

Frisco Independent School District

Fowler Middle School

2025-2026 Focus Areas/Key Questions/Goals





Focus Areas

Focus Area 1: Learning Organization

Key Question 1: Do we solicit feedback and partner with all stakeholders in an effort to meet school improvement needs?

Initial Status: Minor Change

Goal 1 Details	Reviews			
Goal 1: Enhance campus visibility and appeal by showcasing unique educational programs, vibrant community, and state-of-the-art facilities through marketing, storytelling, and social media. Evidence of Success: Evidence of Success Increased parent engagement metrics from K-12 Insight and parent communication platforms (e.g., newsletters, social media analytics) Growth in parent perception and satisfaction survey responses Improved community awareness of campus programs (tracked via event attendance, social media reach, community partnerships) Action Steps Audit and align foundational commitments to reflect the current campus vision and values. Create a campus branding guide and storytelling framework. Build a strategic marketing calendar including newsletters, social media, spotlights, and community events. Utilize feedback loops--through surveys, student forums, and parent input--to refine messaging and address stakeholder needs. Partner with staff to highlight instructional practices and student achievements publicly. Expand digital presence: revamp website content, increase Instagram/Facebook engagement, and share video spotlights of programs and teachers. Provide professional learning for staff on communicating effectively with parents and the community. Additionally, here are the steps we will be taking:	Formative			Summative
	Nov	Feb	June	June

<p>- Develop a Communication Team: Establish a dedicated team responsible for managing all communication efforts, ensuring consistent messaging about our educational programs and community events.</p> <p>- Conduct a Parent Communication Survey in August: Gather feedback from parents on communication preferences and effectiveness, which will help tailor our outreach strategies to better meet their needs.</p> <p>- Enhance Building Tours for Prospective Families: Create engaging and informative tours that highlight our state-of-the-art facilities and unique educational offerings, allowing families to experience our campus firsthand.</p> <p>- Enhance Rising Sixth Grader Night: Revamp this event to provide more interactive opportunities for incoming students and their families, showcasing our building, staff, and programs in a welcoming environment.</p> <p>- Re-Institute the Parent Panel for Rising Sixth Grader Night: Bring back the parent panel to share experiences and insights, making the night more informative and relatable for prospective families.</p> <p>- Enhance Social Media Presence: Develop a strategic plan to share our school's story more clearly and positively, utilizing various platforms to reach a broader audience and engage the community.</p> <p>- Enhance Campus Newsletter: Update the format and content of our newsletter to include more timely information about events, achievements, and important announcements, making it a go-to resource for parents.</p> <p>- Include Parent Testimonials on Our Website: Feature testimonials from parents through "staff shout outs" provided by the Fowler community, showcasing positive experiences and building trust with prospective families.</p> <p>Staff Responsible: Staff Responsible</p> <p>Campus Principal</p> <p>Assistant Principals</p> <p>Counselors</p> <p>Teachers</p> <p>Team Leads/Department Chairs</p> <p>Office Staff</p> <p>Problem Statements: Learning Organization 1</p>				
<div><div> No Progress</div><div> Accomplished</div><div> Continue/Modify</div><div> Discontinue</div></div>				

Strategy 1: Department & Program Spotlights

Resources: Spotlight submission form (Google Form), photo release forms, Canva

Professional Learning: Mini-session on how to submit spotlights and create graphics

Communication Plan: Promote via staff email, calendar reminders, shoutouts in meetings. Share on social media platforms.

Date(s) / Timeframe: Launch in September, rotate monthly

Collaborating Departments: All academic & elective departments, fine arts, athletics

Staff Responsible: Leadership team, office staff, Admin team.

Evidence: Monthly spotlights on social media and newsletter, increased engagement metrics

Strategy 2: Parent & Community Engagement Events

Resources: Event planning supplies, family invites, flyers, table signs

Professional Learning: Teaming discussions on family engagement best practices

Communication Plan: Flyers, email blasts, Remind texts, social media event pages

Date(s) / Timeframe: Throughout the year, starting with our 6th grade Flight Camp and ending with our Awards ceremony in May.

Collaborating Departments: All content areas, PTA, fine arts, counseling

Staff Responsible: Principal, Assistant Principals, Principal's Secretary

Evidence: Attendance logs, social media posts, parent survey responses

Strategy 3: Build a cohesive and engaging communication system that reflects Fowler's identity through consistent branding, strategic messaging, and PBIS-family integration.

Resources: Branding guide, Canva Pro access, social media calendar, templates for "Let's Talk About..." posts, Falcon Buck slips or QR codes, translation tools

Professional Learning: Staff session on branding, Canva use, and family communication best practices; Optional PD for Falcon Buck parent Google Form

Communication Plan: Weekly "Let's Talk About..." social media series to spotlight programs, expectations, or campus events

Monthly PBIS email home with student recognitions and info on Falcon Bucks - Character Shoutouts

Use the campus branding kit in all visual comms (email signatures, flyers, newsletters)

Date(s) / Timeframe: August: Launch branding and comms plan in PD

September: Begin weekly posts and PBIS comms

Ongoing: Weekly/monthly execution

Collaborating Departments: All content areas

Staff Responsible: Admin Team, Counselors, Office Staff, Teachers, ICs

Evidence: Increase in social media engagement metrics
Parent survey feedback on school communication
Falcon Buck usage tracked by PBIS team
Visual branding consistency across platforms and print materials

Key Question 1 Problem Statements:





Learning Organization
<p>Problem Statement 1: Fowler Middle School has many exceptional programs, people, and facilities that reflect a strong and vibrant learning community. There is an exciting opportunity to increase awareness of these strengths by enhancing how we share our story with prospective families and the broader community. Root Cause: Efforts to highlight our campus strengths have been primarily internal, with limited time and resources dedicated to coordinated outreach and storytelling. With intentional planning and expanded communication strategies, we can more effectively connect with stakeholders and amplify Fowler's impact.</p>

Focus Area 4: Differentiated Instruction and Assessment

Key Question 1: Is timely and meaningful feedback provided in order to design and adapt instructional practices?

Initial Status: Minor Change

Goal 1 Details	Reviews			
	Formative			Summative
	Nov	Feb	June	June
<p>Goal 1: Goal</p> <p>Optimize the structure and delivery of Flight Time to ensure all students receive timely, targeted support and enrichment, while strengthening operational consistency and student accountability.</p> <p>Evidence of Success: Evidence of Success</p> <p>Growth in student MAP scores or other local assessment data tied to Flight Time interventions</p> <p>Teacher documentation of instructional plans during Flight Time</p> <p>Decreased student failure rates or increased mastery in identified standards</p> <p>Positive student feedback on enrichment opportunities</p> <p>Increased participation in academic clubs or extension activities during Flight Time</p> <p>Improved attendance during Flight Time sessions</p> <p>Additionally, we will follow these action steps:</p> <p>Leverage Enriching Students for Efficient Scheduling & Grouping: Refine our use of Enriching Students to streamline student assignments, track progress, and ensure targeted support based on real-time data.</p> <p>Strengthen Accountability Measures for Students: Develop and implement clear accountability structures, including attendance tracking, engagement expectations, and follow-up interventions for students who do not take full advantage of Flight Time.</p> <p>Enhance Campus Improvement Team's Role in Flight Time Optimization: Utilize our existing Campus Improvement Team to evaluate, refine, and implement best practices, ensuring Flight Time aligns with our broader school improvement goals.</p> <p>Provide Professional Learning for Staff: Offer targeted professional development on maximizing the impact of Flight Time, including best practices for intervention, enrichment, and student accountability.</p> <p>Improve Student & Parent Communication on Flight Time Expectations: Establish a transparent system for communicating expectations, progress, and opportunities to students and parents, ensuring alignment and support.</p>				

<p>Monitor & Adjust Based on Data: Regularly assess the effectiveness of Flight Time through student performance data, teacher feedback, and student reflections to make data-driven adjustments.</p> <p>Increase Student Ownership & Engagement: Implement strategies that empower students to take responsibility for their learning, such as goal-setting, progress tracking, and choice-based enrichment opportunities.</p> <p>Staff Responsible: Staff Responsible</p> <p>Campus Instructional Coaches</p> <p>Principal</p> <p>Assistant Principals</p> <p>MTSS/504 Coordinator</p> <p>Team Leads</p> <p>Teachers</p> <p>SPED Case Managers</p> <p>Counselors</p> <p>Problem Statements: Differentiated Instruction and Assessment 1</p>				
<div><div> No Progress</div><div> Accomplished</div><div> Continue/Modify</div><div> Discontinue</div></div>				

Strategy 1: Leverage Enriching Students for Efficient Scheduling & Grouping

- Resources:** Enriching Students platform access, training guides, laptops/devices
- Professional Learning:** Staff training on advanced features of Enriching Students; refresher for new hires
- Communication Plan:** Monthly updates in faculty newsletters, shared tip sheets, reminders via department meetings
- Date(s) / Timeframe:** August: Refresher PD
Ongoing: Weekly updates, mid-year data review (January)
- Collaborating Departments:** Admin, Instructional Coaches, Counselors, Teachers, MTSS/504, SPED
- Staff Responsible:** ICs, APs, MTSS Coordinator, Teachers
- Evidence:** Grouping logs, intervention records, reports from Enriching Students platform

Strategy 2: Strengthen Accountability Measures for Students

- Resources:** Attendance tracking via Enriching Students, Flight Time norms poster templates
- Professional Learning:** Training for teachers and office staff on expectations and tracking protocols
- Communication Plan:** Canvas Flight Time course, Falcon News, family flyers, posted expectations,
- Date(s) / Timeframe:** August rollout; Monthly accountability checks
- Collaborating Departments:** Admin, Counselors, Flight Time Committee, Teachers
- Staff Responsible:** APs, Office Staff, Teachers
- Evidence:** Decreased Flight Time skips, improved behavior and engagement, attendance tracking logs, increased intervention and extension planning, increased scores.

Key Question 1 Problem Statements:

Differentiated Instruction and Assessment
Problem Statement 1: Fowler's Flight Time framework offers a strong foundation for student support and enrichment. There is an opportunity to enhance the consistency and precision of this time to ensure all students benefit from highly targeted instruction and extension. Root Cause: As we continue to grow and refine our systems, streamlining scheduling and improving communication across teams will strengthen our ability to maximize the full potential of Flight Time. Staff collaboration and data-driven decisions are key to this continued evolution.