Education Service Center Region 11

	STRATEGIC PRIORITIES					
STRATEGIC PRIORITIES	Achieve and Maintain High Learning Transfer and Outstanding Customer Service	Build a Foundation for Reading and Math	Build Capacity in Planning and Performance Management Structures	Connect High School to College and Career	Improve Low-Performing Schools	Recruit, Support and Retain Teachers and Principals
CHALLENGES	ESC R11 does not have a way to track learning transfer.	ESC R11 does not have a customer service model.	Educators lack instructional knowledge and effectiveness.	Understanding the importance of PPM and making it a priority center-wide.	LEAs in ESC R11 have difficulty identifying, accessing, and tracking the critical data that connects high school to college and career.	Center-wide it is not clear who the low-performing schools are, what they need, and what is being done for each.	ESC R11 customers are not fully aware of all the services our organization offers to recruit, retain, and support teachers and principals.
PRIORITY GOALS	Move from no system to a center-wide system to track short and long-term learning transfer by August 2024.	Develop and implement a customer service model from no model to a center-wide model by August 2024.	Increase reading and math learning options that are at a Learning-Transfer Evaluation Model level of 5 or higher from 0% to 30% by August 2025.	Increase the number of departments that have completed a PPM cycle from one to two by August 2025.	Develop a tool connecting high school to college and careers from stand-alone reports to an interactive system by July 2025.	Move from no process to a fully implemented process that coordinates services for low-performing schools by August 2025.	Expand priority six comprehensive service menus from limited departmental offerings to center-wide offerings by August 2024.
BUCKETS OF WORK	1. Operationally define what learning transfer means for ESC R11 and decide upon a metric to measure it. 2. Create a tracking system. 3. Collect data and feedback. 4. Create a communication plan for rolling out the tracking system.	1. Define outstanding customer service. 2. Identify customer service resources. 3. Determine how outstanding customer service will be measured. 4. Train the customer service model, resources, and metrics.	1. Establish a research bank of agreed-upon reading and math instructional best practices. 2. Create reading and math exemplars that reach Learning Transfer Evaluation Model levels 5-8.	1. Organize and align tools and resources for building capacity in PPM with staff. 2. Increase staff knowledge about the relationship between data and PPM routines and structures. 3. Increase staff utilization and confidence with data-driven decision making. 4. Create a recruitment process for adding additional programs and departments.	1. Minimize the industry gaps in connecting high school to college and careers. 2. Minimize the LEA gaps to connecting high school to college and careers. 3. Minimize the gap between community partners and the connection from high school to college and careers. 4. Minimize the ESC R11 gaps to connecting high school to college and careers. 5. Impliement a tool that minimizes the gaps.	1. Increase awareness of low-performing schools and supports. 2. Create an internal process. 3. Develop cross-departmental collaboration.	1. Investigate current ESC service menus. 2. Develop and create tools to support the creation of the service menu. 3. Create the menu for priority six services. 4. Market the priority six service menu.