New Jersey School Boards Association

Strategic Planning Process 2019

Facilitated by NJSBA Field Service Department
Kathy Winecoff, Field Service Representative
Agenda

• Welcome and Introductions
• What is Strategic Planning
• Advantages of Strategic Planning
• How to be a part of the process
• Wrap-up and Questions
Strategic Planning

Creating an organization-wide mission…

*a vision*

…that directs, motivates and inspires all members of the educational community to work together for the common good.
Answers 3 Big Questions

Where are we now?

Where do we want to be?

How will we get there?
What are the advantages of Strategic Planning?
Advantages:

- Strategic Planning
  - Proactive, creative, and innovative.
  - Directed by organization-wide vision and mission
  - Optimizes use of limited resources
  - Ongoing planning cycle
  - Increases communication
  - Community participation forum
Why Plan?

• Is your school enrollment changing?
• Is the make up of your school population changing?
• Are there more people in your community who don’t have children in school?
• Are there changes in family structure in your community?
Why Plan?

• Is the economic structure of your community changing?
• Are the educational levels of community changing?
• Is there competition for your public schools?
• Is limited funding impacting your programs and services?
If you answered yes…

then

Strategic Planning
is for you!
Dream big, set goals, take action.
Components of Strategic Planning

- Commitment of the Board of Education
- Information
- Strengths & Challenges
- Vision
- Goal Areas
- Strategies
- Action Plans

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A Successful Strategic Plan...

accountability
Accountability

- Annual State of the Strategic Plan Report
- Link agenda items to the Strategic Plan
- Updates at Board of Education meetings (at least quarterly)
Strategic Planning

How can you participate?
Strategic Planning

- State of the School Report
- State of the Community Report
STATE OF THE SCHOOL COMMITTEE (Internal)

This committee will gather information on Strengths, Areas of Concern, Helping and Hindering factors in the schools. The committee will present its findings at the Planning Council Conference.

The following are suggested areas to be considered:

- Educational Program
- Human Resources
- Facilities
- Technology
- Finance
- School / Community Relations
The committee will gather information on Strengths, Areas of Concern, Helping and Hindering factors in the schools. The committee will present its findings at the Planning Council Conference.

The following are suggested areas to be considered:
- Demographics
- Community Factors
- Funding
- Political Environment
Strategic Planning

Planning Weekend

- Friday, February 28, 2020
  5:30 p.m. – 9:30 p.m.
- Saturday, February 29, 2020
  8:30 a.m. – 3:00 p.m.
The planning conference involves members representing a cross-section of the school and community. The participants will meet for a weekend conference at the beginning of the process and then on an evening towards the end of the process.

The Planning Council Conference attendees will develop the Vision, Mission, Beliefs, Goals and Strategies.
Strategic Planning

How will we get there?

GOAL

PLAN

ACTION

SUCCESS
Strategic Planning Committees

ACTION PLAN COMMITTEES

After the Planning Council Conference has developed the Goals and Strategies, an Action Plan Committee will be developed to address each goal. Each committee will develop its own meeting schedule and will work for two to three months to develop Action Plans for activities needed to achieve those Goals and Strategies.
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>Sept. 24, 2019</td>
<td>Community Kickoff</td>
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<tr>
<td>December 9, 2019</td>
<td>Train Information Committees</td>
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<tr>
<td>Feb. 28 &amp; 29, 2020</td>
<td>Planning Conference</td>
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<tr>
<td>April 3 &amp; 4, 2020</td>
<td>Planning Conference (snow dates)</td>
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<tr>
<td>March 18, 2020</td>
<td>Train Action Teams</td>
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<tr>
<td>March – May 2020</td>
<td>Action Plans Completed</td>
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<td>June 4, 2020</td>
<td>Action Plan Review</td>
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<tr>
<td>June 23, 2020</td>
<td>Strategic Plan delivered to the Board of Education</td>
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Thank you