

Setting District Goals and Direction

It goes by many names, but whether you call it setting district goals and direction, strategic planning, or values and beliefs/mission/vision/goals work, school boards are responsible for clarifying the district's purpose.

School boards, sitting in trust for the entire community, are responsible for clarifying the district purpose by articulating district *ends*.

District staff is responsible for strategically planning to achieve those district *ends*.

Boards focus on *ends*, staff focus on *means*.

How does the district benefit from doing this work?

Setting district goals and direction

- Solidifies board and superintendent relations by clearly stating expectations.
- Establishes clear expectations for areas such as: student achievement, programs and curriculum, district finances, facilities and physical plant, personnel, community relations and involvement, and communication.
- Drives the organization to pursue excellence.
- Empowers and energizes the staff.
- Permits performance monitoring and evaluation.
- Ensures the board speaks for the community.
- Ensures alignment between community values and school district operations.

How can our board do this important work?

IASB field services directors are ready, willing and able to work with the board and superintendent governance team to assist you to articulate your district ends. This work may include facilitation of

- Review, revision and/or development of *shared values and beliefs* to support the district's work; mission statement (purpose); *vision* statement (direction); and district level *goals* for accomplishing the mission and vision.
- Planning and implementing a community conversation and engagement.
- Planning and implementing opportunities for staff input and engagement.

What are district ends?

Simply put, ends are the desired end result of any organization's efforts.

Setting district goals is about working on ends.

In a school district, ends are composed of four components:

1. Values and Beliefs – What do we care about regarding public education in our community?
2. Mission – What benefits are we trying to provide, to whom, and at what cost?
3. Vision – What does it look like when we provide those benefits?
4. Goals – What does the district need to achieve to get there?

Contact your field services director today to get started!

An IASB field services director brings expertise about the board's role in setting district goals and direction. And, as IASB member districts, you can access these professional services for a reasonable fee.

After determining the best format for your district, the fee is determined by the number of meetings that take place. Normal in-district workshop rates apply.

All necessary materials and follow-up reporting are included.

This work is usually done in an all day Saturday format or spread over several evening meetings. Depending on your board's available time and resources, your field services director can help you determine which format will work best for you.

IASB staff will capture the work in report format that can set the stage for further strategic planning by district staff.

Half-day Workshop (up to four hours) \$600
Full-day Workshop (four hours or longer). \$1,000



Field Services