WHO WE ARE

VISION
100% student success

MISSION
Educate and prepare each student for college, career and life

CORE VALUES

Commitment to children, families and community
- Making decisions and committing resources to attain each student’s success
- Seeking out and connecting with families and community

Respectful and caring relationships
- Establishing positive relationships among all stakeholders
- Using the district vision to guide intentions, motives and actions

Cultural competence
- Understanding and honoring culturally-defined beliefs, needs, styles and behaviors of the students, families and communities we serve
- Valuing the benefit that individual differences bring to our school district
- Recognizing the importance of individual similarities and differences while working effectively with all stakeholders from various cultures, races, ethnicities and religious backgrounds

Integrity
- Maintaining the highest standards of behavior, ethics, fairness and honesty with ourselves and others
- Committing to doing the right things for the right reasons
- Demonstrating fairness in our judgments and actions

Responsibility
- Fulfilling commitments and promises through fact-based decision-making and problem-solving
- Taking ownership of our own behaviors
- Seeking opportunities for continuous improvement

Connectedness
- Teaming through internal and external partnerships by aligning efforts for the common purpose of each student’s success
- Willing to share and transfer knowledge with others
DISTRICT STRATEGIC PLAN

OVERVIEW

The 2023–26 Pinellas County Schools (PCS) District Strategic Plan (DSP) was Board-approved in September 2023 and provides clear direction for strategic improvement areas that will accelerate the district and student success over the next three years. These high-leverage areas of focus, in alignment with the district’s vision, mission, and core values, guide the continuous improvement efforts of schools and district departments. Further, the DSP is developed alongside the budget to ensure resources are prioritized and aligned with the initiatives that support the district goals.

The PCS District Strategic Plan can be accessed online: www.pcsb.org/strategicplan

MONITORING

The district monitors each objective by utilizing the Plan, Do, Study, Act (PDSA) process. District departments develop targeted, cross-functional action plans to support the attainment of each objective. Interdepartmental teams monitor the DSP by:

- clearly defining strategies;
- planning and allocating supports and resources needed for implementation;
- regularly monitoring key performance indicators; and
- adjusting strategies, supports and/or resources to meet student, family, school, and department needs.

In support of the DSP, each school engages in a continuous improvement process through a School Improvement Plan (SIP). As schools build their SIPS, site-based teams review current progress, develop strategies, set goals, and create action plans to support growth.

MID-YEAR UPDATE

The Mid-Year Update highlights actions and progress toward each strategic priority and objective within the DSP from July 2023 through January 2024. Each page highlights the work of the district by objective and includes:

- Objective Strategies in Action,
- Fast Facts,
- Presentations of Progress (if applicable), and
- Communication Corner (if applicable).

This update is provided to share the district’s progress toward its goals with all stakeholders. In addition to this report, by fall 2024, the district’s key results and key performance indicators will be accessible to stakeholders through a public DSP dashboard on the PCS website.
Competitions
More than 40 elementary and middle schools hosted a school-level spelling bee. PCS had 27 students advancing to compete in the Regional Spelling Bee, contributing over 50% of the contestants in the region.

Six middle schools hosted a schoolwide Future Cities competition, totaling over 100 projects. The winning class from each school competed in the first districtwide middle school Future Cities competition.

Middle School Student Experience
Six middle schools implemented:

- A targeted learning period for students to explore their interests, build relationships with peers (and teachers) based on their interests, receive additional academic support, and participate in clubs, sports and competitions.
- Teacher teaming to ensure students have increased opportunities for academic success.
- Increased competitions and field trip experiences for students.

Teachers receive consistent on-campus professional development to support effective teaming.

FAST FACTS
Field Trips
- 11,195 students participated in 147 field trips through district-funded experiences.
- Launched in-school planetarium field trip for eighth-grade students.

Arts
- 24 students inducted into the National Junior Art Honors Society.
- 1,710 student artworks submitted for district exhibitions.
- Ignite Youth Choir participation doubled.

PRESENTATIONS OF PROGRESS
What’s New for the 2023-24 School Year
District Application Programs

COMMUNICATION CORNER
Ignite Youth Choir
TB12 Method
Future Cities Design Challenge
Student Leadership Summits
MID-YEAR UPDATE

STRATEGIC PRIORITY 1: ACADEMIC EXCELLENCE THROUGH INNOVATION
OBJECTIVE 2: EXPAND EARLY LITERACY INITIATIVES FOR ALL STUDENTS IN GRADES PRE-K-3

Progress: July 2023 - January 2024

Pinellas Early Literacy Initiative (PELI)

PCS expanded PELI professional learning training sites throughout the county. PCS teachers have accrued more than 11,000 hours of PELI training in the first semester. There are 34 PCS teachers pursuing the UF Lastinger Center Master Instructor credential, which makes a greater impact on PCS literacy proficiency districtwide and positions the district as a state leader in early literacy.

University of Florida Literacy Initiative (UFLI)

The UFLI Phonics program expanded and implemented in all Kindergarten classes.

Head Start and Early Head Start

PCS applied for the federal Head Start Grant in December 2023.

FAST FACTS

Improved Grade 3 ELA Proficiency

PCS Grade 3 reading proficiency increased 65% between Progress Monitoring 1 (PM 1) and Progress Monitoring 2 (PM 2) in 2023-24, outpacing the state.

16 Community VPK Providers

PCS provides PELI training to support 16 external Voluntary Pre-K (VPK) providers in an effort to support all Pinellas County children in gaining foundational literacy skills.

PRESENTATIONS OF PROGRESS

District application to become a Head Start provider

Communication Corner

Countdown to Kindergarten series for families
The ABCs of PreK and VPK
Join PCS PreK Options
Ready, Set, Kindergarten is coming
College and Career Centers
Every high school has a College and Career Center (CCC) staffed with a full-time coordinator to help students prepare and navigate the postsecondary process. The most frequent services provided in the CCCs are:
• College Application Support;
• Bright Futures; and
• Pinellas Education Foundation scholarship.

Free PSAT and SAT
The fall 2023 in-school PSAT/SAT was provided to all high school students at no cost. 11th grade PSAT participation increased 30-percentage points.

College, Career and Life Fair
The district hosted two college fairs in fall 2023. The first was held at Countryside High School in October. The ESE College and Career Fair was hosted by Pinellas Technical College-Clearwater in November, and boasts the highest participation of vendors and families to-date.

Pinellas Together
PCS leaders and Board members toured the St. Petersburg College campuses and programs. Together, they brainstormed ideas to enhance the continuum of education across institutions and build the future of Pinellas County.

FAST FACTS

PSAT/SAT Participation
• 9th grade: 82%
• 10th grade: 80%
• 11th grade: 74%
• 12th grade: 71%

College Credit & Career Dual Enrollment Participation
Student participation in college credit-earning and career dual enrollment courses is more than 40,000.

COMMUNICATION CORNER

Low Voltage Electricity Student Experience
3DE Entrepreneurial Summit
International Business Experience
PTC Barber Program Partnership
Postsecondary Financial Aid Support Series
STRATEGIC PRIORITY 1: ACADEMIC EXCELLENCE THROUGH INNOVATION

OBJECTIVE 4: EARN A DISTRICT GRADE OF A

Progress: July 2023 - January 2024

**District Grade**
The total percentage of points for the PCS district grade increased to the highest rank in district history, ranking 21 out of 67 districts.

PCS ranked 3rd among the largest and neighboring districts in math and science achievement and graduation rate. Further, the district ranked in the top 7 in all academic areas.

**Progress Monitoring Growth**
The district’s proficiency on the statewide Progress Monitoring assessments is outpacing the state in English language arts (ELA) and math.

**Data Analytics**
District staff developed and launched the Data Analytics Dashboard, which allows district and school staff to easily access aggregated and individual student data to inform supports and interventions.

**FAST FACTS**

**School Grades**
66% of PCS schools earned a school grade of A or B. This ranks second highest among the 10 largest and neighboring districts, and surpasses the state percentage of 56%.

**PRESENTATIONS OF PROGRESS**

- Student Performance Update: July 2023
- Student Performance Update: January 2024
Enhanced school support request database and dashboard to improve monitoring of student behavior and supports. Provided real-time, differentiated support to schools as requested and as identified by discipline, behavior, and attendance data. Began planning the districtwide Summer Behavior Institute for summer 2024.

Student Support Division
- Established the Student Support division to optimize the coordination of direct services to students.
- Developed a protocol, known as Standard of Support, to address problem-solving needs across tiers.
- Facilitated districtwide implementation of Multi-Tiered Systems of Support (MTSS) aligned to individual school plans.

Behavior Supports
- Enhanced school support request database and dashboard to improve monitoring of student behavior and supports.
- Provided real-time, differentiated support to schools as requested and as identified by discipline, behavior, and attendance data.
- Began planning the districtwide Summer Behavior Institute for summer 2024.

FAST FACTS
Family Support
Student services staff attended nearly 30 family events to raise awareness of student mental health and wellbeing, and to inform families and students of services available.

School Climate and Behavior
Reduced the amount of referrals by 10% compared to the same time in the 2022-23 school year.

PRESENTATIONS OF PROGRESS
Mental Health Allocation Plan
Youth and Information
MID-YEAR UPDATE

STRATEGIC PRIORITY 2: SAFE AND RESPECTFUL CLIMATE AND CULTURE

OBJECTIVE 6: MAINTAIN SAFE AND SECURE ENVIRONMENTS

Progress: July 2023 - January 2024

OBJECTIVE 6 STRATEGIES IN ACTION

Student Mental Health
PCS and the Pinellas County Department of Health hosted a countywide youth mental health convening, in which PCS and community organizations discussed and shared strategies for supporting youth mental health. Student Services launched mental health/resiliency trainings for students in middle and high schools.

School Safety
All school and district threat management team members have been trained on the Florida Threat Management Model. The Office of Safe Schools has begun assessing PCS schools.

Student Leadership
Students who attended the Student Leadership Summit were tasked with creating an activity in conjunction with their school Students Against Violence Everywhere (SAVE) club to promote a safe and respectful culture for all students in their school.

Cybersecurity
PCS implemented a multilayered approach to protect the network, data, devices and user identity. The security includes testing the systems vulnerability and training staff.

FAST FACTS

Students Against Violence Everywhere (SAVE)
118 active school-based SAVE clubs

Youth Mental Health Trained
Over 80% of PCS employees have completed training

PRESENTATIONS OF PROGRESS

Florida Safe Schools Assessment Submission
Threat Management Update
MID-YEAR UPDATE

STRATEGIC PRIORITY 3: EQUITY WITH EXCELLENCE FOR ALL
OBJECTIVE 7: ELIMINATE GAPS IN OPPORTUNITY, ACCESS AND ACHIEVEMENT FOR ALL STUDENTS

Progress: July 2023 - January 2024

DATA ANALYTICS DASHBOARD

District and school staff utilize the Data Analytics Dashboard to easily disaggregate data, identify individual student needs and inform daily decisions about supports and interventions.

TRANSFORMATION ZONE (TZ)

All Transformation Zone schools earned the highest proficiency in ELA, math and science in the last decade. Six of seven schools successfully exited state turnaround by earning a grade of C or higher.

GUYS READ BATTLE OF THE BOOKS

Eleven high schools participated in the Guys Read Battle of the Books, which is an extension of the Boys Read Battle. The competition was designed to narrow the gender gap by engaging boys in reading aligned to their interests.

ENGLISH LEARNER (EL) RESOURCE FAIR

Countryside High School hosted a districtwide resource fair for English Learner (EL) students and families. The event featured academic and community resources and translated resources for multiple languages.

FAST FACTS

On-Track for Graduation
The percentage of Black, Hispanic and EL seniors on track to graduate is 3% higher this year than in January 2023.

Increased School Grades
86% of schools in the Transformation Zone increased their letter grade. Tyrone Middle School and Mount Vernon Elementary School increased by two letter grades.

PRESENTATIONS OF PROGRESS

ESE Update
Student Performance Update: January 2024

COMMUNICATION CORNER

ESOL Resource Fair
MID-YEAR UPDATE

STRATEGIC PRIORITY 3: EQUITY WITH EXCELLENCE FOR ALL
OBJECTIVE 8: ACCELERATE PROGRESS OF THE DISTRICT BRIDGING THE GAP PLAN

Progress: July 2023 - January 2024

OBJECTIVE 8 STRATEGIES IN ACTION

Pinellas Early Literacy Initiative (PELI)
The Pinellas Early Literacy Initiative (PELI) expansion continues to focus on schools with high minority enrollments and larger achievement gaps. The results have positively impacted early grade proficiency and are leading to improved Black student achievement by 3rd grade.

Empowering Excellence
Empowering Excellence is a new middle school acceleration model being piloted in two schools. The program provides students and families of incoming 6th graders specific support focused on accelerating achievement for identified talented Black learners in those schools.

Elevating Excellence
A College and Career Coordinator is dedicated specifically to providing outreach to Black males and Educational Alternative Services (EAS) schools to support postsecondary preparation, including SAT and Classic Learning Test prep, and Bright Futures Scholarship attainment and application.

BTG Community Connections Gathering
Hosted by the Carter G. Woodson Museum, PCS convened community organizations from across the district to find new ways to collaborate and partner to support student achievement and the BTG Plan goals.

FAST FACTS

Student-Centered Learning
63% of classrooms observed demonstrated student-centered learning.

Minority Hiring
PCS recruiters participated in eight recruitment events; and reached nearly 500 high school students through the Call Me Mister program.

PRESENTATIONS OF PROGRESS

BTG End of Year Update
BTG Plan Website
Staff Retention
Principals launched “stay conversations” to positively engage with newer teachers and learn what is going well based on their experience as a new employee. The information from these discussions informs retention strategies.

Employee Onboarding
The district onboarding process for all new hires was streamlined to improve navigation of PCS as a new employee. During onboarding activities, new hires learn about their specific position, opportunities for advancement and professional learning, and PCS culture, policies and practices.

 PCS Praise
Staff continue to recognize their colleagues for exemplifying the PCS Core Values, and leaders find unique ways to publicly celebrate their staff who receive a PCS Praise.

Salary Increases
The school board approved an average pay increase of 4.5% for all staff.

**FAST FACTS**

**Leading with Core Values**
Staff PCS Praise submissions:
- Total: 13,839
- Schools: 11,599
- Departments: 2,240

**Communication Corner**

- PCS Employee Onboarding Experience
- PCS: The Best Decision You’ll Ever Make
- Meet our new PCS teachers series
- ESE Center Recruitment
- Certificate of Distinction Profiles: Support Staff
- Starting a new chapter through Habitat for Humanity
- PCS Alumni are back to teach the next generation
- Support Staff Profile- Gramma McCray
- Inspiring Teachers: IT Factor Series
Progress: July 2023 - January 2024

OBJECTIVE 10 STRATEGIES IN ACTION

District Leadership Summit
Superintendent Hendrick started the 2023-24 school year with an immersive leadership summit to set the districtwide focus for the year. The summit included goal setting, hands-on leadership experiences and ended with a pep assembly.

Visiting Teaching Artists
Two teaching artists visited classes at Sandy Lane Elementary School and Lakewood Elementary School. The visiting teachers provided training on arts-integrated classroom management strategies, and student Writers Workshops.

Professional Learning Initiative
PCS is developing a continuum of professional learning to address staff interest and needs. The initiative launched with a training course for all training facilitators on the PCS tenets of adult learning.

Finding Joy Podcast
Hosted by the 2022 Florida Teacher of the Year, Sarah Painter, the Finding Joy podcast is for teachers by teachers.

FAST FACTS

Adult Learning Training
97% of participants would recommend the course for becoming a skilled facilitator for adult learning.

Teacher Mentoring
In 2023-24, the percentage of teacher mentors increased 81%.

PRESENTATIONS OF PROGRESS

Professional Learning Catalog

COMMUNICATION CORNER

Finding Joy in Education Podcast: For teachers, by teachers
Aha Moments Podcast: Celebrating Great Teaching
Listen and Learn Community Sessions
School Board members and the Superintendent continued their commitment to engage with the community through three Listen and Learn Community Connections meetings in fall 2023. There are two additional meetings scheduled in the second semester.

Welcome Events and Open House
Every school invited families into their schools for open house events to build community and share information about their programs.

Welcoming School Community
District staff delivered training to school front office staff on “Nurturing a Welcoming School Community.” Schools are in early deployment of a stakeholder survey to gather feedback about their visit and experience in PCS schools.

Summer Success Quest
The Summer Success Quest was a series of elementary family activities that spanned the major content areas. Students earned a certificate for participation and a bronze, silver or gold reward. The activities continue to be available to families online.

FAST FACTS
Community Events
Strategic Partnerships participated in 68 community events, including community forums, workshops and trainings.

Stakeholder Survey
District launched the annual Stakeholder Survey to receive feedback from students, families and staff.

PRESENTATIONS OF PROGRESS
Listen and Learn Community Connections Series

COMMUNICATION CORNER
Parent Volunteer Profile: Brenda George
Summer Success Quest: Family Fun
ESOL Resource Fair
Progress: July 2023 - January 2024

OBJECTIVE 12: STRATEGIES IN ACTION

**Referendum Report from ICROC**
The Independent Citizens Referendum Oversight Committee (ICROC) reported the use of tax referendum funds to support teachers, literacy, technology and the arts throughout the district.

**Great Exploration Children’s Museum**
Established a partnership with Great Explorations to expand immersive, standards-aligned STEAM learning experiences for middle school students, such as an on-campus field trip to the museum’s traveling planetarium.

**Legislative Delegation**
The school board and district staff collaborated to develop the School Board 2024 Legislative Platform. The Pinellas legislative delegation was welcomed at Seminole High School to highlight the district’s work and the 2024 platform. School board members, district leadership and delegates continue to collaborate to best support PCS students, families and staff.

**ARK Education Initiative**
In partnership with Ark Education Initiative (formerly Innovation Foundation), expanded hands-on middle school science activities to all sixth-grade students and half of the seventh-grade students across PCS.

FAST FACTS

- **Partners in Action**
  All middle schools have experiences for students in partnership with Great Explorations and ARK Education Initiative

- **Supporting Our Schools**
  More than 22,000 volunteers and over 2,500 mentors are actively involved in PCS.

PRESENTATIONS OF PROGRESS

- Great Explorations Partnership
- Legislative Platform
- ICROC Annual Report
District Strategic Plan Deployment

The District Strategic Plan (DSP) was launched to all leaders during the District Leadership Summit, by video to all stakeholders, which is also embedded on the DSP webpage, and through a variety of community meetings.

Each formal presentation to the school board and district leadership includes clear alignment to the relevant DSP priority and objective being addressed.

Together PCS Newsletter

The first district community newsletter launched in fall 2023. It features stories about schools, students, alumni, coaches and curriculum. The monthly newsletter is one way for stakeholders to connect with PCS, in addition to the social media channels.

Connect with us!

![Social Media Icons]

**FAST FACTS**

**Social Media**

PCS social media networks have a total of more than 73,000 followers.

**TogetherPCS Newsletter**

Nearly 9,000 stakeholders are subscribed to receive the monthly newsletter. Subscribe by going to the district website: www.pcsb.org/togetherpcs.

**PRESENTATIONS OF PROGRESS**

District Marketing Plan

**COMMUNICATION CORNER**

- We can’t wait to see you!
- Welcome back to 2023-24
- District Strategic Plan Overview
- Alumni Profile: Beau Zimmer
- A Life of Service Profile: Dr. Robert Moore
- Veterans Day Celebrations
- Thanksgiving Message
- Happy New Year from PCS
MID-YEAR UPDATE

STRATEGIC PRIORITY 6: FISCAL AND OPERATIONAL RESPONSIBILITY
OBJECTIVE 14: SUCCESSFULLY TRANSITION STRATEGIES FUNDED BY ESSER/ARP

Progress: July 2023 - January 2024

OBJECTIVE 14 STRATEGIES IN ACTION

Summer Camp Experiences
ESSER/ARP funding provided PCS students with summer enrichment experiences throughout the month of July. Opportunities included STEM, arts, culinary and robotics. PCS is planning these camps for July 2024, and is exploring other funding sources in summer 2025.

Sustained Operational Activities
District continued to transition projects funded by ESSER/ARP grants to the operating budget (e.g., cost of substitutes, PCS Connects, sanitation).

Read Across Pinellas
The Read Across Pinellas (RAP) tutoring program, designed for children in kindergarten and first grade, was successfully transitioned from ESSER/ARP grants to referendum funding in 2023-24. RAP tutors are trained and compensated to engage with learners to strengthen their reading skills.

Digital Resources Review
PCS began reviewing the current digital content tools and platforms supported by the district and ESSER/ARP funds to prioritize programs that will sunset or continue in fall 2024.

FAST FACTS

Employee Salaries
2023-24 salary increases were paid from operating funds, and there is no anticipated reliance on reserves.

ESSER/ARP Drawdown
As of November 2023, 81% of all ESSER/ARP funds received by PCS were expended. Positioning the district for full expenditure by the September 2024 deadline.

PRESENTATIONS OF PROGRESS

Grants Update
ESSER/ARP Financial Update
MID-YEAR UPDATE

STRATEGIC PRIORITY 6: FISCAL AND OPERATIONAL RESPONSIBILITY
OBJECTIVE 15: INCREASE OPERATIONAL EFFICIENCY FOR STUDENT TRANSPORTATION

Progress: July 2023 - January 2024

OBJECTIVE 15 STRATEGIES IN ACTION

Route Optimization

The district ridership campaign is being planned for 2024-25. The 2023-24 campaign identified 11,000 students who did not require a seat reservation in 2023 and reduced the number of routes needed.

District Application Programs provide transportation to secondary students using arterial bus stop hubs. The hubs reduced the number of bus stops for secondary DAP students by approximately 75%.

Driver Hiring and Retention

The streamlined hiring process reduced the length of time between a driver’s job application to their first day by 75%.

PCS has hired 80 drivers in the last 10 months, which is more than the last five years combined.

FAST FACTS

- Eliminated the driver deficit and created a 15-driver surplus to cover absences.
- Reduced the number of routes needed to serve the same number of students while increasing on-time arrival.

PRESENTATIONS OF PROGRESS

Transportation Update

COMMUNICATION CORNER

School Bus Safety Tips
Transportation FAQs
Enterprise Resource Planning

The district issued a Request for Proposal, evaluated proposals and selected the vendor for the Enterprise Resource Planning (ERP) platform in October 2023. A cross-functional team, including Human Resources, Technology Information Systems (TIS) and Finance, meets weekly with the vendor to drive development and implementation. Training has begun for core users, and an executive dashboard has been implemented to manage milestones.

Mangrove Bay YMCA Partner School

Mangrove Bay Middle School was part of the annual District Application Program selection process as it will open the doors for students in August 2024. The Speer Family YMCA at Mangrove Bay MS, held the ribbon-cutting ceremony in December 2023.

District Sustainability Plan

PCS launched an interdepartmental team to develop a district sustainability plan in alignment with the District Strategic Plan.

FAST FACTS

Leadership Development Center

The construction for the PCS Leadership Development Center has begun.

Construction for Students

Designed by Students

Students in the Dunedin High School Architecture, Robotics and Construction (ARC) program are competing to design the new front entrance to the school auditorium.

PRESENTATIONS OF PROGRESS

Annual Budget

Enterprise Resource Planning