizations about key events, future projects, and continual progress
- ► Expand the concept of district-wide committees to include a broad membership of educators, parents, administrators, and business stakeholders.
- ► Implement districtwide communication protocols to ensure consistent messaging across campuses and departments.
- ► Develop, implement, and reguarly evaluate the district strategic plan that aligns with district priorities and supports student success.

Measures

- Data Analytics on Website and Social Media
- ► Campus Website Audits
- ► District Website Updates
- ► ParentSquare Analytics
- Communication Survey Results
- ▶ Community Presentations
- ▶ PR Squad
- Stategic Plan Data and Key Performance Indicators

PARENT SATISFACTION WITH SCHOOL WEBSITES

82%

AVERAGE SOCIAL MEDIA ENGAGEMENT PER MONTH

44K

PARENT SATISFACTION WITH SCHOOL COMMUNICATION

80%

GOOSE CREEK CISD 100% COMPLIANT IN EMERGENCY COMMUNICATIONS

TARGET: STRENGTHEN HERE, WE GROW GIANTS BRAND

Strategies

- ▶ Promote Here, We Grow Giants, achievements of students and staff, and opportunities to enhance public perception, drive enrollment, and celebrate success.
- ► Execute the districtwide marketing plan with targeted messaging, visual branding, and campaign strategies.
- ► Leverage the Here, We Grow Giants Action Team to monitor progress of the marketing plan and celebrate Giants of the Month.
- ► Provide ongoing training and resources to campus communicators and PR Squad.

Measures

- ► Marketing Campaign Creative Analytics
- ▶ PR Squad Engagement Data
- ▶ Giants of the Month

EY INITIATIVE

- Here, We Grow Giants Campaign & Recognitions
- ► Goose Creek At-A-Glance Twice Yearly Magazine
- ► Social Media & Press Releases
- ► Goose Call Podcast
- ► Strategic Plan Action Team
- ▶ Website Management
- ► Crisis Communications
- Branding Resources
- Marketing & Advertising
- ► ParentSquare
- ► Goose Talks
- ▶ Hispanic Outreach
- ▶ PR Squad
- ▶ GC2035

TOP ORGANIC POSTS FOR 2024-2025



REACHED 54.6K USERS

(a) product The moment and approximation products of the second of the

PLAYED 51.1K TIMES

TARGET: GROW EDFO SUPPORT & DONOR ENGAGEMENT

Strategies

- ▶ Implement and support the Education Foundation strategic plan.
- ▶ Develop and promote an alumni database.
- ▶ Host fundraising events and feature alumni recognitions.

- ► Alumni Database & Recognitions
- ▶ Education Foundation Annual Revenue
- ► Education Foundation Reports
- ► Percent Participating in Get on the Bus

OPERATIONAL EXCELLENCE

GOAL: DELIVER OPERATIONAL EXCELLENCE

Our schools must always be safe places for learning. Goose Creek is committed to the safety of every student and staff member in the classroom and on their campuses. Our strategic plan focuses on implementing strategies to reduce safety and security threats to our facilities. Reference the GCCISD Emergency Operations Plan (EOP) for detailed safety protocols. We strive to provide facilities where our students will thrive and where our employees have everything they need to educate and support our students through every facet of their education.

TARGET: PROVIDE AND MAINTAIN EXCELLENT AND EQUITABLE FACILITIES

Strategies

- ► Perform an audit to identify methods to reduce energy usage and utility costs per year.
- Provide and maintain energy-efficient systems and programs based on audit recommendations.
- ► Establish and maintain a comprehensive Preventative Maintenance (PM) program to extend equipment life.
- ▶ Implement the Long-Range Facilities Plan to ensure safe, modern, and equitable learning environments that align with projected enrollment, instructional priorities, and community needs.
- Maintain updated district standards via coordination across departments.

Measures

- ► Review PM Schedules and Programs
- Project Measurement and Verification (M&V) Review
- ► ABM Energy Performance Contract
- ► Refrigeration Technologies
- ► Retro Commissioning Project Reports (RCx)
- ► Review and Update the Long-Range Facilities Plan Every Five Years
- ► Yearly Review of District Standards

TARGET: PROVIDE A SAFE & SECURE ENVIRONMENT CONDUCIVE TO LEARNING

Strategies

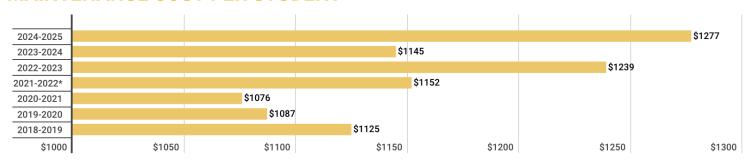
- ► Continue implementation of strategies that promote safety and security to reduce safety incidents on campus, such as safety drills, Friends for Life/Crime Stoppers, DARE, and GREAT.
- ► Provide effective threat assessment training for staff and perform all required safety drills.
- ► Continue implementation of strategies that promote the protection and privacy of data, including targeted professional development, enhancing cultural awareness around cybersecurity, and related curriculum development and implementation.
- ► Expand and enhance training opportunities for district police and security personnel to ensure preparedness and compliance.
- ► Increase the number of qualified security personnel certified to carry a firearm by supporting the established certification pathway.
- ► Enhance cybersecurity measures to safeguard stduent and staff data and minimize digital threats.

- ► PEIMS Code Reports on Violent Incidents
- ▶ Internal/External Safety Audits (GCCISD and HCDE)
- ► Internal/External Safety Drills and Training documentation
- Maintain the Trusted Learning Environment (TLE) Seal
- ► Work Order Completion Data
- ► Student Survey Data
- ► Number of Successfully Completed Safety Drills

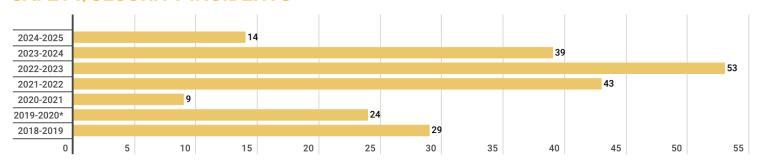


76.7% of GCCISD students feel physically safe in their school.

MAINTENANCE COST PER STUDENT



SAFETY/SECURITY INCIDENTS



^{*} COVID-related impact on statistic.

98% of GCCISD staff successfully passed simulated cybersecurity phishing attacks in the most recent cyber reports.

ORGANIZATIONAL DEVELOPMENT



GOAL: DEVELOP ORGANIZATIONAL EXCELLENCE

It goes without saying that teachers have the greatest impact on student learning. Teaching is a profession that demands that we consistently work to get our best and brightest into our classrooms. Our GCCISD Human Resources Department has begun to implement strategies and initiatives to recruit the best and provide ongoing support for our teachers and support staff.

TARGET: RECRUIT HIGHLY QUALIFIED STAFF WHO STRIVE FOR EXCELLENCE

Strategies

- Utilize various pathways including the CTE Career Academies and Future Teacher Career Academy to "Grow Our Own" through partnerships with BAER2 "Baytown Area Education Recruitment & Retention," and other programs.
- Strengthen our partnerships with local universities to increase the placement of Pre-Service Clinical Student Teachers and identify potential new university partnerships.

Measures

- Recruitment Reports from Identified Programs and Systems
- ▶ Enrollment in Partnering Universities

TARGET: INCREASE TEACHER RETENTION AND TEACHER JOB SATISFACTION

Strategies

- Research and implement an Employee Organizational Health Inventory to develop a baseline for continuous improvement on employee job satisfaction.
- ► Continue to strengthen our New Teacher Mentor Program with enhanced professional development opportunities and additional support services.
- ► Offer a total compensation package for our employees targeted at meeting the specific needs and assets of our organization.
- ▶ Implement a retention taskforce to increase teacher retention.
- ▶ Offer mental health resources to staff.
- ► Optimize wellness clinic.
- ► Expland employee daycare.
- ► Expand grow your own program.
- ► Maintain retention task force committee.

- ► Salary Comparison Data
- Staff Satisfaction Survey
- ▶ Staff Retention/Tenure Reports
- ▶ Staff Absenteeism
- ► Exit Survey Data

TARGET: DEVELOP HIGHLY QUALIFIED LEADERS AND TEACHERS WHO MAKE A SIGNIFICANT IMPACT

Strategies

- ► Implement targeted academies, such as Pathways and LEAD, to develop a pipeline of leadership within the District.
- ▶ Implement a Campus Leadership Academy for new administrators.
- ▶ Implement a mentor program for all first-year principals.
- ► Use the "Portrait of a Leader" document as a coaching tool to articulate leadership expectations.
- ► Obtain TEA approval for the Teacher Incentive Allotment to recognize teacher excellence.
- ▶ Maintain principal mentor program.
- ► Support the development of uncertified staff in pursuing and obtaining professional certification.

Measures

► Administrator Promotion and Rentention



PERCENTAGE OF STAFF WHO ANSWERED YES WHEN ASKED:

WOULD YOU RECOMMEND GCCISD AS A GREAT PLACE TO WORK?

2019-2020	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025
89.5%*	89%	92.5%	87%	87%	85%

EMPLOYEE RETENTION

2019-2020	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025
83.5%	86.7%	82.5%	78.2%	78.8%	TBD

FINANCIAL STEWARDSHIP

GOAL: PROVIDE EXCELLENCE IN FINANCIAL MANAGEMENT

FROM TEA: The Texas public education system is funded through local property tax collections, state funding and federal dollars. The Permanent School Fund – the country's largest educational endowment – also contributes to the system each year. Much of the state and federal funding is then distributed to school systems based on weighted per-pupil funding formulas.

TARGET: ACHIEVE A BALANCED BUDGET

Strategies

- ► Develop and maintain a long-range capital improvement plan and seek financial resources needed to accomplish goals of the District.
- ▶ Evaluate all cost savings and operating efficiency options.
- ► Analyze current and historical data of District and peers, applying benchmarking to compare key metrics with other districts.
- ▶ Align CIP & DIP with financial stewardship goals.
- ► Implement procedures/metrics for budget managers to routinely monitor budget expenditure accounts for unused funds.
- ► Establish a position inventory/maintenance review to ensure we are capturing accurate data for personnel budgeting.
- ► Report interim financials to Board of Trustees on a monthly basis to work towards a balanced budget and maintaining fund balance requirements.
- ► Achieve a balanced budget through strategic resource management and expenditure reductions aligned with district priorities.
- ► Maintain a Superior FIRST (Financial Integrity Ratings System of Texas) rating by ensuring 100% compliance with TEA financial integrity standards.
- ► Ensure transparent communication of legislative changes with potential budget implications.
- ▶ Maximize grant funding and alternative funding sources.

Measures

- ► Fund Balance
- ► Acquisition of Captial Assets and Improvements
- Operating Expenditures per Student
- ► Instructional Expenditures per Student
- ▶ Percent of Operating Reserve Budget

FUND BALANCE %

2019-2020	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025
50%	42%	42%	26%	27%	38%

TARGET: MAINTAIN BOND CREDIT RATING: AAA (WITH PSF GUARANTEE)

Strategies

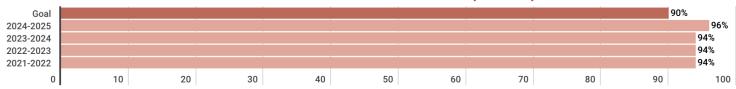
- ► Ensure the District receives an unmodified opinion on the audited Annual Financial Report (AFR).
- ► Review financial metrics to ensure the District maintains a superior rating on schools FIRST report.

- ▶ Bond rating
- ▶ Annual audit
- FIRST Rating



GOOSE CREEK CONTINUES TO MAINTAIN AAA BOND RATING

FINANCIAL INTEGRITY RATING SYSTEM OF TEXAS (FIRST) AUDIT RATING



GRADUATE



COLLABORATIVE RELATIONSHIPS

Shares Responsibility
Partners with Community and Businesses
Team-Oriented Mindset

COLLEGE & CAREER READY

Goal Focused Life-Long Learner Technology and Data Driven

DYNAMIC LEADER

Inspires Others
Honesty and Integrity
Commitment and Passion

SKILLED COMMUNICATOR

Expresses Ideas Effectively Active Listener Values Soft Skills

CRITICAL THINKER

Objective and Reflective Values Innovation and Creativity Asks Pertinent Questions

Vision

We empower every student with the knowledge and skills they need to succeed in a global community.

PORTRAIT OF A LEADER



Develops a plan for success, is goal driven, focused, and decisive
Provides a meaningful and clear direction for others to follow
Fosters innovative problem solving
Commits to growing others

LEADS WITH INTEGRITY

Makes decisions in the best interest of students
Values service before self
Builds trust with others and is trustworthy
Promotes equity and fairness
Exhibits a strong work ethic

MAKES STRATEGIC DECISIONS

Applies best practices
Stays well informed
Relies on research, expertise, and experience
Employs a growth mindset as a life-long learner

COMMUNICATES EFFECTIVELY

Articulates high expectations for all Provides clarity and specificity Engages in active listening Conveys passion and enthusiasm

BUILDS RELATIONAL CAPACITY

Exhibits positive interpersonal skills
Develops trusting relationships
Demonstrates empathy and care towards others
Promotes inclusiveness
Values and models customer service

COLLABORATES WITH STAKEHOLDERS

Seeks input from others/gives all stakeholders a voice Values diverse ideas/thinking Builds collective efficacy Leverages the talents of others

Mission

Developing the Whole Child

GOOSE CREEK CISD



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13-14 Exchange Day/Student Holiday 15-17 Student/Staff Holiday							



APRIL						
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3HOLIDAY/Bad Weather Day						
7-30 State Testing Day						

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2-5 State Testing Day 19 District Early Release Day 22-31 WINTER BREAK							

MARCH							
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9-13 SPRING BREAK							

JUNE							
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16-19 State Testing Day							

16-19	.State Testing Day
5,12,19,26	Summer Hours:
Offices	& Campuses Closed*

2025-2026 SCHOOL YEAR

ADMINISTRATION	281-420-4800
ELEMENTARY SCHOOLS	
Alamo	281-420-4595
Stephen F. Austin	281-420-4620
Dr. Antonio Bañuelos	281-420-1230
James Bowie	281-420-4605
George W. Carver	
Dr. Johnny T. Clark Jr.	281-420-7450
David Crockett	281-420-4645
Lorenzo De Zavala	281-420-4920
Harlem	281-420-4910
Highlands	281-420-4900
Bonnie P. Hopper Primary	281-420-4685
Jessie Lee Pumphrey	281-421-4460
Liles Early Learning Academy.	281-421-4422
San Jacinto	281-420-4670
Ashbel Smith	281-420-4615
William B. Travis	281-420-4660
Victoria Walker	281-421-1800
JUNIOR SCHOOLS	
Baytown	281-420-4560
Cedar Bayou	281-420-4570
E. F. Green	
George H. Gentry	281-420-4590
Highlands	
Horace Mann	281-420-4585
HIGH SCHOOLS	
Goose Creek Memorial	281-421-4400
IMPACT Early College	
Robert E. Lee	
Peter E. Hyland Center	
POINT Alternative Center	
Ross S. Sterling	
Stuart Career Tech	281-420-4550

FIRST SEMESTER	
Aug 11-Oct 10	43 days
Oct 20-Dec 19	39 days
1ST SEMESTER TOTAL	82 DAYS
SECOND SEMESTER	
Jan 7-Mar 6	39 days
Mar 16-May 22	49 days
2ND SEMESTER TOTAL	88 DAYS

www.gccisd.net
f facebook.com/gccisd
t witter.com/gccisd
instagram.com/gccisd



*	First Day of Instruction	
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Professional Learninwg Day (PLC)/ Student Holiday

Teacher Workday/Student Holiday

Campus PLC



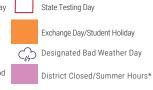
District Early Release Day

Student/Staff Holiday Beginning of Report Period



Teachers Return

Ending of Report Period



HERE WE GROW GIANTS





2025-2026 **Marketing Campaign**

OUR GIANT FUTURE

The "Our Giant Future" marketing campaign is a powerful, student-centered campaign designed to celebrate the growth, success, and potential of our students while highlighting the incredible programs and people who guide their journey. Targeting community members, staff, and students, the campaign's objectives include strengthening brand support, increasing awareness of GCCISD programs, fostering belonging, and humanizing the distrist by sharing real voices that reflect the strength and diversity of our schools.

OBJECTIVE ONE

Strengthen support and build consistency for the GCCISD brand among students, staff, and the community.

- ▶ Creative published on all district social media
- Honor a Giant Student, Staff, and Alumnus of the Month
- ► Support campus social media coordinators
- Provide GCCISD branding resources to campuses and district staff

OBJECTIVE TWO

Increase awareness of the many opportunities available through public education in our district.

- ► Mail "Goose Creek CISD At-A-Glance" Magazine two times a year to entire community
- ▶ Host Goose Talks community meetings and tours
- ▶ Maintain Here. We Grow Giants website
- Present a "State of the District" at local organizations

OBJECTIVE THREE

Foster belonging by highlighting student achievements and providing opportunities for students to make an impact on their school community.

- ► Leverage student voice with the PR Squad, Student Advocacy Committee, and Superintendent's Student Connection
- ► Develop a partnership with high school yearbook classes to promote student content.
- Encourage and showcase student voice in campus and district committees.

OBJECTIVE FOUR

Humanize the district by sharing real student voices that reflect the strength and diversity of our schools.

- Our Giant Future video published on all district social media
- Social media campaign utilizing hashtag #OurGiantFuture and highlighting stories of impact and triumph
- ► Share Giant of the Month interviews on district social media and The Goose Call podcast
- Creative utilized in paid advertising and district media

