



May 2022

Dear Craig City Board of Education,

We, at AASB, are happy to submit an official proposal to you explaining our St. Planning process. You will see over the next few pages both a written description of our process, as well as a visual snapshot of the process.

Over the years we have learned that most individuals cannot give up more than a few days when working on a strategic plan and we have built our facilitated session to match the availability of those that make up the St. Planning team.

Our process is interactive allowing all involved to have a voice at the table & input to the decisions. Reviewing and updating the Vision & Mission Statements helps set the stage and the process of the SWOT (Strengths, Weaknesses, Opportunities and Threats) allows participants to get a snapshot of needs to help the district move forward. Goals are developed by this group and then the objectives & strategies are developed by the superintendent's leadership team.

Lastly, though there is a cost to this process, because Craig is a member of AASB the cost is significantly reduced as compared to the actual costs, as we keep prices reasonable for our member districts.

We understand you have options in the selection of a facilitator, and we hope that our proposal addresses all your questions and concerns.

Thanks in advance,

Timi C Tullis, Associate Executive Director, AASB



## STRATEGIC PLANNING PROCESS

Professional Fee for services provided by Timi C Tullis, Associate Executive Director, will be ~~\$9500.~~ \$8300. This rate includes:

- ~~1. Developing and Collecting Responses for a community survey that will help participants understand the needs of the community.~~ This will not be included in the cost as you just did that and already paid for the service. has already commissioned another group to do the survey.  
**Deduction of \$1200**
2. A 2 day on site facilitated workshop that can include up to 35 individuals.
3. Two (2), three (3) hour facilitated sessions after the onsite, goal development session to help map out the plan by developing Objectives, Metrics etc.
4. Development of a web ready brochure to use in publications.

### OBJECTIVE

The objective of this planning activity is to update a 3-5 year strategic plan characterized by:

- A long-term vision
- Concentration of effort through a focused mission supporting the vision
- Measurable objectives used to attain the aspirations detailed in the strategic plan.
- District and community involvement, which drives consensus for the plan and all its elements

- Implementation accompanied with specific accountability
- Annual school board goals for the district aligned to the plan

Ultimately, the goal is to enable the district to practice true strategic management in order that students flourish.

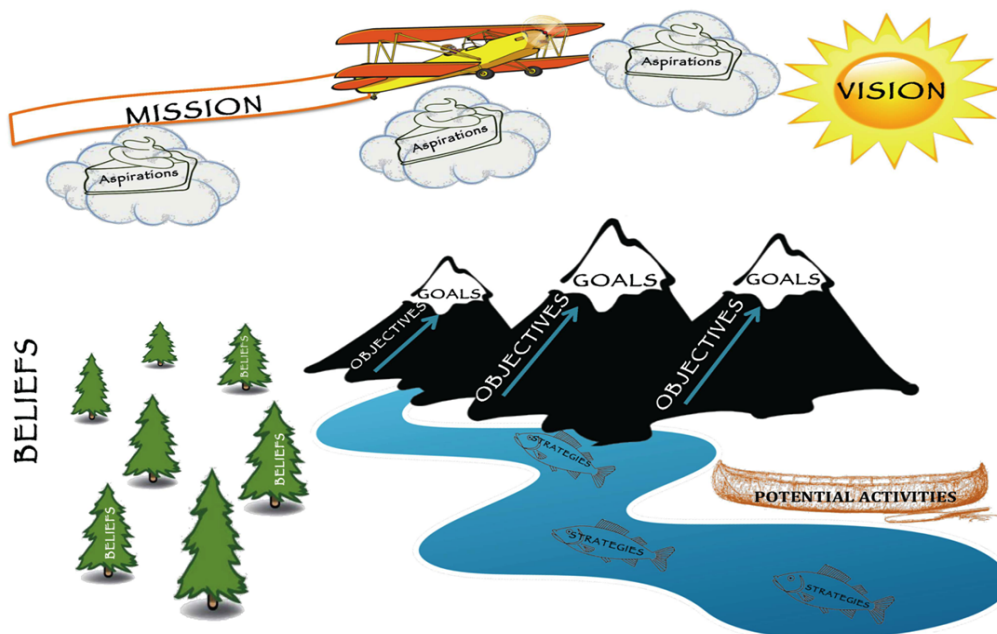
### **Update Sessions (bi or tri annually):**

This session involves the Strategic Planning Team (made up of former and new members) that is constructed with the make-up of the district and community taken into consideration. Community and staff members should be able to “see themselves reflected back” in the planning team membership. The external facilitator leads this session. During the session, the Team **reviews and updates:**

- Internal factors (A thorough, unbiased examination of the organization strengths and weaknesses.)
- External factors (An examination of those forces which an organization has little or no control.)
- Critical issues (Threats and opportunities.)

In addition, the Team will **update** the following components of the Plan by consensus:

- Beliefs or Values -- A statement that is a formal expression of the district’s fundamental values: its ethical code, its overriding convictions, and its commitments.
- Mission -- A statement that is a clear and concise expression of the district’s purpose and function.
- Aspirations – Statements of what we really want, use to develop goals areas.
- Objectives -- The district’s commitment to achieve specific, measurable end results.
- Strategies -- Specific initiatives that the district will undertake to achieve the measurable objectives.



# GOAL ALIGNMENT



**Mission/Vision/Beliefs  
Strategic Plan**

**A**  
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- **District Annual Priorities**  
-Set by Board
- **Superintendent Goals**
- **Board Self-Improvement Plan**
- **Principal Goals**
- **Classroom/Teacher Goals**
- **Student Goals**



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## **Pre Planning Team GETTING STARTED**

*Create a structure that will make your efforts successful.*

- Establish Ground
- Enlist Core Team Members
- Establish roles
- Build ownership
- Communications
- Expectations

### *Resources*

- Steering Committee
- Timeline/Calendar
- Agreements and commitments
- Space
- Support services

## **Core Planning Team #1 SHARED VISION**

*Expand the circle of understanding and commitment.*

- Engage Core Team
- District Report(s)
- Create Vision, Mission, Core Values
- Feedback Loops

### *Resources*

- Communication tools
- Space
- Community Survey

## **Core Planning Team #2 INFORMATION GATHERING**

*Gather key data and perspectives on the potential for needed change.*

- Confirmations
- Analyze and interpret data strategically
- Critical Issues

### *Resources*

- Internal and external customer involvement

## **Core Planning Team #3 PRIORITIES AND PLANNING**

*Analyze data; identify themes, priorities and goals*

- Confirmations
- Prioritize Critical Issues
- Identify Strategic Priorities and Goals to address them
- Craft clarifying Goals Statements

### *Resources*

- Steering Committee
- Core Team

## **Superintendent and Leadership Team MOVE TO ACTION**

*Expand the circle of involvement.*

- Confirmations
- Brainstorm Objectives
- Rate Objectives
- Measures of success
- Discuss Action Planning
- Assignments

### *Resources*

- Goal-focused teams
- Time and Space