



New Jersey School Boards Association

# STRATEGIC PLANNING

*Community Orientation*



## **Morris Plains Board of Education**

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**Strategic planning creates an organization-wide mission -- a vision -- that directs, motivates and inspires all members of the educational community to work together for the common good.**




# EQUATION FOR SUCCESS

Start with a child  \_\_\_\_\_ (Use the amount of change in your pocket)

Acknowledge their individuality  X 2 (Multiply by two)

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Consider their age entering school  + 5 (Add 5)

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Allow for their physical and emotional growth  X 50 (Multiply by fifty)

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Anticipate their curious questions  + 1526 (Add 1526)

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Recognize their growth as responsible citizens  + 236 (Add the age of USA)

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Realize they are the adults of tomorrow  - 19\_\_ (Subtract the year your of birth)

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**SUCCESS**



# THE ADVANTAGES OF STRATEGIC PLANNING

## STRATEGIC PLANNING:

- is proactive.
- is creative and innovative.
- is a planning process that is flexible.
- provides a forum of participation for a complete cross section of the community.
- goals are to create an ongoing cycle of planning, assessment and decision-making.
- optimizes use of limited resources.
- helps organizations to have a clear focus on decision making.
- increases communication.
- highlights the crucial importance of good information for decision making.
- creates an organization-wide vision and mission that direct, motivate and inspire working together for the common good.



# WHY PLAN?

## FACTORS OF CHANGE

*Can you answer yes to 1 or more of these questions?*

### I. Demographics

- 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?

### II. Society

- Is family structure changing in your community?
- Is the economic make-up of your community changing?
- Is the educational level of your residents changing?
- Is there competition for your public schools?

*Then Strategic Planning is for YOU!!!*



# COMPONENTS OF STRATEGIC PLANNING



# STRATEGIC PLANNING COMMITTEES

## ➤ **STATE OF THE SCHOOL COMMITTEE (Internal)**

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:

Educational Program	Technology
Human Resources	Finance
Facilities	School / Community Relations

## ➤ **STATE OF THE COMMUNITY COMMITTEE(External)**

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

## ➤ **PLANNING COUNCIL CONFERENCE**

The conference involves approximately 25 to 45 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.

## ➤ **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.



# STRATEGIC PLANNING CALENDAR

January 4, 2012

## **ORIENTATION WORKSHOP for STAFF**

Explanation of process and calendar  
Committee Structure

January 4, 2012

## **ORIENTATION WORKSHOP for COMMUNITY**

Explanation of process and calendar  
Committee Structure

January 12, 2012

## **INFORMATION COMMITTEES**

Training of committee chairs  
State of the School Report / State of the Community Report

April 13, 14, 2012

## **PLANNING COUNCIL CONFERENCE**

Report of the State of the School/Community Committees  
Development of Vision, Beliefs, Mission, Goal Areas,  
Strategies

April 26, 2012

## **ACTION PLAN COMMITTEE MEETINGS**

Plan development  
*Note: Committees will meet independently of each other*

September, 2012

## **PLANNING COUNCIL MEETING**

Action Plans (Drafts)  
Cost Benefit Analysis

September, 2012

## **ACTION PLAN COMMITTEE MEETINGS**

**Action Plans Finalized**

October, 2012

## **STRATEGIC PLAN PRESENTED TO BOARD**

Plans prioritized

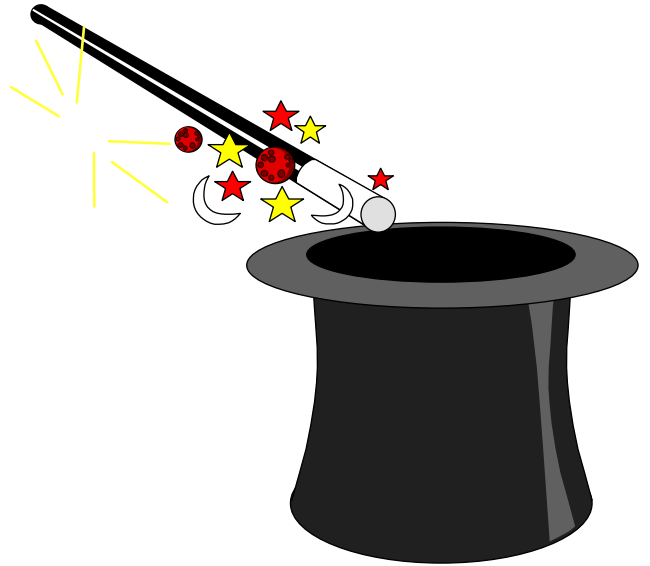
# ***CELEBRATION!***





# Charting Our Course

If we could be granted 3 wishes for the future of our schools, what would they be?



1.

2.

3.



# CONSENSUS

**IS**

EVERYONE SHARING  
EVERYONE PARTICIPATING  
EVERYONE PARAPHRASING  
EVERYONE ACCEPTING

**IS  
NOT**

UNANIMOUS  
1ST CHOICE  
TOTAL AGREEMENT  
COMPROMISE  
CONFLICT FREE

**EASY !**



# Charting Our Course

**What are the 3 greatest strengths (helping factors) we can call on to accomplish our goals?**

1.

2.

3.



# Charting Our Course

**What are the 3 challenges we must overcome to continuously improve?**

**1.**

**2.**

**3.**



# STRATEGIC PLANNING VOLUNTEER

Name (please print) \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Phone: Home \_\_\_\_\_ Cell \_\_\_\_\_

E-mail: \_\_\_\_\_

I am interested in serving on: (Please list you 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> choice)

- State of the Schools Committee
- State of the Community Committee
- Strategic Planning Conference
- Action Plan Committee
- Committee on which you need the most help

Because we are eager to include the full spectrum of community representation in the planning process, please check **ALL** the categories below that best describe you:

- parent of a child/children in the district
- parent of a pre-school child
- member/leader of a parent organization
- student
- "empty-nester"
- senior citizen
- teacher in the district
- school administrator in the district
- local business person
- member of the local governing body
- member of local governing board (planning, zoning, health, library, etc. Please specify \_\_\_\_\_)
- member of community service organization (Rotary, Lions, Ambulance Corps, Women's Club, etc. Please specify \_\_\_\_\_)
- citizen-at-large
- other (Please specify \_\_\_\_\_)



