



Steamboat Springs School District Strategic Plan Refresh

September 28, 2026



OUR TIME TODAY...

1 Our Team & Our Experience

2 Our Clients

3 Our Strategic Planning Process

4 Strategic Planning Examples

5 Feedback & Questions



OUR TEAM



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Spark & Compass Consulting was founded to empower organizations like yours with expert guidance, strategic insight, and transformative leadership.

We are passionate about serving organizations that make an impact. By inspiring leaders and empowering communities, we help unlock the full potential of your mission.

With deep knowledge of Colorado's education landscape, we bring expertise, capacity, and a trusted partnership to turn your vision into transformative action.



OUR EXPERIENCE

- Over 75 combined years of Colorado public education leadership experience.
- Includes diverse leadership roles with school district operational expertise.
- Statewide and rural experience.
- Certified and credentialed experts.
- Bilingual facilitation & translation built into our engagement strategy.





OUR CLIENTS



ENGAGE. EDUCATE. Empower.





WHAT IS STRATEGIC PLANNING?

Strategic planning is the process of:

- ➊ Gathering of all stakeholders input;
- ➋ Clarifying what the district is about;
- ➌ Deciding what is and what is not a priority for the use of resources;
- ➍ Analyzing the internal and external environment, a SWOT;
- ➎ Considering how best to deal with upcoming changes and transitions;
- ➏ Setting out a clear direction; and
- ➐ Setting concrete goals for the future.





FOCUSED CONVERSATION

- What's your past experience with strategic planning?
- What successes have you seen from the current strategic plan?
- What challenges have you experienced from the current strategic plan?
- What do you hope this refresh of the strategic plan achieves?





OUR PROCESS



1

Focus on Planning & Design



The goal of this phase is to **establish relationships** with the planning team, **establish a common understanding of the process**, and confirm the project goals.

2

Focus on Engagement



The goal of this phase is to **conduct an environmental assessment** reflecting the perceptions of the organization and its stakeholders in order to inform Phase 3.

3

Focus on Strategic Direction



The goal of this phase is to answer the question of: **"Where does the organization want to be in five years?"** and **"How do we get there?"**

4

Focus on Implementation



The goal of this phase is to **create an implementation plan and successfully launch** the strategic plan.



PHASE 1 – Deliverables



PHASE 1: Planning & Design

The goal of this phase is to establish relationships with the planning team, establish a common understanding of the process, and confirm the project goals.

DELIVERABLES

- Project Plan
- District & Board Kick-off Meetings
- Strategic Communications Plan
- Progress Updates

This fee is all-inclusive of the project elements described in this proposal under “role of the consultants” and “deliverables” including: meeting facilitation (virtual and in-person), presentations, and document preparation. Our consultants are willing to scale the project, the scope of work, and the deliverables within the four phases to meet any specific Client requirements.





PHASE 2 – Engagement



Environmental Scan

Examples may include: academic performance data, past strategic plans, operational data, and stakeholder feedback.

Survey all Stakeholders

Students, staff, families, community members, and school board members will receive an initial digital survey designed to provide a broad perspective on key questions that will shape your strategic plan.



Focus Groups

The next step is to bring together similar groups to build on the survey results and gain a deeper understanding of their needs and aspirations. By engaging groups in focused discussions, we can explore both diverse perspectives and common themes.



Interviews

In collaboration with the client, key individuals are identified for one-on-one interviews. These individuals are typically those with valuable insights or influence, ensuring their perspectives are captured as part of the data-gathering process.



Engagement
Report



PHASE 2 – Focus Groups & Interviews

2 Focus on Engagement

 The goal of this phase is to conduct an **environmental assessment** reflecting the perceptions of the organization and its stakeholders in order to inform Phase 3.

15 Focus Groups

- Schools combined
 - Students (4)
 - Staff (4)
 - Families (4)
- Cabinet
- DAC
- Nonprofits

7 Interviews

- Board (5)
- Funders (2)

20+ Focus Groups

- Schools combined
 - Students (4)
 - Staff (4)
 - Families (4)
- DAC
- Nonprofits & Businesses (2-4)
- Service Clubs (Rotary, etc.)
- Faith-Based Organizations
- Stakeholders w/o students in SSSD
- Elected Officials

16 Interviews

- Board (5)
- Cabinet (7)
- Funders (4)

Student voice is captured through focus groups & surveys





PHASE 2 – Deliverables



PHASE 2: Engagement

DELIVERABLES	Option 1	Option 2
• In-person Interviews & Focus Groups (w/ virtual options available) ◦ Expanded Focus Groups & Interviews • Stakeholder Survey • Engagement Report • Progress Updates	15 Focus Groups 7 Interviews	20+ Focus Groups 16 Interviews

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PHASE 3 – Deliverables



PHASE 3: Strategic Direction

The goal of this phase is to answer the question of: “Where does the organization want to be in five years?” and “How do we get there?”

DELIVERABLES

2 Full-Days In-person with Strategic Planning Committee (35)

- Core Behaviors Refresh
- Graduate Profile Refresh
- Practical Vision
- Strategic Directions & Priorities
- Mission Statement Review
- Progress Updates

Student voice plays a critical role in setting strategic directions

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PHASE 4 – Implementation Process

- Establish clear milestones and timelines
- Assign roles and responsibilities
- Identify resource requirements



OPTIONS

- Basic Implementation Plan
vs.
- Expanded Implementation Plan

- Provide guidelines for ongoing plan adjustments
- Facilitate capacity-building opportunities
- Incorporate a review cycle

- Establish a structured framework for tracking progress
- Recommend regular reporting mechanisms
- Develop adaptive strategies to address emerging challenges





PHASE 4 – Deliverables



PHASE 4: Implementation

The goal of this phase is to create an implementation plan and successfully launch the strategic plan.

DELIVERABLES

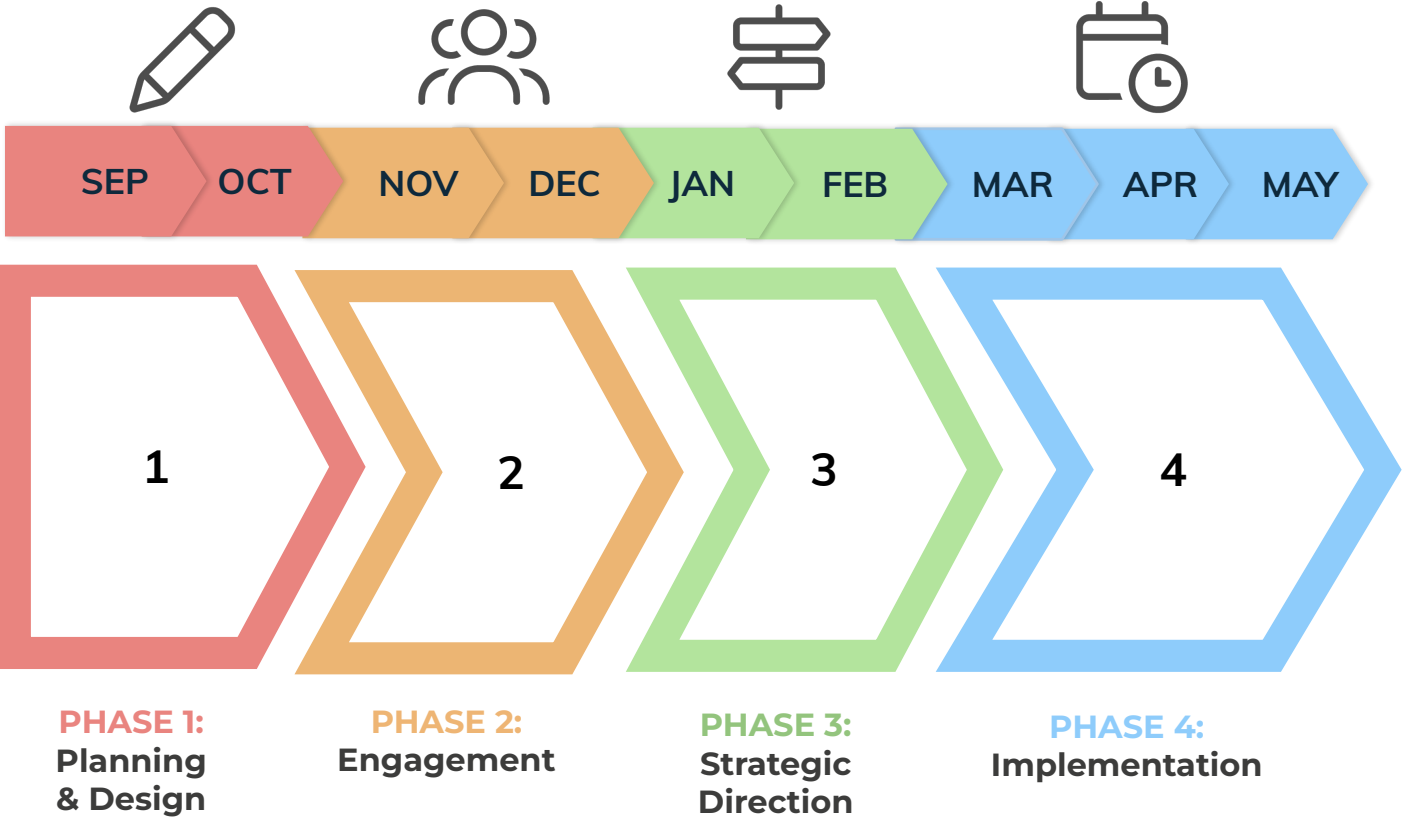
- Final Strategic Plan
- Branded Slide Deck
- Basic Implementation Plan
- Expanded Implementation Plan
- Launch & Communication Strategy
- Leadership/Board Scorecard Monitoring
- Present Strategic Plan to the Board

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POSSIBLE TIMELINE



Key
Dates:

9/28
Kickoff
Meetings

- Focus Groups:
- Dec dates
 - Nov dates

SPC:
2 full days
week of Jan 25

Cabinet:
1 day (Basic) or
multiple days
(Expanded) in
Mar or Apr





WHY SPARK & COMPASS

- 
Student Voice. We see student voice as essential in this process and have experience capitalizing on student voice as equal participants.
- 
Education-First Focus. We don't apply generic business models; our work is grounded in education policy, community engagement, and student success.
- 
Intentional Representative Engagement Strategy. We strive to ensure every voice is heard and included in the process.
- 
Implementation Support. We include tools and coaching to help operationalize your plan and monitor progress.

“

"Susan and Cheri's facilitation skills were crucial in navigating complex discussions and arriving at a strategic plan that sets the direction for our district's growth and long-term success."

- Michael Marrero, Board President
Strasburg School District 31J

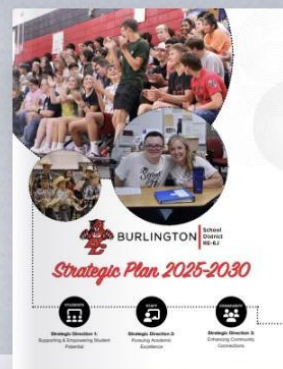
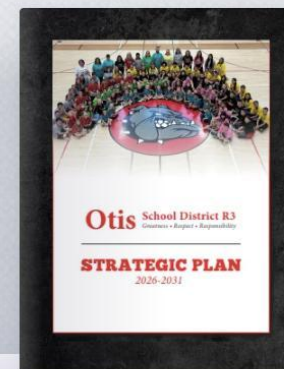
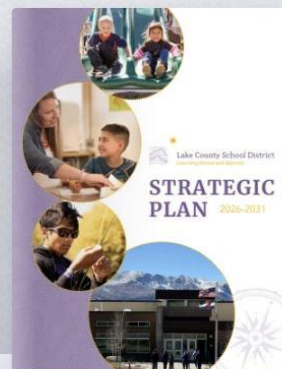
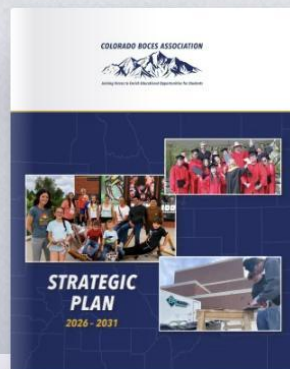
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"Working with Spark & Compass was productive and enjoyable. Cheri and Bret are respectful of board members' busy schedules and responsibilities. Our board gets lots accomplished, and results are measurable and visible. Future action items are clearly laid out with help from Spark & Compass."

- Ronella Noble, Board Member
Yuma School District 1



EXAMPLES OF OUR WORK



www.bit.ly/SCC-Bookshelf



KEY ITEMS TO KNOW

Q: What is a school district community-driven strategic planning process?

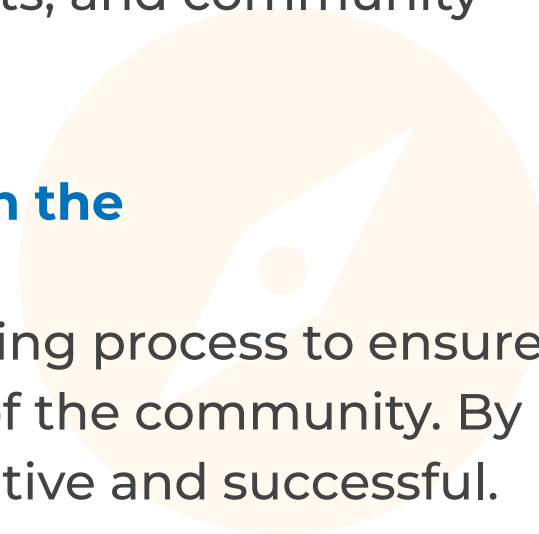
A: A strategic plan is a roadmap to the district's future. A strategic planning process is a systematic approach used by school districts to identify priorities, set goals, and determine how to allocate resources to achieve those goals over the next several years.

Q: Who participates in the strategic planning process?

A: The strategic planning process involves a diverse group of stakeholders, including teachers, administrators, staff, families, students, and community members.

Q: Why is it important for stakeholders to participate in the community-driven strategic planning process?

A: Stakeholders should participate in the strategic planning process to ensure that the resulting plan reflects the needs and priorities of the community. By involving stakeholders, the plan is more likely to be effective and successful.





KEY ITEMS TO KNOW

Q: What are the benefits of having a community-driven strategic planning process?

A: The benefits of a community-driven strategic planning process include improved student outcomes, accountability, community engagement, resource allocation, and long-term planning.

Q: What are some common components of a strategic plan?

A: Some common components of a strategic plan include a mission statement, goals and objectives, action steps, timelines, and measures of success.

Q: How is progress monitored and evaluated in the strategic plan?

A: Progress is monitored and evaluated through regular reporting and review of key performance indicators, such as student growth and achievement, graduation rates, and attendance rates.



FOCUSED CONVERSATION

- What is resonating with you about the process we just discussed?
- What challenges or barriers might we face during the strategic planning refresh process?
- What does “success” look like for this strategic planning process—both in the process itself and the resulting plan?
- Once the strategic plan is adopted, what will Steamboat need in order for it to actually live in the organization?
- Name one thing to prioritize as the District moves forward with a refresh of its strategic plan.





Questions?



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