# It's All In The Planning: Creating A Strategic Plan For Your District





#### **Today's Presenters**



Charlene Peterson
Field Service Representative – Essex & Morris



Michelle Kennedy

Field Service Representative – Atlantic, Cape May &

Cumberland



#### **Today's Panelists**



Joseph Fleres Assistant Superintendent – Bloomfield Public Schools



Carol Houck Board President- Greater Egg Harbor Regional Bd of Ed



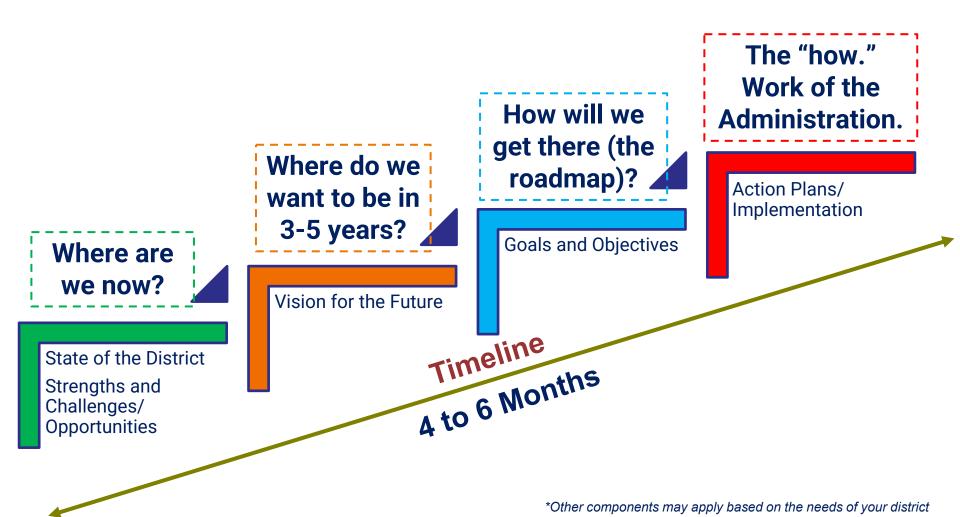
## What Is Strategic Planning?

Strategic planning plays a vital role in the continuous improvement efforts of a school district. The process includes documenting and establishing your district's direction by assessing where you are and envisioning where you want to be.

Various stakeholders shape the plan to elevate student achievement and articulate the district's mission, vision, and values through consensusbuilding in-person or virtual sessions.



## Components Of A Strategic Plan





#### Strategic Plan Roadmap

"A good plan is like a roadmap: it shows the final destination and usually the best way to get there"

- H. Stanely Judd

#### **Panelists**

Why is the roadmap for a strategic plan important to all stakeholders?



#### **POLL QUESTION**

Does your district have a current strategic plan?

- o Yes
- No
- o I'm not sure





## Why Plan?

Engages the community and stakeholders. A part of the process involves engaging the community and other stakeholders in feedback sessions. This insight early on helps the team develop a more targeted strategic plan and builds community support.





## Why Plan?

Helps create efficiency and saves money. School districts implementing strategic plans can ultimately create efficiency that can translate to dollar savings.

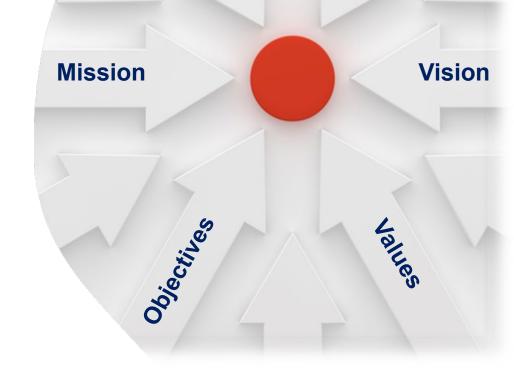






#### Why Plan?

Provides a focus. Formalizes the school district's mission, vision, values, goals, and objectives. The process enables stakeholders to voice and agree on the same priorities and focus on the same path to improvement.





#### **Strategic Plan Features**

- It is a focused process that concentrates on the most important selected issues.
- It realistically assesses the strengths and opportunities of the district.
- It explicitly considers resource availability and how to use it most effectively.
- It considers significant events and changes occurring outside the district and the expected impact that could happen.
- It is action-oriented with a strong emphasis on implementing and achieving practical results.



#### Strategic Plan Benefits

- It helps to accomplish the most important things.
- It helps educate the district's stakeholders about plans and builds consensus about important issues and actions necessary to address them.
- It can position the district to seize opportunities.
- It can shed new light on important issues through rigorous analysis and commitment.
- It helps to identify the most effective use of limited resources.
- Engages other stakeholders in your district's work, and they want to be involved.



Strategic Plan Commitment

"Once you have commitment, you need the discipline and hard work to get you there."

- Haile Gebrselassie

#### **Panelists**

The commitment of the Board of Education, Administration and Stakeholders is essential to a successful strategic planning process. Please share your experience of the strategic planning process in your district.





EARCH

DESIGN

#### NJSBA Can Help Facilitate Your Next Plan



Small working groups

Reporting out to the larger group



**Brainstorming** 

**Consensus-building** 







#### NJSBA Can Help Facilitate Your Next Plan

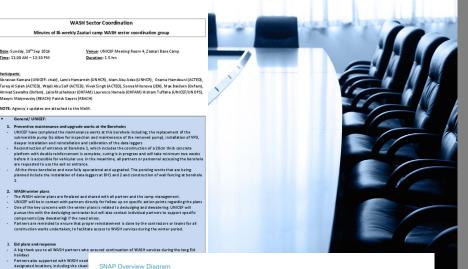
WASH Sector Coordination

Duration: 1.5 hrs

Time: 11:00 AM - 12:30 PM

**Meeting Outcomes** 

**Dedicated** Field Service Representative



Administration **Action Plan** 

**BOE Approval** 

**Implementation** 

**Monitor and** Communicate progress











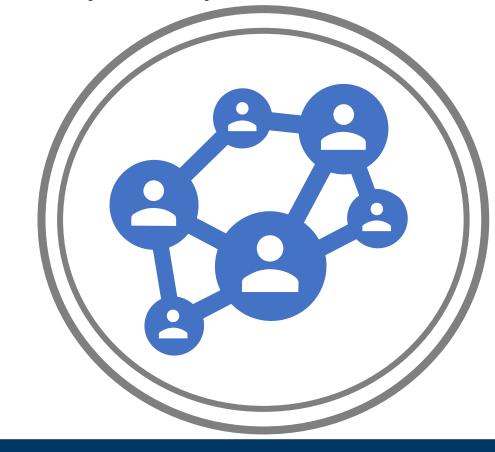


#### **POLL QUESTION**

Based on what you have learned today, could your district

benefit from a strategic plan?

- Yes
- No
- Maybe so
- Already have one







#### What Questions Do You Have?





