PROJECT SUMMARY for Sun Prairie Area School District’s Annual Report

**Project Name:** Sun Prairie School District’s [2020-2021 Annual Report](#)

**Target Audience:** The 10 surrounding municipalities consisting of the Sun Prairie Area School District and community

**Goals and Objectives:** This report aims to celebrate the success our administration, staff and students had last year. Our school district wanted to highlight some of our most notable accomplishments and celebrate the strength of our community or the ‘Sun Prairie Experience.’ Ultimately, we wanted to demonstrate that district resources (tax dollars) were used wisely and yielded positive results.

**Research:** Before beginning this project, we conducted a content analysis of our social media accounts, specifically Instagram and Facebook. We sorted through over 500 photographs of our staff and students to find images that best showcased the ‘Sun Prairie Experience.’ The images selected serve as a highlight reel and bring our strategic pillars to life. Our four pillars are workforce focus, teaching and learning, community engagement, and facilities and operations. Another important aspect of our research was to have open conversations with administration and teachers about things we as a district can improve upon and our shortcomings.

**Planning:** To execute our annual report, we interviewed students, selected stories, and searched for statistics about standardized testing, diversity, the construction of our new high school, and more. We spent endless hours aiming to find numbers and stories that accurately represented the strength of our schools and the people within them.

**Implementation:** This project gives community members a glimpse into the classroom and instills a sense of pride throughout 36 pages of stories about our staff and students. It highlights the hiring of new staff members, new policies and training implemented, the success our sports team and extracurriculars had, events within our schools, and more. Overall, this shows what the ‘Sun Prairie Experience’ looks like. We mailed copies of this report to community members. The report is also available to families electronically, as it is currently linked in the “About Us” section of our website.

**Evaluation:** The Sun Prairie Area School District and our Communications team are very proud of the finished product of our Annual Report. We believe it does a great job showcasing the opportunities available to our students inside and outside of the classroom. It provides a holistic picture of what our administration, educators and students have done to be great. It also outlines ways we as a District can improve. In total, we distributed over 23,000 copies to community members. Over 800 people also viewed it digitally.