



KOSON SCHOOLS

CIO Update

Tuesday, June 4, 2024

- Employment Agreements / PTO
- Strategic Plan
- Marketing

Employment Agreements/ PTO



Employment Agreements / PTO

- All agreements have been sent out for next year
- Moving away from day employee status to 5 classifications. This will start July 1, 2025
 - a. Year round senior leadership (12 month)
 - b. Year round staff (12 month)
 - c. Administrative (11 month)
 - d. Teacher (10 month)
 - e. Hourly (Timecard)
- This year is a transition year. Here are some changes that were made for this year.
 - a. 260 day employees - improved PTO benefit for both senior leadership and staff.
 - b. 225/235 day employees - going back to what the policy was prior to last year. Changes were made last year that should not have been made for 225/235 employees. In the future, we are working to not have this classification of employee.
 - c. 205 and below - no change

Strategic Plan

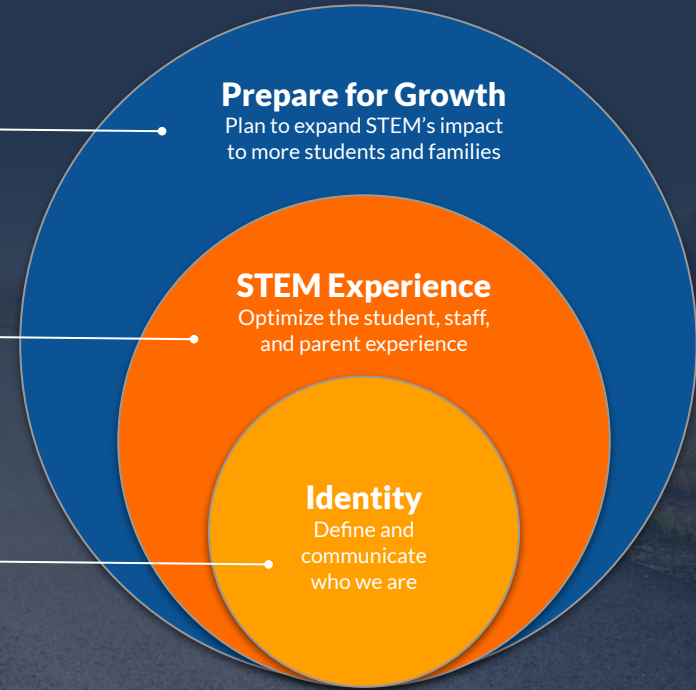
The background features a large, abstract graphic. It consists of a dark grey, wavy shape that rises from the left and curves upwards towards the right. Below this, there is a lighter orange, wavy shape that also rises from the left and curves upwards towards the right, creating a layered effect. The top of the image is a solid white background.

Strategic Plan

- Draft will be submitted in Board Retreat homework on June 7th.
- Please review and write down questions.
- On June 21st, we will walk through where the plan is currently at and gather feedback from the board
- Three focus areas:
 - a. Identity
 - b. STEM Experience
 - c. Planning for Growth

To achieve our goals, we will focus on three areas, starting from the inside out

- 3 Prepare for Sustainable Growth**
Our long-term vision is to broaden the reach of and expand access to STEM education to more Denver-area students and families. In doing so, we will strengthen communities, drive innovation, and contribute to a more prosperous society.
- 2 Optimize the STEM Experience**
Our goal is to create a world-class experience for every member of the STEM community, including students, staff, and parents, empowering them to reach their full potential and make a lasting impact on the world.
- 1 Clarify and Communicate our Identity**
Our identity is at the core of who we are. Our first priority is to clearly define and codify STEM Highlands Ranch so that we can communicate this vision effectively to current and prospective students, staff, and parents.



Within each area of focus, we will invest time, energy, and resources into a number of strategic priorities

Focus Area	Strategic Priority*		Description
1 Identity <i>Define and communicate who we are</i>	1A. Communications & Marketing		Define and communicate the identity and culture of STEM in order to effectively attract students, parents, and staff.
	1B. Knowledge Management		Document key operational systems and procedures for areas such as human resources, curriculum & instruction, and program model.
2 The STEM Experience <i>Optimize the student, staff, and parent experience</i>	2. Optimize the STEM Experience	2A. For Students	Codify STEM's program model to create a cohesive educational experience aligned to students' interests, abilities, and goals.
		2B. For Staff	Foster a high quality staff culture that cares for one another (inclusive and equitable), shares decision-making, focuses on continual improvement, and prioritizes stability.
		2C. For Parents	Strengthen communication, engagement, and support for parents in order to foster a positive and collaborative partnership between the school and families.
3 Prepare for Growth <i>Prepare to expand impact to more students and families</i>	3A. Long-Term Planning		Develop annual and strategic plans aligned with STEM's long-term goals, including key performance indicators and systems for monitoring progress.
	3B. Network Model & Governance		Establish a network model and governance structure to support growth, including roles, responsibilities, and decision-making processes.
	3C. Growth Initiatives		Create programs that immediately add brand recognition, increase community engagement, and bring both educational and business value to the school.

More detail on each priority can be found in the Appendix

Marketing

The background features a minimalist design with two large, flowing, wavy shapes. The shape on the left is a vibrant orange, while the shape on the right is a dark charcoal grey. These two shapes overlap and curve upwards towards the right side of the frame, creating a sense of movement and depth. The top portion of the image is a plain white background, which provides a high-contrast space for the text.

Marketing

- Clear need for the school to help improve reputation and perception of the school in the community.
 - a. Past Spending at STEM - \$30,000
 - b. National Average for k-12 schools is over \$85,000
 - c. School our size can spend between \$100k - \$400k per year
 - d. We are in catch up mode at STEM for the next couple years and then we will shift to efforts in new communities
- Identifying a marketing partner
 - a. Option 1 - different partner for each category of marketing. Need to find vendors for research, branding, messaging, print, photo, video, advertisements, PR, etc.
 - b. Option 2 - Hire a firm who can oversee entire campaign.
- Independent Contractors & Four Companies Researched
 - a. Independent Contractors - 10 different people called
 - b. Magneti - Research and Messaging (Phase 1) - 5x cost. Some school experience.
 - c. Platform - Similar cost but did not include website, photo, video, advertising. Some school experience
 - d. Trailmark - brand and messaging only and would need to find contractors for the rest. Similar price. Little school experience.
 - e. Momentum - All in one service. They become part of the team. Extensive school experience. Initial 6 month commitment and then can stop at any time.
- Process:
 - a. Opened it up to Nicole and Jeff to find companies
 - b. Nicole brought 1 and I brought 3 to the table.
 - c. Interviewed and received proposals
 - d. Made decision based on value, experience, and fit.

Upcoming Dates

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Upcoming Dates

- June 10th - 19th - Matt Vacation
- June 21st (all day) - Board Retreat
- August 6th - Board Meeting
- September 3rd - Board Meeting