

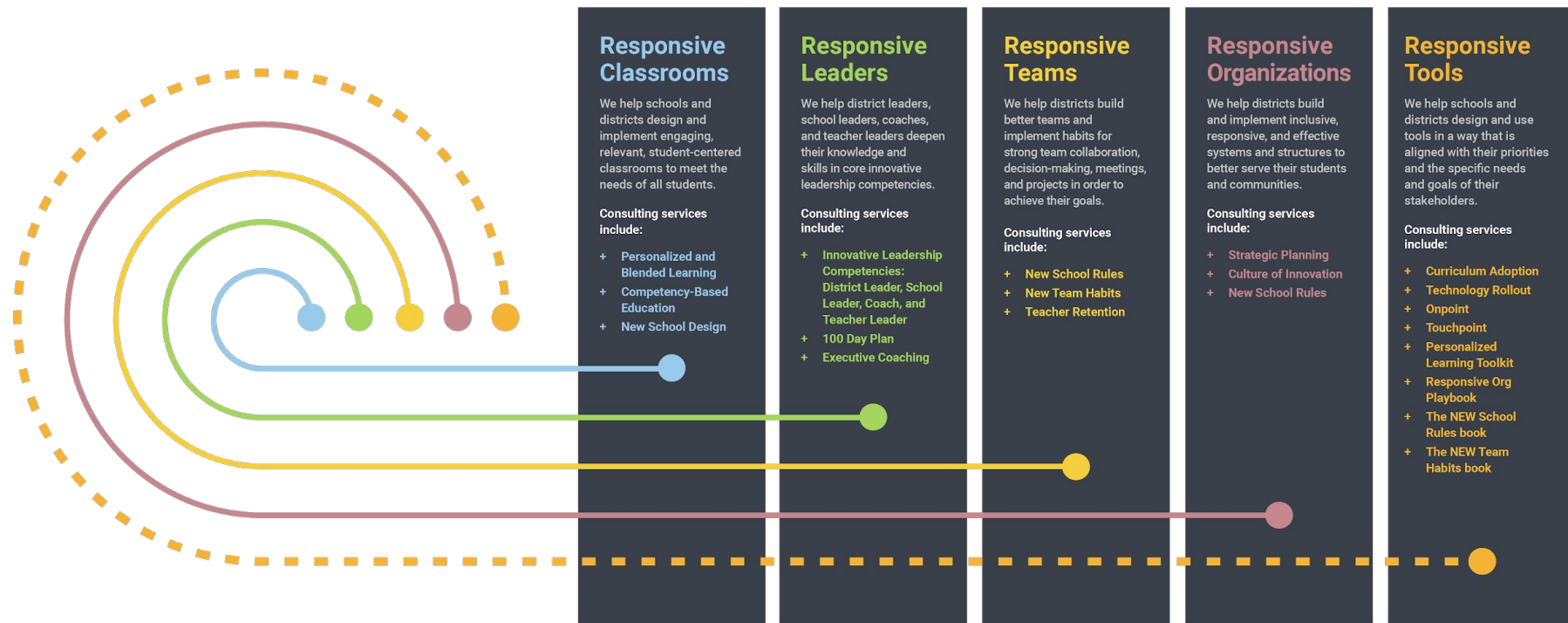
Strategic Planning with Education Elements


Resources for Stephenville ISD



Ways Education Elements Works with Districts and Schools

Education Elements supports responsive, student-centered classrooms by developing responsive leaders, teams, and organizations and providing the tools to support change at all levels.





*Strategic Planning Process
Stakeholders Involved
Governance + Decision Making*

HOW we engage in **strategic planning**
matters just as much as
WHAT is included in the strategic plan.

*Vision + Mission
Core Values
Focus Areas + Initiatives*

The strategic planning **process** is as critical as the actual **plan**

Plan & Align



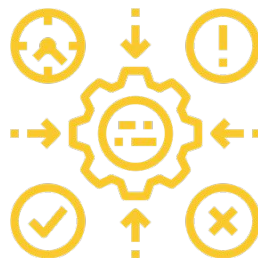
First we understand existing strategic planning beliefs and processes to align on goals, roles, and structure...

Foundations



then we engage with your stakeholders to assess strengths and capabilities while identifying opportunities for growth...

Design & Launch



so we can define a vision and set of initiatives that prioritize what matters most to your community, creating a plan to communicate...

Support, Reflect, & Iterate



and monitor progress, so that you know when you are achieving your goals and when you need to pivot.

Strategic Planning Methodology



PHASE

Plan & Align

Key Objectives

- We know how, when, and to what extent we will engage stakeholders in the planning process

Key Outputs

- Planning process (e.g. calendar)
- Stakeholder engagement matrix
- Planning teams list

Foundations

- We collect data to highlight our strengths and opportunities
- We create a draft vision that guides our work

- Summarize findings + data review
- Draft vision statement + areas of focus

Design

- We use a designer's mindset to think critically about when to flare and when to focus
- We prioritize areas that support our vision and design solutions for those areas

- Planning canvas with priority areas
- Strategic plan outline

Launch & Monitor

- We codify not only the plan but also how we will "pivot" when needed
- We inform groups not already involved

- Implementation plan + timeline
- Final strategic plan + board presentation
- Plan for progress monitoring



DETERMINING EASE AND IMPACT

IMPACT

It is common to identify all initiatives as important and high impact, but we encourage you to consider the following criteria to make your decisions more tangible.



Strategic Alignment:

How will this initiative support a variety of strategic priorities?



Student Impact:

How might this initiative directly drive outcomes with our students?



Return On Investment:

How will this initiative provide benefits beyond those directly impacted?



Flexibility:

Are we able to adjust our course with new information?

EASE

We often hold ourselves back from considering a new idea because we aren't sure how it will work. Instead of planning for failure consider the potential ease of implementation based on the following criteria.



Feasibility:

How do our existing structures support this initiative?



Risk:

How certain are we in our ability to implement this initiative?



Resource Availability + Support:

Does our staff have the capabilities necessary to accomplish this initiative?



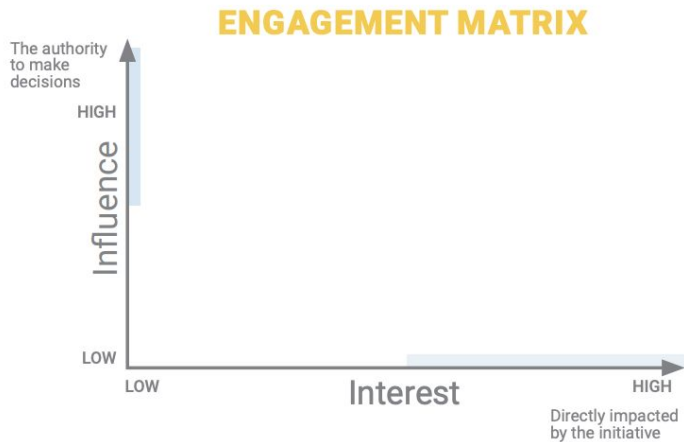
Cost:

How will this initiative impact our bottom line and can we absorb the budget projections?

Sample: Stakeholder Engagement Guide



To help prioritize and determine the most appropriate approach for engaging with stakeholders, try using an engagement matrix. On the x-axis is INTEREST, which is defined by the level of engagement required by the stakeholders and on the y-axis is INFLUENCE, which is the level of influence that the stakeholder has. On the matrix, plot the stakeholder groups to help you determine the communication and supports each of them will need.



Find out more about your stakeholders through empathy building activities to better inform and/or validate your matrix.

Sample: Strategic Plan for South Brunswick



OUR VISION

All students come into our district with personal stories, unique talents, and vast potential. They are supported by a community that values their voice, prioritizes their well-being and prepares them to graduate inspired and ready to succeed.

OUR VALUES



INNOVATION
We solve persistent problems together through creativity, elevating voices within our community, and utilizing transformative technology to open doors and imagine solutions for all.



PARTNERSHIPS
We cultivate a vibrant community that brings together resources to support the varied needs of our students.



EQUITY
We stand unequivocally to eliminate academic achievement gaps, allocate resources appropriately, and honor unique diverse contributions that will ensure equitable access to every student in every classroom, every day.

OUR MISSION

Ignite your passion.
Nurture your potential.
Embrace your future.

WHAT WE BELIEVE

South Brunswick School District is a community of diverse, driven, and innovative individuals. The district's strategic plan aims to provide transformational learning experiences for all by tapping into the collective strengths of our students, staff, families and other members that make up this community.

HOW WE WILL GET THERE

The district identified five focus areas to achieve this vision and mission while embodying the core values. To determine these focus areas, the district collected input from a wide-range school community voices, conducted a rigorous review of student achievement data, and engaged in honest conversations about the historical challenges and disparities. Conversations with hundreds of students, teachers, parents, administrators, and other South Brunswick residents informed the following focus areas and strategic objectives.

FOCUS AREAS



WELLNESS

We will prioritize **social, emotional and physical well-being** to ensure every student and staff member is self-aware and resilient.
We will ensure our schools are **safe and secure** to allow students to focus on their learning and prioritize their personal growth.
We will honor our staff by **recognizing their contributions** and investing in opportunities for them to grow professionally, emotionally, and creatively.



ACADEMIC PROGRAMS

We will tap into student interests and passions through **academic and career pathways**.
We will foster a culture of learning that provides **voice, choice and agency** for students throughout their school day and beyond.
We will respect and affirm student identities and backgrounds through **curriculum, content, and experiential learning**.
We will expand **access to technology** and tools for all staff and students in order to create and leverage new approaches to teaching and learning.



COMMUNITY

We will **establish strong and positive ongoing relationships** with all families so that we are able to support students' individual goals.
We will **equip our families** to navigate our school system as students' needs evolve over the course of their educational journey.



STUDENT SUPPORTS

We will **personalize support** for any student in need with a specific attention on historically underserved populations that build on students' strengths, and targets their areas of need to ensure their success.
We will empower all students to determine their personal vision for **achievement and success**.
We will **expand access to digital tools** to promote instructional flexibility and connection beyond the school day.



GROWTH

We will **expand and diversify our team** to build a highly-skilled workforce that more closely represents the population we serve.
We will build new and repurpose current **physical spaces** to ensure flexible learning facilities for all students.
We will plan for the necessary **technological infrastructure** in order to support growth in all buildings in the district.

OUR JOURNEY

Our strategic planning journey has been informative, empowering, and inspiring! Our school district is a centerpiece of the South Brunswick community and we prioritized community member involvement from the start. Strategic planning occurred from January to June 2019 and involved following teams:

- Core Team:** 17 members representing a variety of stakeholder groups from the schools, district office and community. The core team was responsible for steering the strategic planning process and convened one - two times monthly.
- Advisory Team:** A larger group of stakeholders that provided input and feedback to the core team regarding solutions, initiatives, priorities and direction that convened monthly with core team representatives.
- Planning Teams:** Groups of stakeholders interested in certain topic areas to support strategic planning process that convened as needed.



PLAN + ALIGN

We used surveys, community forums and other engagement tactics to assess our communities' most pressing issues and highlight our brightest achievements. The response and interest level amazed and inspired our team.

3 SURVEYS **More than 3,500** total responses
3 COMMUNITY FORUMS **~400** attendees



FOUNDATIONS

Trends from survey data, forums and interviews provided the team with a deeper understanding of the long-standing "South Brunswick Way", and clearly around the community's aspirations for how our district can evolve the academic and social-emotional experience for our students.

As we began to craft our vision, mission, and core values, we continued to engage our community through "Planning Nights" focused on deepening our understanding and collecting input on the following four focus areas:

- Student and Staff Wellness
- Excellence and Access in Academic Programs
- Assisting Struggling Learners
- District Growth

4 PLANNING NIGHTS
200-250 PLANNING NIGHT ATTENDEES



DESIGN

Feedback from planning nights informed the development of four focus areas: **Wellness, Academic Programs, Community, Student Supports and Growth**. Once determined, we used community feedback to prototype district structures and systems to achieve or improve.

30 PROTOTYPES



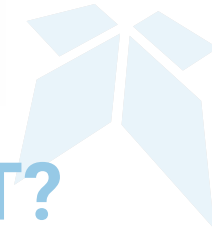
LAUNCH

The team prioritized initiatives and established a governance structure to allow for strategic planning to continue to evolve based on student, parent and community input.

1 STRATEGIC PLAN

South Brunswick Strategic Plan

Our Approach To Strategic Planning



WHY?

Vision

Beliefs

Inspiration to drive change based on beliefs, values, and a view toward long term success

Transparency while designing the plan to encourage broad ownership

Engagement with diverse stakeholder groups throughout the process

HOW?

Goals

Roadmap

Strategies

Support Systems

Traceability from vision and beliefs to goals, actions, and outcomes

Responsive roadmap, support systems, and actions that align to goals and based on current context

Measurable outcomes with metrics that are easily monitored for progress

WHAT?

Actions

Measures

STRATEGIC PLAN KICKOFF + TOOLKIT

Do you have a team dedicated to lead your own strategic planning process?

This support package provides a **one-day training + access to tools** to reflect on current strategic plan, and kick off process to design and launch your own strategic plan.

\$15,000

STRATEGIC PLAN KICKOFF + DEEP DIVE

Do you have a specific area of need where you would like external support?

This support package provides a **two-day training + access to tools** to kick off and effectively design and launch your own strategic plan, and includes a **deeper dive into a specific area of need**, e.g. stakeholder engagement, creating key pillars, or progress monitoring.

\$25,000

STRATEGIC PLAN CUSTOM DESIGN

Do you want a partner to support your core team to create a customized strategic plan?

This support package provides **comprehensive support** to design and launch a community-driven strategic plan.

See following slide for example of detailed methodology.

\$50,000-90,000

STRATEGIC PLAN CUSTOM ADD ONS

Community Town Hall
Facilitation

\$7,500 each

Graphic Design Visual
Strategic Plan

\$20,000

Strategic Plan Detailed Methodology

Plan + Align	Foundations	Design	Launch
Kickoff	Vision + Data Review	Goals + Initiatives	Roadmap + Metrics
<p>ACTIVITIES</p> <p>Understand previous plans, processes and beliefs on strategic planning</p> <p>Build knowledge of leading strategic planning practices with clear education examples</p> <p>Develop a governance structure for creating and eventually monitoring strategic plan (including existing committees)</p> <p>Build processes for leaders to engage stakeholders</p> <p>Design a process to communicate strategic plan development with community</p>	<p>ACTIVITIES</p> <p>Engage stakeholders including focus groups, interviews, surveys, shadowing (LP)</p> <p>Analyze data + identify opportunities to target for further analysis</p> <p>Initiate visioning for the future of LP students and schools; highlight focus areas for community input</p> <p><i>Update community on progress</i></p>	<p>ACTIVITIES</p> <p>Engage community through design challenge</p> <p>Prioritize ideas + recommendations, developing a concrete list of goals + initiatives</p> <p>Conduct a gap analysis to understand activities, resources, dependencies, and budget to achieve future state</p> <p><i>Update community on progress</i></p>	<p>ACTIVITIES</p> <p>Develop an actionable timeline and implementation plan (internal for staff)</p> <p>Design external messaging for board of education and community</p> <p>Identify metrics for monitoring and growth</p>
<p>DELIVERABLES</p> <p>Project Planning Tools</p> <p>Strategic Plan Examples</p> <p>Comprehensive Stakeholder Engagement Plan + Materials (<i>leveraging Panorama</i>)</p>	<p>DELIVERABLES</p> <p>Findings Summary + Data Review (<i>leveraging Panorama</i>)</p> <p>DRAFT Vision Statement + Focus Areas</p>	<p>DELIVERABLES</p> <p>Vision + Goals</p> <p>Initiative Overviews</p> <p>Strategic Plan Outline</p>	<p>DELIVERABLES</p> <p>Implementation Plan + Timeline</p> <p>Final Strategic Plan + Board of Education Presentation</p> <p>Plan for Progress Monitoring (<i>leveraging Panorama</i>)</p>