Strategic Plan
Focus Areas

A
Achieving Readiness in College, Career & Life
Develop structures and supports that foster student learning and leadership

B
Building a Strong School Community
Strengthen the knowledge, skills, and relationships within school communities to support student achievement

C
Creating a Culture of Excellence
Build systems and processes and improve customer experience to foster academic, personal, and professional excellence

D
Developing an Innovative Portfolio of Schools
Improve, transform, and expand innovative school models to meet the needs of all learners, and stay relevant in a choice-rich environment

PHOENIX UNION
High School District
Preparing Every Student for Success in College, Career, and Life
Be Compassionate
We are humble, ethical, and treat others with respect, empathy, and kindness.

Be Collaborative
We are better and smarter together, thrive in a culture transparency, and seek win-win whenever possible.

Be Committed
We choose Phoenix Union, our communities, and our students knowing both the challenges and the opportunities that exist in urban education.

Be Courageous
We are bold in our convictions and make difficult decisions to better the lives of our staff, students, and community.

Be Creative
We are entrepreneurial, innovative, and flexible.

Be Conscious
We exist within a highly complex, political environment and make decisions that take into consideration the personal, professional, and political implications for all stakeholders.
VISION 2020

Transforming Phoenix Union High School District from ‘Good’ to ‘Great’

Goals
1. Transform the Culture
   - Develop a clear, actionable, measurable Strategic Plan that drives focus, performance, outcomes.
   - Focus on student engagement & development.
   - Imbed “conscious capitalism” to transform working conditions – climate, culture, and wellness contribute to organizational outcomes.
   - Pursue a first-class customer experience for all stakeholders at all levels of the organization.

2. Transform the Organization
   - Rename, rebrand, and restructure the District Office to ensure that support and innovation drive service to schools and communities.
   - Embark upon a comprehensive rebranding process to strengthen marketing, outreach, recruitment.
   - Development new systems and processes for increased effectiveness and improved efficiency at all levels.

3. Transform Leadership
   - Establish values that drive selection, evaluation, and development of leaders at all levels.
   - Build a comprehensive leadership development system that ensures growth and development of current and aspiring leaders.
   - Provide consistent coaching to all leaders to strengthen leadership performance.
   - Implement “Breakthrough Coaching” to improve time management.
   - Launch and strengthen Leader in Full-Time Training (LIFT) program to provide extra support to campuses in need and strengthen the leadership pipeline.
   - Guarantee full alignment of job descriptions, expectations, values, and evaluations to ensure consistency and enhance performance.
## Strategic Plan Goals

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<tr>
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<th>Goal</th>
<th>Outcome</th>
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<tbody>
<tr>
<td>A</td>
<td><strong>Achieving Readiness in College, Career and Life</strong></td>
<td>Increased student achievement for every student</td>
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<td><strong>Goal</strong> Systems, supports, and structures that ensure every student will advance toward or exceed beyond college, and career-readiness each year</td>
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<td>B</td>
<td><strong>Goal</strong> Leadership, knowledge, skills, and relationships within school communities ensure student achievement</td>
<td>Highly effective adults at all levels</td>
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<td><strong>Goal</strong> Thriving campus environments, efficient and effective systems and processes, and premier customer service inspire learning, innovation and excellence</td>
<td>Excellent customer experience for all stakeholders</td>
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<td>D</td>
<td><strong>Goal</strong> Build, design, and improve schools and programs to meet the needs of an increasingly diverse population of learners</td>
<td>All students, regardless of age, ability, and need, will have access to schools and programs that meet their individual needs</td>
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