



# Shaping District Excellence

Strategic Planning Update

Fall 2008

The Beaverton School District serves one of the most diverse communities between San Francisco and Seattle. More than 90 languages are spoken by our students and their families. Our student achievement remains among the highest in the state.

There is no doubt, Beaverton and the Beaverton School District have changed. No longer a simple suburb, our city is a vibrant community with its own strengths and challenges. The Beaverton School District reflects our changing community. The issues we face today are different than they were only a few years ago.

Now is the time to shape District excellence for the next five years and beyond. To do this, we have begun a strategic planning effort for the District. The decisions made during this effort will help create a map toward our vision of an excellent school District with high student achievement and strong community connections.

## The Strategic Planning Process

Strategic planning is a thoughtful set of conversations with the community and within District leadership to decide the future we want to create. We have defined a six-step process to guide us through these discussions and decisions.

### Taking Stock

We start by looking inside the District to understand what we do well and where we must do better. We look carefully at these matters with student achievement in mind.

### Engaging the Community

We then look out into the community to understand what people need and want from the District. We also try to recognize what trends will be coming our way and how they will affect our work.

### Defining Direction

At the core of the plan, this set of decisions define where we want to go as a District and as a community. This includes identifying the specific results we are working together to achieve.

### Creating the Plan

We put our best ideas together into a plan to make sure we stay on course over the next five years. This plan is the final result of many critical decisions along the way.

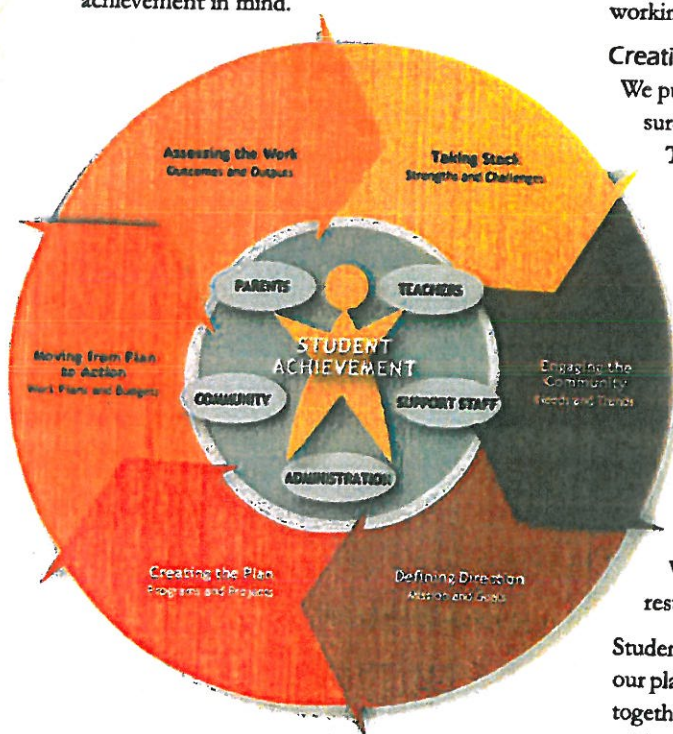
### Moving from Plan to Action

A plan is important, but action makes things happen. This step translates the plan into the work that everyone within the District does every day to advance student achievement.

### Assessing the Work

This step brings the effort back to the beginning by comparing what we *wanted* to accomplish and what we *did* accomplish. We will measure both the quality of our results and the effectiveness of our actions.

Students and their success are at the center of our planning process. A solid plan that we've built together will help the District and our students achieve excellence.





## Getting the Community Involved

We can't afford to plan alone. We need people from the community to help us ask the right questions, get the correct answers and connect what we're doing to what the community wants and needs most. We are committed to involving people from all parts of the larger community to enrich our discussion.

There are two stages to the Engaging the Community step in the planning process and many opportunities for people to participate and be heard.

### The Discovery Stage (Fall 2008)

We will use our best efforts to speak with people where they are about what we should do. These efforts include group interviews, listening sessions, individual interviews and an online survey.

### The Priorities Stage (Winter 2009)

Once we understand our choices, the District will ask people to help set priorities for how we work. We will use community forums and another online survey to listen to which choices the community thinks are most important.

All through this process, we will reach out to the community – to those who are directly connected to schools and those who are not – to let people know how they can be heard.

## Beaverton School Board Goals for Planning

- ★ **Develop a clear understanding** of community needs and desires, and the District's ability to address them.
- ★ **Build agreement** about our strengths and challenges while we develop our vision, mission, values, beliefs and strategic direction.
- ★ **Create a stronger and more unified organization** by planning the direction of the District, putting that plan into action and evaluating the work we do.
- ★ **Inspire commitment and confidence** among parents, students, teachers, administrators, businesses, and the community to make our strategic plan work.

## Planning Timeline

Planning will continue through the school year with important steps timed as you see them outlined below.



## Tell Us What You Think

★It's easy. ★It's fast. ★It's important.

Take part in our online survey. Go to the Beaverton School District website at [www.beaverton.k12.or.us](http://www.beaverton.k12.or.us). Click on the *Shaping District Excellence* button. Follow the link to our survey. The survey should take only a few minutes to complete.

What do you want for the students in our district? What concerns you most about the future of our District? What should District leaders be thinking about as they set our direction for the next five years?

The discovery phase survey will be open until early December. Look again in January to add your voice to the priority-setting phase.

Thank you for sharing your ideas with us and making our planning process truly a community effort.

### For updates and more information

Visit us online at [www.beaverton.k12.or.us](http://www.beaverton.k12.or.us) or call our Communications and Community Involvement Department at (503) 591-4360.



# **Beaverton School District**

## **STRATEGIC PLANNING:**

### **"SHAPING DISTRICT EXCELLENCE"**

**SUMMARY OF PROCESS**  
**JULY 2008 - JUNE 2009**

The following summarizes the steps in the Beaverton School District Strategic Planning process resulting in the development of the five-year Vision, Mission, Goal, Strategies and Values.

The Goals of the School Board for this process were to:

**Develop a clear understanding** of community needs and desires, and the District's ability to address them.

**Build agreement** about our strengths and challenges while we develop our vision, mission, values, beliefs and strategic direction.

**Create a stronger and more unified organization** by planning the direction of the District, putting that plan into action and evaluating the work we do.

**Inspire commitment and confidence** among parents, students, teachers, administrators, businesses, and the community to make our strategic plan work.

*"Now is the time to shape District excellence for the next five years and beyond. To do this, we have begun a strategic planning effort for the District. The decisions made during this effort will help create a map toward our vision of an excellent school District with high student achievement and strong community connections."*

Please note that the following summary includes the major efforts and meetings that occurred throughout the process. It does not include the numerous informal planning and coordinating meetings involving 2-6 people. Examples of those would be the consulting team of Decisions Decisions (DD) meeting with the Superintendent and Public Communication Officer to monitor the contract or DD staff meetings held to plan next steps.

#### **TAKING STOCK (July - early Sept. 2008)**

*"We start by looking inside the District to understand what we do well and where we must do better. We look carefully at these matters with student achievement in mind."*

1. Initial meetings with administration and lead Board members (early 7/08)
2. Review of District documents (7/08)
3. Individual interviews with Board members, Union leadership and lead administrators (7/8/08)
4. School Board meeting presentation (8/18/08)
5. Formation and initial meeting of Planning Committee (8/28/08)
6. School Board Retreat (9/8/08)
7. Development of Documents:
  - Overview of Strategic Planning Process
  - Fact Sheet

## **ENGAGING THE COMMUNITY (September 2008 - early January 2009)**

*"We then look out into the community to understand what people need and want from the school district. We also try to recognize what trends will be coming our way and how they will affect our work."*

1. **Development and launching of Web survey** (2,821 responded; email invite to respond, and development of postcards to pass out to direct people to online survey)
2. **Focus Groups** (Community Involvement Dept. invited, 1 ½ hour sessions, comment cards)
  - Business, community leaders
  - Middle and High school principals
  - Elementary principals
  - Involved parents
3. Research best practices on community engagement; meet with leaders of under-represented communities: a session to receive feedback re: proposed process.
4. **Listening Sessions** with parents (Invites primarily from English as a Second Language (ESL) office- letters in native language, followed up by phone calls; 1 ½ hour sessions; food, child care and interpreters provided; turn-out was most successful when parents had personal relationships with District personnel who were inviting them :
  - Somali
  - Hispanic
  - Multi-language (Had interpreters for Chinese, Vietnamese, Japanese and Korean)
  - African-American
  - Two Title I schools
5. **Vision and Planning Council** (Orientation session in 11/09 with 50 member Council including staff, parents, community members, business/elected leaders, students. The purpose of the Council was to provide in-depth analysis and input to assist the School Board as it sets the direction for the District.)
6. **Student focus groups**
7. **Meeting-in-a-Box** (5-6 held)
8. Additional:  
**Survey delivered to be completed by local faith communities**
9. **Planning Committee meetings** (9/11/08, 10/2/08, 10/14/08, 11/13/08, 1/24/08)
10. **BSD School Board meeting presentations** (10/6/08, 10/20/08)
11. **Analysis of data**
12. **Summary report of findings**

## **Defining Direction (January - March 2009)**

*"At the core of the plan, this set of decisions define where we want to go as a District and as a community. This includes identifying the specific results we are working together to create."*

1. **Vision and Planning Council** ( 1/13/09 Half-Day retreat- focus on key questions)
2. **BSD Board Retreat** (1/26/09- Full-Day: working through Vision and Values) and a two hour Board Meeting (2/23/09)
3. **Community Forums** ( 2 ½ hour evening sessions: 2/18 at Sunset HS; 2/19 at Aloha HS; 2/25 at Westview HS, 2/26 at International School of Beaverton; over 640 attended the four sessions)
4. **Planning Committee meetings** (1/6/09, 2/9/09)
5. **Review of findings and development of report**

## **Creating the Plan (March – June 2009)**

*"We put our best ideas together into a plan to make sure we stay on course over the next five years. This plan is the final result of many critical decisions along the way."*

1. Vision and Planning Council (3/11/09 and writing assignment)
2. Writing Sub-Committee (3/30/09)
3. Planning Committee ( 5/12/09)
4. Writing Assignment for Board members
5. School Board Meetings (4/6/09, 5/18/09 with final adoption on 6/1/09)
6. Initial meetings with Nike re: development of follow-up materials

**Two major steps of the Strategic Planning Process remain:**

### **Moving from Plan to Action**

*"A plan is important, but action makes things happen. This step translates the plan into the work that everyone within the District does every day to advance student achievement."*

### **Assessing the Work**

*"This step brings the effort back to the beginning by comparing what we wanted to accomplish and what we did accomplish. We will measure both the quality of our results and the effectiveness of our actions."*

Summary provided by Decisions Decisions, 503-249-0000, [www.Decision2.com](http://www.Decision2.com)