



Crosby-Ironton School District • October 2025

Proposal for District Strategic Planning Project • (draft v1)

Purpose

The purpose of this proposal text is to describe a process designed to guide and assist the Crosby-Ironton School District through the planning and problem-solving necessary to build on current successes, refine vision, identify priorities & district goals.

Proposal Design & Plan

This proposal has been developed to provide a systematic method for the Crosby-Ironton School District through the refinement of the organizational focus, vision, and development of priorities with specific, detailed benchmarks for each new goal. The planning system proposed here has been used with:

- More than 500 educational and service organizations; including more than 300 schools and districts, interagency collaboratives, colleges and universities, educational service cooperatives, and other non-profit organizations
- Businesses including manufacturers, vendor/suppliers, medical practices, hospitals, clinics, banks & financial organizations
- City, county & regional governmental units
- Monks & hockey teams

The planning system proposed here has these specific advantages over traditional committee-based & focus group-based models:

- Early input into the project from calls made to individual Board members
- Dramatically higher participation rates for employees & community members
- More feedback from employees & community members for Board members to consider for use in the final planning session

Development & Delivery of Planning Project

I) Preplanning Activities

- A) e-mail survey links developed & delivered to all Board members, administrators, staff, parents & and community members (students?) within the school district.
Phone calls or Zoom session with Board members to understand their goals
- B) All survey results analyzed, summarized & shared with district
- C) Draft agendas & materials developed & presented to Superintendent & Board representative(s) for edits and/or approval prior to sessions

II) Planning Sessions

- Employee Sessions (90 minutes each @ two buildings)
 - A) Review project scope & events
 - B) Review survey summaries
 - C) Identify District successes, issues
 - D) ID vision for the future
 - E) Identify District Priorities
 - F) Evaluate the session
- Community Session (two-hour session)
 - A) Review project scope & events
 - B) Review survey summaries
 - C) Identify District successes, issues
 - D) ID vision for the future
 - E) Identify District Priorities
 - F) Evaluate the session
- Final Board & Admin Session (one, three-hour session)
 - A) Review & affirm results from prior meetings
 - B) Select final vision
 - C) Select final priorities
 - D) Identify benchmarks for new priorities
 - E) ID roles & responsibilities for next steps
 - F) Evaluate the session
- Total list of work to be completed within the planning sessions:
 - 1) Complete an Outcome Diagnosis (past successes & history)
 - 2) Refine/develop new vision
 - 3) Identify organizational priorities
 - 4) Develop benchmarks for new priorities
 - 5) ID roles & responsibilities for next steps
 - 6) Evaluate all planning sessions

III) Post-Session Work

- A) We prepare & e-mail all final products from the sessions
- B) We send follow-up videos at:
 - one week
 - one month
 - two months
 - three months
 - six months
 - one year
- C) Additional Zoom & phone follow-up as needed for one year

Outcomes/Products

It is anticipated that all work will be completed with a timeframe designed by the district, and that the work products will include e-mailed copies of:

- 1) Consensus re: past successes and history to date
- 2) A refined vision
- 3) A list of organizational priorities
- 4) Benchmarks for each priority
- 5) Identified roles & responsibilities
- 6) All session evaluations

About the Proposer

Dr. Bruce Miles is the owner & CEO of the Big River Group, LLC. He has been a paraprofessional, a regular education & special education teacher, and a school administrator. For five years, he was an Assistant Professor at St. Cloud State University & taught Graduate & Doctoral coursework in the areas of Educational Administration leadership, planning, finance & personnel.

He is a national-level facilitator, presenter and trainer in the areas of strategic planning, school improvement, organizational conflict, & difficult employees. Bruce has worked as a consultant for the past thirty-six years and works with more than 8,000 participants / 110 organizations each year in the areas of:

- Strategic "Chainsaw" planning
- Executive Searches
- Leadership training
- Workplace climate issues
- Personnel issues & decisions
- Resistant employees
- Organizational effectiveness
- Data-based decision-making
- Followership training
- Reducing organizational conflict
- Hiring & firing
- Increased accountability

Recent clients & organizations include:

- Schools & school districts
- Nonprofit agencies & service providers
- Interagency family service and mental health collaboratives
- Colleges and universities
- Educational Service Cooperatives & CESAs
- Regional & city governments
- Medical practices, hospitals and related organizations
- Businesses, legal practices & financial organizations
- Hockey teams
- Monks

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Planning Project Tasks

I) Preplanning Activities

- Tasks A, B, C

II) Planning Sessions

- 2 employee sessions, 1 community session, final board & admin session

III) Post-Session Work

- Tasks A, B, C

Planning Project Options

<u>Option 1</u>	Big River trains C-I team to complete entire project	\$3,125
<u>Option 2</u>	Big River trains C-I team to complete initial work & Big River completes final planning	\$5,410
<u>Option 3</u>	Big River completes entire planning project	\$10,220