

Strategic Plan Proposal
Education Plus

Plan, Process, and Style:

At Education Plus, we follow a top-to-bottom process, meaning we identify the ultimate goal and break it down into the simplest and most basic daily activities:

1. **Identify** the end result of a task and key stakeholders to communicate and engage with.
2. **Gather** information needed through guided, clear questions to the right stakeholders.
3. **Process** the information gathered.
4. Create a **First Draft** of the required task.
5. **Feedback** is gathered to support iteration and improvement.
6. Produce a **Final Result** that has been built up from the outside skeleton down to the smallest detail.

Here is our Strategic Plan process, style, and approach:

1. Process:

1	School Mission & Vision	Understand School Mission & Vision to identify goals that are aligned to both Mission and vision.
2	School Data	Change can be defined as the gap between the “real” and the “ideal” and the first step in the strategic planning process provides the board with the opportunity to investigate the current state of the school by collecting current school data (i.e. the way things are right now). The second step in the process provides the board with the opportunity to envision the next phase of the school (i.e. the way you would like to be in the future).
3	Identify Goals	<p>The strategic plan has multiple goals (3-5)</p> <ol style="list-style-type: none"> 1. Student Performance Goals 2. Governance Goals 3. Financial Goals 4. Environmental Education Goals 5. Other Goals <p>The goals should be the highest level statement of aim or purpose included in the strategic plan. This plan’s goals should articulate clear statements of what the school wants to achieve to advance its mission and address relevant problems, needs, challenges, and opportunities.</p> <p>Before the goals are chosen, it is our responsibility to ensure that the school has the capacity to start implementing the improvement plan and help the school grow its capacity to successfully achieve the strategic plan.</p>

4	Set Objectives	<p>This step in our strategic planning process involves identifying and describing the objectives for each goal. While the goals will articulate clear statements of what the school wants to achieve, the objectives will break that goal down into more measurable and actionable steps to will help move the school towards the identified goal.</p> <p>The objectives are the primary unit for strategic analysis and decision-making. Objectives reflect the outcome or management impact the school is trying to achieve and collectively represent the breadth of all school activity. Most objectives will be measurable and will include quantifiable targets.</p>
5	Set Strategies	<p>Each goal might have several objectives and each objective might have several strategies. The strategies taken together, if accomplished, should allow the school to meet the identified objective.</p>
6	Set Activities	<p>Daily activities are the building blocks that once repeated successfully every day will help the school achieve its goals, done right the success of the strategic plan is guaranteed. Before the goals are chosen, it is our responsibility to ensure that the school has the capacity to start implementing the improvement plan and help the school grow its capacity to successfully achieve the strategic plan.</p>
7	Identify Key People	<p>People working on the activities will be identified and trained to conduct activities efficiently. It is also part of our role to create a structure of staff needed to ensure the school is at full capacity to conduct its strategic plan.</p>
8	Implementation Plan	<p>We recommend that the implementation plan be developed/updated annually in order to ensure that the specific activities continue to remain aligned with the current state of the school and can be adjusted based on the progress towards the overarching objectives and goals.</p> <p>An annual update to the implementation plan also helps to reinforce the idea that the strategic plan is a living document and this annual review can become a part of the board annual calendar, which we will facilitate.</p>
9	Monitoring Benchmarks	<p>To achieve goals, we need to set the right benchmarks and support the school in monitoring those benchmarks. The monitoring is done multiple times during the year (quarterly) to support the school assess their compliance and pivot in their strategies if needed. A plan without an evaluation plan is blind.</p>

2. Approach:

Our work does not stop at creating a strategic plan for the school but also expands into creating an evaluation process and monthly check-ins to ensure strategic plan compliance.

3. Style:

Our work style is helping schools speak up their own voice and express their ambitions and aspirations in a way that is guided and supported. We remove all hassle, uncertainty, and technical stress from the school by guiding and simplifying key personnel to do their jobs.

Experience and previous projects:

What makes our work and support holistic is that our team is experienced in multiple fields:

1. Academics: In the area of academics, we worked on the following:
 - Annual Report
 - WBWF Report
 - Exhibits G and S (specifically for OW schools)
 - Professional Development Plan
 - School Strategic Plan

2. Finance: In the area of finance, we worked on the following:
 - Internal Finance Management (working closely with Finance Company to organize internal school financials such as funds expenditure according to multiple budgets and funds, vendor relationships, accounts payable, etc.)

3. Governance: In the area of governance, we worked on the following:
 - Board Road Map (Supporting the Board in keeping track of all monthly duties for MDE and authorizer compliance)
 - Policy Drafting and Policy Review/Update Plan
 - School Website Compliance (keep track of new MDE and authorizer requirements and notify the school of changes needed monthly).
 - Facilitating Board Elections, Executive Director Evaluation, and Satisfaction Surveys

4. MDE Applications:
 - CSP Grant Application
 - New School Applications (multiple authorizers)
 - Authorizer Contract Renewal Application (multiple authorizers)
 - Title Applications
 - Grow Your Own Program Grant Application
 - Online Provider Application

References:

1. Urban Academy
2. New Century School
3. Metro Schools
4. The School of Leadership for Public Service
5. Rochester Math and Science
6. We also worked closely with OW staff members to support one of their schools.

Timeline:

1. Phase One: Analysis [February-March]
 - a. Strategic Plan Listening Sessions
 - b. Data school and analysis
 - c. Leadership Overview
 - d. Identify SWOT
 - e. Access Resources
2. Phase Two: Strategy Development [April- July]
 - a. Draft Goals, Outcomes, and Strategies
 - b. Stakeholder Input
 - c. Refine
 - d. Board Revision
 - e. Identify and train strategy team leaders and members.
3. Phase Three: Action Plan [August-September]
 - a. Create an action plan for year 1
 - b. Develop a monitoring process
 - c. Set a follow-up plan

Pricing Information:

The cost of creating the school strategic plan based on the size of your school will be \$8,000 divided as follows:

- 25% upon signing the contract
- 25% after finishing phase one
- 25% after finishing phase two
- 25% after finishing phase three

After completing the task, a monthly retainer fee of \$600 will be in return for monthly follow-up and support in any areas needed.