



SCRIPT

Founded in 1806, Elizabethtown Independent Schools has established a Tradition of Excellence - in our classrooms, with our people, in athletics, and the legacy and history of our schools. Based on this success, we can confidently say there has never been a better time to be an Etown Panther!

In August of 2022, we initiated our Elevate Etown Strategic Planning process bringing together over 200 students, 100 community members, and every EIS teacher to think about three questions: What is the purpose of school, what does it mean to be a community, and how should we define excellence. Here were some of those responses:

What is the purpose of school? (Words on screen)

- To prepare students to transition to the next stage of life. (Teacher)
- Develop future leaders for our community (Community Member)
- Ensure real life connections so we are prepared for our future (Student)

What does it mean to be a community?

- To work together, play together, and hold each other accountable (Student)
- To create a sense of belonging for every member of Etown Schools (Teacher or Staff Member)
- Shared sense of purpose and values (School Leader)

How will we define excellence?

- Pay attention to the small details (Staff Member)
- Going above and beyond to be the best at everything we do (Community Member)
- Creating a culture where everyone wants to be (Student)

After 4 site visits, 5 community forums, a partnership breakfast, and a lot of conversations with students, two things became very clear.

1. We must DEFINE WHAT UNITES US by building on our tradition.
2. We must BE CLEAR ON WHAT'S IMPORTANT and connect everyone to those things.

Defining what unites us (Words on a screen)

ENERGIZE OUR PEOPLE - "WE exist to bring energy and excitement to the Etown Community through positive relationships, intentional care, and a generous spirit." (Someone says)

Shots of people, kids, etc.



LEAD WITH TRADITION - "WE honor those that have come before us and find a way for our people to build on this tradition." (Someone says - Alumni preferably)

ENGAGE WITH OUR COMMUNITY - "WE collaborate, partner, and serve our community to help build a future, together." (Someone says - either CTE teacher or community member)

Shots of CTE classrooms, Hospital, downtown Etown, etc.

VALUE STEWARDSHIP - "WE foster a culture of accountability and transparency for our team and take ownership for our culture, success, and failures." (Someone says - school leader?)

ACCELERATE AND GROW - "WE recognize the world is fast, flexible, and future-driven, thus we must grow our own capacities to meet this challenge." (Someone says - student?)

TEACH FOR LEARNING - "WE know student learning is and always will be our number one priority, thus we must ensure an engaging, equitable, and transformative learning experience for every student, every day."

(Someone says - Teacher?)

EMPOWER EXCELLENCE - "WE will go above and beyond to inspire others and create great outcomes because excellence is a choice we make daily."

(Someone says - ???)

IMAGE ON SCREEN - ELEVATING THE EXPERIENCE, EVERYONE, EVERYDAY

Over the next four year, EIS is focused on three major priorities:

1. Future Ready Learning - By October of 2027, we will have increased proficiency by 20% (4% per year) in every content area across every grade level. (Someone says the area and then someone else says the SMART goal)
2. Opportunity and Access - By May of 2027, we will have increased participation for all student groups in every focus area outlined in this strategic plan. (Someone says the area and then someone else says the SMART goal)
3. Portrait of a Panther - By May of 2027, we will have a fully operationalized system that supports life-ready skills for every student, as demonstrated by transition defenses of learning in K, 5, 8, and 12th grade. (Someone says the area and then someone else says the SMART goal)

What a great time to be an Etown Panther. The future is bright - for our students, for our team members, for our families, and for our community. To learn more about the Elevate Etown Strategic Plan and specific focus areas for this work, visit our newly launched website at etown.kyschools.us



Go Big E! (Probably said multiple times by multiple people in multiple places - maybe capture everyone that talks to say this)

Script	Shots
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-Shared sense of purpose and values (School Leader)	
<p>How will we define excellence?</p> <p>-Pay attention to the small details (Staff Member)</p> <p>-Going above and beyond to be the best at everything we do (COmmunity Member)</p> <p>-Creating a culture where everyone wants to be (Student)</p>	
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