

STRATEGIC PLANNING SESSION #1 MINUTES

BOARD MEETINGS 2/22/21

The first special Strategic Planning Session was held on Monday, February 22, 2021 from 4-7 pm via video conferencing on Google Meets.

Meeting attendees included: Board Chair; Cinda Jensen, and Board Members: Kysa Corbett (Parent), Beverly Loeffler (Teacher), Heidi O'Brien (Teacher), Lance Swanson (Teacher) and Ronda Veit (Teacher). Also attending was Ex-Officio Board member and Executive Director, Cliff Skagen. Guests invited to participate in the meeting who also attended were Stacy Bender (Online Program Director) and Emily Stull-Richardson (Online Staff). Absent from the meeting was Maggie Heggerston (Community Member).

The meeting was called to order at 4:04 pm.

The meeting began with Executive Director, Cliff Skagen, sharing an overview of strategic planning and its importance. Cinda Jensen then shared research regarding organizational mission and vision statements and comparative data from other organizations. A recommendation was made to consider consolidating CCS's core messaging into two areas of focus – a Mission Statement and Strategic Plan. By eliminating and consolidating the messages from the Vision, Purpose and Principles there is a stronger opportunity to anchor around a memorable Mission Statement and use this for direction, decision-making and marketing. The Board members responded favorably to less and stronger messaging. Mission Statement options were considered and the Board will revisit this topic at the second Strategic Planning Session scheduled for 3/1/21.

Cliff Skagen then guided the discussion towards CCS's Strategic Plan. He began with an exercise to ideate about what we desire for our future and what supports progress and what can challenge progress. At this session, two Strategic Plan focus areas were discussed: Student Achievement and Behavior, and Community Engagement. Ideas were solicited from the group. Cliff will consolidate the group's feedback and come back with something for the group to react to at the second session.

All recommendations from this Strategic Plan Session would go to an Open Board Meeting for approval.

The meeting adjourned at approximately 7:05 pm.

The next Strategic Planning Session is scheduled for Monday, March 1 from 4-7 pm.

Minutes taken by Board Chair, Cinda Jensen