



Northwood School District Strategic Planning



What is Strategic Planning?

Strategic planning is an organizational management activity that is used to set priorities, focus energy and resources, strengthen operations, ensure that all stakeholders are working toward common goals, establish agreement around intended outcomes, and assess and adjust the organization's direction in response to a changing environment. It is a systematic approach that produces fundamental decisions and actions that shape and guide what an organization is, who it serves, what it does, and why it does it, with a focus on the future. Effective strategic planning articulates not only where an organization is going and the actions needed to make progress, but also how it will know if it is successful by collecting and utilizing data.



The Cycle



What is a Strategic Plan?

A strategic plan is a document used to communicate with stakeholders about the organization's goals, the actions needed to achieve those goals and all of the other critical elements developed during the planning exercise.

“A goal without a plan is just a wish.”

~ *Antoine de Saint-Exupéry*



History of Strategic Planning in Education

- ▶ Strategic planning in education started in the 1970's, when Ira Gordon's first introduced his Community Impact and Parent Involvement Model, the education sector has amassed a rich history of community engagement.
- ▶ School districts in the US began adopting the practice of strategic planning in the 1980's.
- ▶ Currently school districts have proactively shifted their strategic planning process to genuinely include and involve parents and other constituents. Collaborative leaders in education know that without community support and the insight that comes with community engagement their strategic plans are likely to fail.



7 Reasons Why Schools Need Strategic Planning

1. A Strategic Plan articulates a shared vision, mission and values
2. A strategic plan effectively organizes schools and their staff
3. A strategic plan defines how success is measured
4. A strategic plan aids a school's board with governance decisions and provides direction for the future
5. A strategic plan increases communication and engagement
6. A strategic plan keeps everyone in a school—from teachers to administrators—connected
7. The best reason of all for strategic planning comes back to every great school's number one priority: Students



A Strategic Plan Articulates a Shared Vision, Mission and Values

This enables all stakeholders to work towards a common vision. A leading cause of employee discontent (for businesses, non-profits, and even schools) is that employees don't understand how the work they're doing helps their organization. With a well communicated and executed strategic plan, everyone is informed of their school's goals and how their actions are contributing to the achievement of these goals.



“Have a core principle, everything else is just tactics.”~ *Nelson Mandela*



A Strategic Plan Effectively Organizes Schools and Their Staff

The plan encourages commitment by showing staff members that their work is *essential*, part of a larger strategy to help their school succeed.



A Strategic Plan Defines How Success is Measured

In order to achieve success, it's important to know what success means. A school with a strategy can monitor its progress toward key outcomes and evaluate where and how it may have gotten off track.

“However beautiful the strategy, you should occasionally look at the results.”

~Sir Winston Churchill



A Strategic Plan Aids a School's Board with Governance Decisions and Provides Direction for the Future

With a plan in place, the board has a roadmap which it can track, evaluate and modify to facilitate better governance decisions and provide direction for the future of the school.

“All progress is precarious, and the solution of one problem brings us face to face with another problem.”

~Martin Luther King, Jr



A Strategic Plan Increases Communication and Engagement

In large organizations, like schools, communication is critical so that everyone understands his or her responsibilities and all members are effective in coordinating their efforts. As an additional benefit, the plan helps with to reach community members, as well. Community members are more likely to support a school that has a clear vision and a strategy to make it happen.



“Leadership is a compelling vision, a comprehensive plan, relentless implementation, and talented people working together.”

~Alan Mulally



A Strategic Plan Keeps Everyone in a School—from Teachers to Administrators—Connected

A well-implemented and communicated plan holds all staff *accountable* for their actions and encourages collaboration.



The Best Reason of All for Strategic Planning Comes Back to Every Great School's Number One Priority: Students

Most important of all, strategic planning provides a framework so that the most important priority of the school, students' educational achievement, is brought to the forefront.



Looking Towards the Future

What would you
like the school
district to focus on
for the next three
to five years?



Resources

- ▶ <https://www.thoughtexchange.com/strategic-planning-in-education-3-keys-to-success/>
- ▶ <http://www.ascd.org/publications/educational-leadership/dec07/vol65/num04/Making-Strategic-Planning-Work.aspx>
- ▶ <http://www.ascd.org/publications/educational-leadership/dec07/vol65/num04/Making-Strategic-Planning-Work.aspx>
- ▶ <http://www.partnersforpubliceducation.org/PartnersForPE.aspx?id=9665>
- ▶ <https://resourced.prometheanworld.com/school-strategy/>
- ▶ https://ecragroup.com/wp-content/uploads/dlm_uploads/2016/07/Strategic-Planning-White-Paper.pdf
- ▶ https://ecragroup.com/wp-content/uploads/dlm_uploads/2016/07/Strategic-Planning-White-Paper.pdf

