

Strategic Planning: A Process Introduction

What is Strategic Planning?

One of the fundamental responsibilities of the Board of Education is to set priorities and a direction for the school district. In brief, the board, with community input, envisions the educational future of its community and then formulates the goals, defines the outcomes, and sets the course for its district. The mechanism for carrying out this important responsibility is strategic planning.

In a nutshell, strategic planning is a process undertaken to answer the questions *Where are we going?* and *How will we get there?*. It is an opportunity to periodically step back from ongoing business and look at the big picture, assess the current state of our community and schools, and identify top priorities that align the district's efforts with community needs.

The planning process will result in the development of a five-year Strategic Plan for initial implementation in the 2023-2024 school year. Benefits of the plan and the collaborative process used to develop it include:

- Developing a shared understanding of the district's mission and collective vision for student outcomes among internal and external stakeholders.
- Outlining a clear future direction, determining priorities, and setting a specific course of action.
- Establishing a framework that guides organizational resource allocation and decision-making.

Major Steps & Timeline

<i>Planning Phase</i>	<i>Work to be Accomplished</i>	<i>Timeline</i>
1. Contextual Scan	Collect data and focus group input about the current state of our community and district, and stakeholders' vision for educational outcomes.	September-October
2. Strategic Planning Sessions	Diverse Planning Team articulates mission, vision, values, priority goals, and major strategies.	November
3. Action Planning	Small groups draft detailed action plans for each priority goal for the first year of implementation.	December-January
4. Finalizing the Plan	Planning Team re-convenes to review Plan elements in light of public feedback. Board of Education determines the final adoption of the Plan.	February - March

Opportunities for Public Participation

The Board of Education has selected a planning process that is community-based and incorporates a high level of stakeholder involvement. There are multiple ways that the public can be engaged in this process:

- Focus groups for parents, students, community members, and staff

- Representation on the Planning Team
- Comment on the draft mission, vision, and values at public feedback points
- Participate in action planning teams
- Review ongoing communication throughout the process – progress updates will be issued at regular intervals; background documents and meeting summaries will be available at central office.

Community input focus groups (parents & community) will be scheduled. The focus group format can accommodate a maximum of 20 participants in each session.

Planning Team Composition

The role of this group is to act as a collaborative steering committee – utilizing information gathered during the contextual scan to inform the development of priority goals and an overall direction for the district. The Planning Team will be comprised of school board members and a balanced mix of internal and external stakeholders.

<i>Sector</i>	<i>Representative</i>
1. Board	
2. Board	
3. Administration	Deron Stender – Superintendent
4. Administration	Billie Jo Greene – School Business Official
5. Administration	Callie Anderson –ECC Principal
6. Administration	Casey Tanner – Elementary Principal
7. Administration	Lesla Downing – Middle School Principal
8. Administration	Bill Messerole – High School Principal
9. Administration	– SAM/Dean of Students
10. Director	Gary Briley - Facilities
14. Director	Food Service
11. Director	Stephanie Lane - Information Technology
12. Director	Bob Beatty - Transportation
13. Staff	ECC
14. Staff	Elementary
15. Staff	Middle School
16. Staff	High School
17. Parent ECC	
18. Parent Elementary	
19. Parent Middle School	
20. Parent High School	
21. Community	
22. Community	– Business Owner
23. Community	– City
24. Community	