

STRATEGIC PLAN

Components of the District's Plan

The elements of the district's *strategic*-plan are:

- A. **Vision Statement:** A vision statements ~~shall~~**will** be developed that addresses various subjects such as curriculum, facilities, technology acquisition, student needs, ~~and~~ alternative resources, and other relevant issues. The ~~aggregate of the~~ vision statements ~~shall~~**will** describe the preferred future that would be achieved by the district if resources were infinite. Based on ~~these visions~~**this vision**, the district ~~shall~~**will** proceed to establish the other components of the strategic plan.
- B. **Beliefs:** The district ~~shall~~**will** identify the values that are the foundation of the district. The beliefs ~~shall~~**will** be broad based and reflect the district's fundamental convictions about education. The belief statements ~~shall~~**will** form the heart of the education value system.
- C. **Mission:** From the belief statements, a concise mission statement ~~shall~~**will** be drawn that describes the basic purpose and direction of the district. The mission statement is consistent with the district's vision and ~~shall~~**will** focus on a common purpose.

~~**D.Environmental Scanning**—Internal and external environmental scanning is a continual process that identifies relevant internal and external information as factors that affect the district, and its strategic plan. The scanning process shall develop a common perception of the school district through honest and open dialogue among and between the Board, Staff, community leaders, parents and students.~~

~~**Internal Environmental Scanning and Analysis:** In this phase of the scanning process the district shall identify and analyze the following: strengths and weaknesses of programs, facilities and resources (e.g. people, knowledge, equipment and funds); and trends, such as educational research or management and governance issues and practices.~~

~~In this phase of the scanning process the district shall:~~

~~**External Environmental Scanning and Analysis:** In this phase of the scanning process the district shall analyze the external environment including businesses and other public and private organizations, such as colleges and social agencies. Specifically, the phase shall identify: strengths and weaknesses in neighborhood composition, business support and growth, job mix, employment rates and tax base; and trends in technology, demographics, politics and the economy.~~

- D. ~~**E.**~~ **Goals, Target-Objectives and Strategies:** These elements of the *strategic*-plan establish the means of governing and administering the district in compliance with the district's goals ~~shall be~~. **They are** definitive statements of intention or direction, based on the district's vision, and ~~shall~~ contain specific outcome(s). The goals ~~shall~~**will** take into account ~~the~~**all relevant** data ~~from the environmental scanning~~**(for example: student assessment results, student demographics, disciplinary reports, enrollment trends, facility conditions, finance priorities and constraints, community support, etc.)**. Goals ~~shall~~**will** be targeted for completion within five years.

For each goal a series of specific ~~target~~-objectives ~~shall~~**will** be established that provide measured steps (short, medium and long-range activities or events) toward the completion of the goal. The main purpose of ~~target~~**the**-objectives ~~are~~ **is** to design around

obstacles and build in opportunities in advancing a goal by employing, redirecting, or creating resources. The *target* objectives ~~shall~~ **will** address the issues of how to accomplish the goals, ~~shall~~ set deadlines and ~~shall~~ identify responsible personnel and resources. ~~Target objects~~ **Objectives** are specific, measurable, time-related and achievable.

Strategies are the means by which goals and *target* objectives ~~shall~~ **will** be attained. A strategy can apply to more than one goal, for example the marketing and public relations strategy may apply to a number of goals.

- E. ~~F. Strategic Actions~~ **Action Plan:** ~~Shall~~ **May** be developed by action planning task forces made up of staff and community volunteers and ~~are~~ **is designed** to assure that ~~the~~ goals and *target* objectives are attained. The *strategie* action plans ~~shall~~ establish the detailed sequence of events and identify the resources to be employed in implementing the *strategie* plan.

Strategie Action plans ~~shall~~ **will** identify specific activities needed to achieve the specified result, the personnel who will be involved and responsible, the resources needed and the ~~time line~~ **timeline**.

Specific Action steps to marshal resources ~~shall~~ **will** include: identifying financial requirements, labor and volunteers, facilities ~~and~~ **and** equipment, and source material. Partnerships ~~can~~ **will** be considered to obtain needed resources.

Cross References: Board Policy 0300 Planning Process
0560 District Action Plan
4000 Public Information Program

Management Resources:
Policy News, February 2012 **Planning Model Policies (Series**
0000) Updated