

DATA-DRIVEN STRATEGIC PLANNING



Why Strategic Planning?

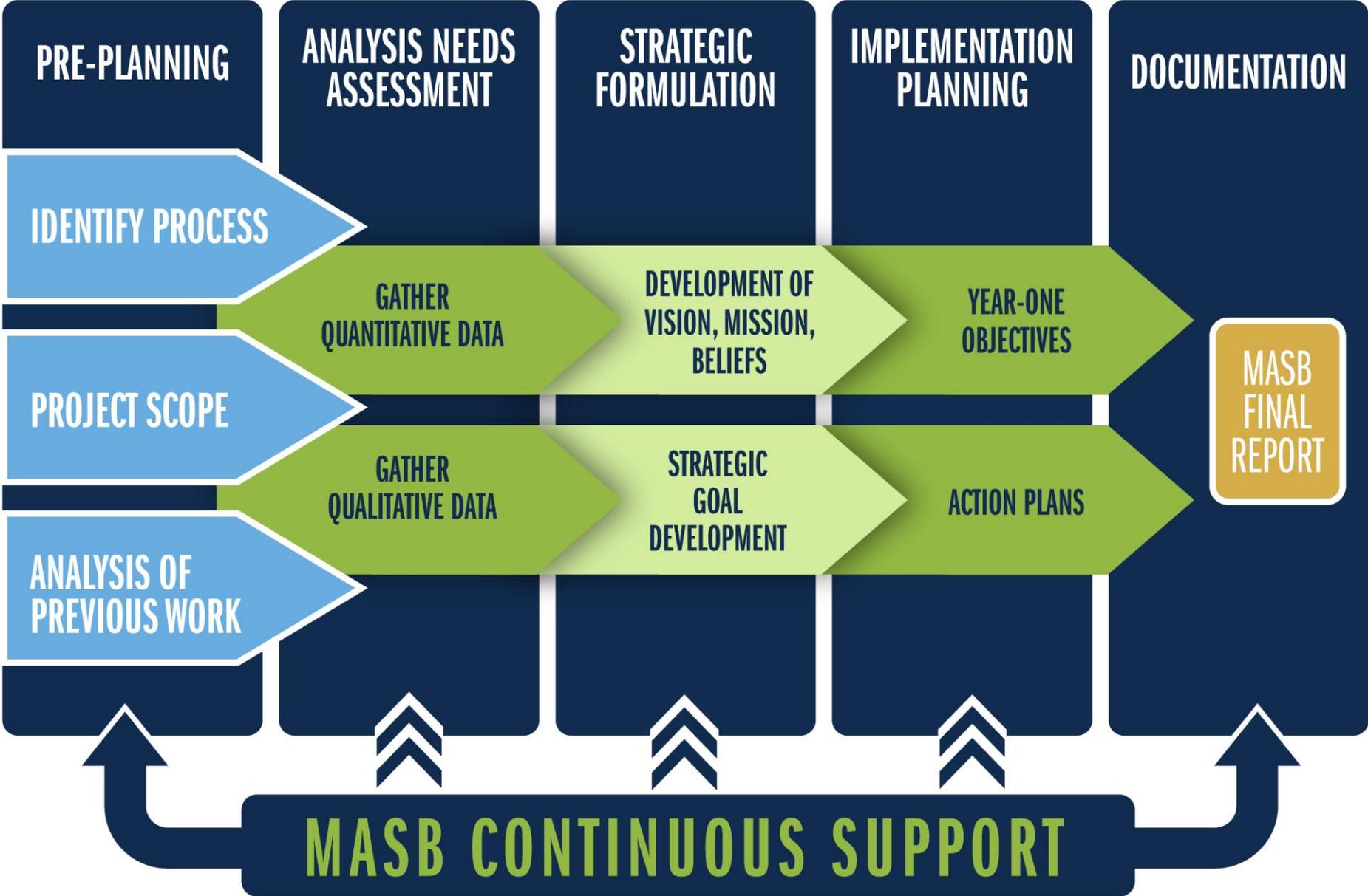
Strategic Planning is the process of determining what an organization wants to be at some point in the future and how it will get there.



Turning the Plan Into Action



DATA-DRIVEN STRATEGIC PLANNING



S

M

A

R

T



Specific



Measurable



Attainable



Relevant



Time Based

There's a S.M.A.R.T. way to write management's goals and objectives
George T. Doran, 1981

Stakeholder Input

- ☐ *Face-to-face Sessions*

- ☐ *Online survey:*

<https://www.surveymonkey.com/r/okemosp>



What do we celebrate?

What are we most proud of?



MICHIGAN ASSOCIATION OF SCHOOL BOARDS





What are the opportunities?

What needs our attention?



**What barriers
exist to
improvement?**



What is your vision for the district?

What do we want our district to be known for in 5, 10, 15 years?



MICHIGAN ASSOCIATION OF SCHOOL BOARDS

**If you could do
only one thing to
improve the
district, what
would it be?**





Kimberly May & Debbie Stair

MASB Adjunct & Assistant Director of Leadership Development

kimberlyrose0304@gmail.com/dstair@masb.org

313.304.6043/517.327.5904



MICHIGAN ASSOCIATION OF SCHOOL BOARDS