

# Strategic Planning Services



Gail Gilman

## Set your direction with MSBA's Strategic Planning Services

Effective school boards and superintendents provide leadership to set high expectations for student achievement and learning. School board teams accomplish this by clarifying the school district's purpose and direction. MSBA's experience and knowledge can help you put your district's strategic plan on the right course. **Contact Gail Gilman today at 800-324-4459 or [ggilman@mnmsba.org](mailto:ggilman@mnmsba.org) and ask about MSBA's Strategic Planning Services.**

## Testimonials

*"Without hesitation, I would recommend any district in need of positive change, a new direction, or simply an updated vision to contact the MSBA for assistance. MSBA worked with parents and community members in our district to formulate a plan that will no doubt bring prosperity to our school."*

*—Granada-Huntley-East Chain Superintendent*

*"For strategic planning, this was probably the best process I have participated in."*

*—Marshall Board Member*

## How does your district benefit from doing this work?

Setting the school district's strategic direction and goals:

- Helps meet the legal requirements for a school board to adopt a comprehensive, long-term strategic plan to support and improve teaching and learning (M.S. 120B.11, Subd. 2).
- Builds strong school board and superintendent relationships by clearly stating expectations.
- Creates clear expectations for school district operations.
- Drives the school district to continually improve in pursuit of excellence.
- Provides clarity for the school district's staff.
- Enables performance monitoring and evaluation.
- Ensures the school board speaks for the community.
- Guarantees alignment between community values and school district operations.
- Helps meet requirements to establish a plan to develop the World's Best Workforce.

## How much does this cost?

### What does this service include?

Generally, there are four in-district meetings and one meeting conducted electronically.

- One Listening Session Meeting
- Three in-district meetings to create the district's belief statements, mission statement, vision statement, goals and objectives.
- One electronic meeting to clarify the Strategic Planning Committee's work

**There is a base fee for this service that includes MSBA consultants' travel and expenses, all materials and follow-up reporting. MSBA can customize a model to meet your school district's needs.**

### What are school district goals?

- Goals are the desired end result of the school district's efforts. Goals specify what the school district wishes to accomplish.
- Setting school district goals is about working on ends.
- In a school district, ends are composed for five components:
  1. **Mission:** What is our purpose? Who are we?
  2. **Vision:** Where do we want to go? What will it look like when we get there?
  3. **Beliefs:** What do we care about regarding public education in our community? What guides our decision-making?
  4. **Goals:** What do we need to do to get there? What does the school district need to achieve to get there?
  5. **Objectives:** What steps do we have to take to meet the school district's goals?



MSBA's Gail Gilman leads a strategic planning session.

### The role of the school board

- School boards are the entity legally charged with governing a school district.
- One of the school board's duties is to clarify the school district's purpose and direction.
- School boards convey the school district's direction by setting clear, well-crafted goals.
- School district staff is responsible for developing the action plans to achieve the school district's goals.
- School boards give final approval of the action plans, designate funding to support the school district's goals, and develop a monitoring and evaluation plan to measure improvement.

### The role of the staff and community

MSBA's consultants will facilitate community engagement-related activities to gather stakeholder (internal and external) feedback to help shape school district priorities.

School districts can use a survey to solicit input from school district strengths and needs. Survey responses are confidential. All responses will be collected and analyzed by MSBA. The material collected through the survey will help shape the strategic plan priorities. MSBA consultants will share key themes with the school board and superintendent.

### Benefits of Facilitation by an MSBA Consultant

MSBA consultants bring expertise about the school board's role in setting school district direction and goals. MSBA consultants have assisted groups – both large and small – composed of board members, school district leaders, students and community members, in studying specific school district topics. MSBA consultants guide the process for managing group input and decision-making so that decisions can be reached and all school board-superintendent team members can participate. MSBA consultants will record the work in a report format that can set the stage for further strategic planning by school district staff. And, as MSBA member school districts, school boards can access these services for a reasonable fee.

## Districts that have used the service include:

Big Lake	Kerkhoven-Murdock-Sunburg	
Blue Earth Area	Mahtomedi	
Dassel-Cokato	Maple River	
East Grand Forks	Marshall	
Fairmont Area	Milaca	River Bend Education District
Floodwood	Minnesota Valley Education District	Staples-Motley
Forest Lake Area	Mora	United South Central
Granada-Huntley-East Chain	New London-Spicer	Westbrook-Walnut Grove
Kaleidoscope Charter School	Paynesville Area	And more