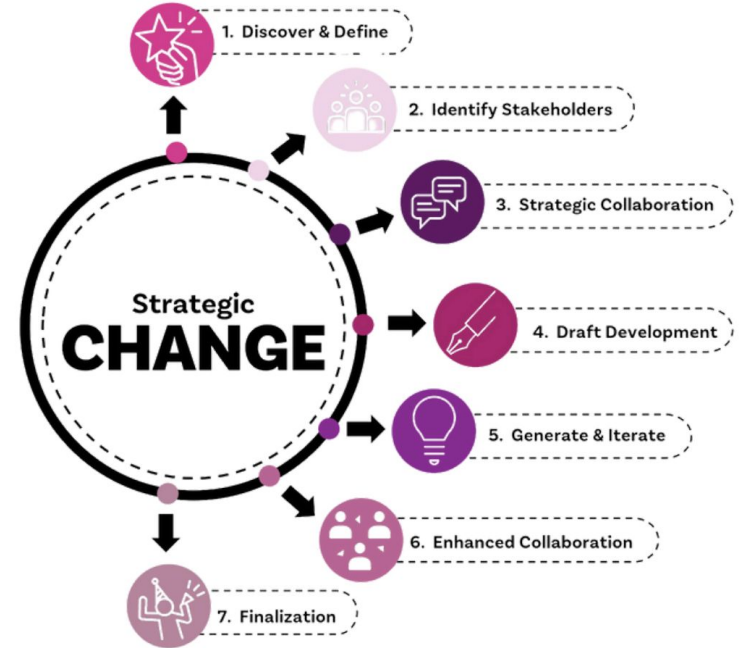


Strategic Planning Timeline



Approach and Methodology

1. **Discover & Define:** Assess the St. Louis Park Public Schools' historical, current, and future needs.
2. **Identify Stakeholders:** Determine roles and responsibilities for the strategic plan process.
3. **Strategic Collaboration:** Work with consultants to set goals, outcomes, and timelines.
4. **Draft Development:** Create the initial strategic plan and framework.
5. **Generate & Iterate:** Review of the draft for iteration and co-creation with the St. Louis Park Public Schools leadership and staff.
6. **Enhanced Collaboration:** Refine the plan incorporating insights from staff and board members. Repeat iteration as necessary.
7. **Finalization:** Comprehensive Strategic plan and aligned Brand Identity to support. Continued racial transformation in the district.



PHASE 1: Conduct a comprehensive needs assessment of existing practices, policies, culture, future needs, and current branding and communication strategy.

PHASE 4: Develop Communication Strategy for the District.

PHASE 2: Provide an equity-centered strategic plan that outlines specific goals, strategies, and action steps for promoting diversity, equity, and inclusion within the organization and an associated roadmap to support implementation.

PHASE 5: Brand training for district staff to implement and maintain the new brand identity

PHASE 3: Develop a brand strategy that includes brand identity, logo, tagline, and brand guidelines.

DEBRIEF: Conclude the engagement with a debrief meeting to review outcomes and next steps.



October and November - Project Kick-Off

- Identify Project Team
- Communication Strategy
- Send Staff Survey



Pink
CONSULTING LLC
Phyllis Braxton LGSW exp., MSW, M.Ed.



December and January - Comprehensive Needs Assessment

Conduct stakeholder meetings (December 2-4)

Evaluate Strategy and Brand



February through April - Develop Strategic Plan and Brand

Draft
Reiterate
Finalize
Brand Identity, Tagline, Logo
Brand Guidelines
Communication Strategy & Training



May - Project Debrief

Wrap up and receive final deliverables
Debrief meeting to review outcomes and next steps

Strategic Plan Focus Groups



St. Louis Park
Public Schools



Share your voice about the future of SLP Schools!

St. Louis Park Public Schools is creating a new strategic plan that will launch in 2025. The plan is being created by students, staff, families and community members. We want **YOU** to provide feedback!

There will be many opportunities to provide feedback. Please see the times below for opportunities to share your voice. Interpreters will be available.

Discusión Grupal para Familias Latinas

Únase a nosotros para hablar sobre el futuro de las escuelas públicas de St. Louis Park en un grupo de discusión dedicado a familias de habla hispana.

- Tuesday, December 3, 2024
- 5-7:30 p.m.
- 6300 Walker Street, St. Louis Park 55416
 - Room 21

Focus Group for Jewish Families

Join us to discuss the future of St. Louis Park Public Schools in a dedicated focus group for Jewish families.

- Wednesday, December 4, 2024
- 5-7:30 p.m.
- 6300 Walker Street, St. Louis Park 55416
 - Room 21

Dood-kooxeedka Qoysaska Soomaaliyeed

Nagu soo biir si aan uga wada hadalno mustaqbalka St. Louis Park Public Schools. Kooxdan oo u heellan qoysaska Soomaaliyeed.

- Wednesday, December 4, 2024
- 10 a.m. - 12:30 p.m.
- 6300 Walker Street, St. Louis Park 55416
 - Room 21

Online Community Engagement

- Wednesday, December 11, 2024
- 5-7 p.m.
- A Zoom link will be published on the website day-of

In Person Community Engagement

- Monday, January 27, 2025
- 5-7 p.m.
- 6300 Walker Street, St. Louis Park 55416
 - Room 21

- Dec. 3 from 5-7:30 p.m. - Spanish Focus Group
- Dec. 4 from 10-12:30 p.m. - Somali Focus Group
- Dec. 4 from 5-7:30 p.m. - Jewish Focus Group
- Dec. 11 from 5-7 p.m. - Online Community Engagement



Questions?