



# **STRATEGIC PLANNING**

June 2, 2022

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Director of Board Services

Community

50,000 feet Strategic Board

Superintendent

10,000 feet

Tactical

Administrators

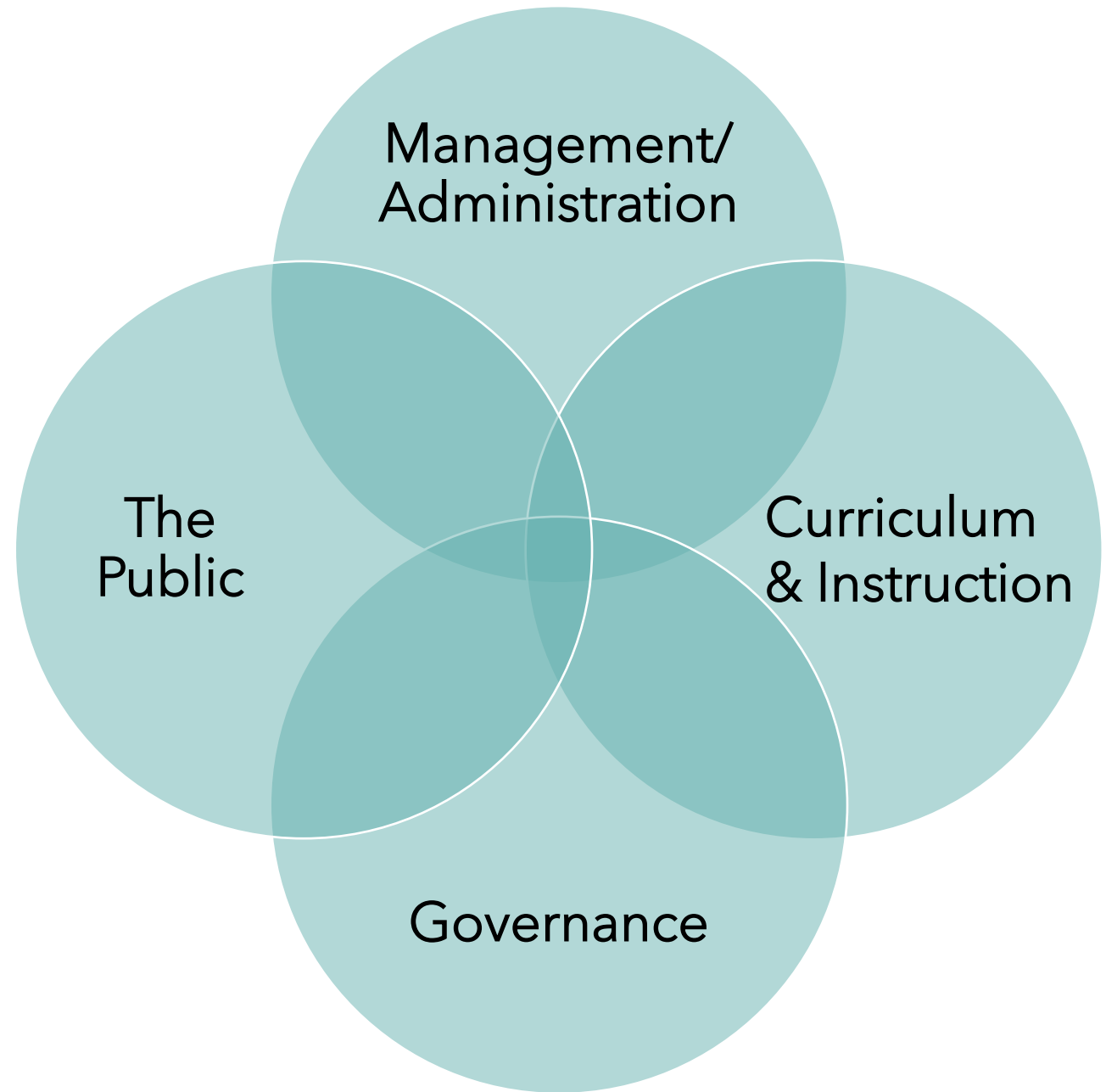
Ground

Operational

Teachers  
& Staff

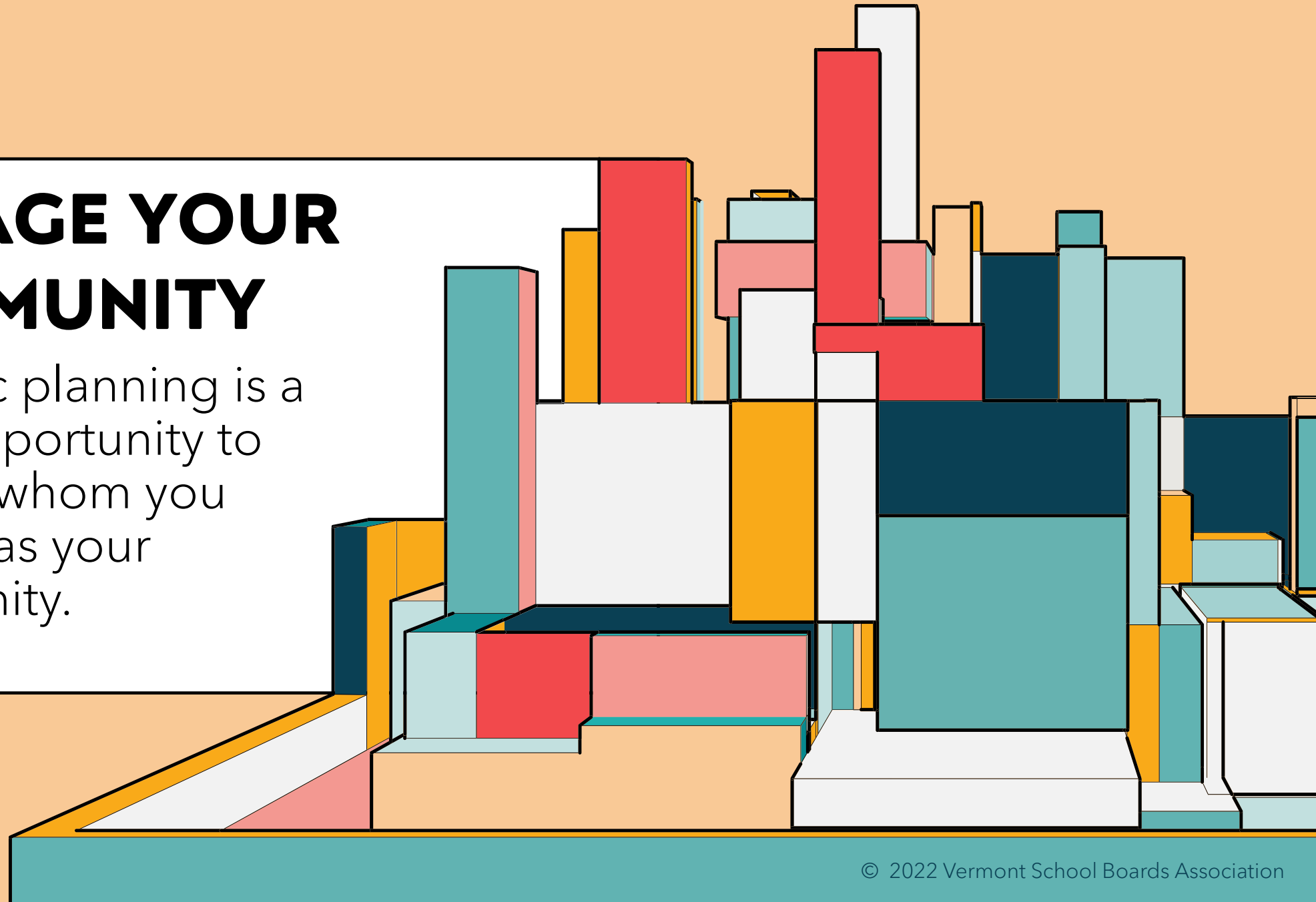
# THE POWER OF COHERENCE

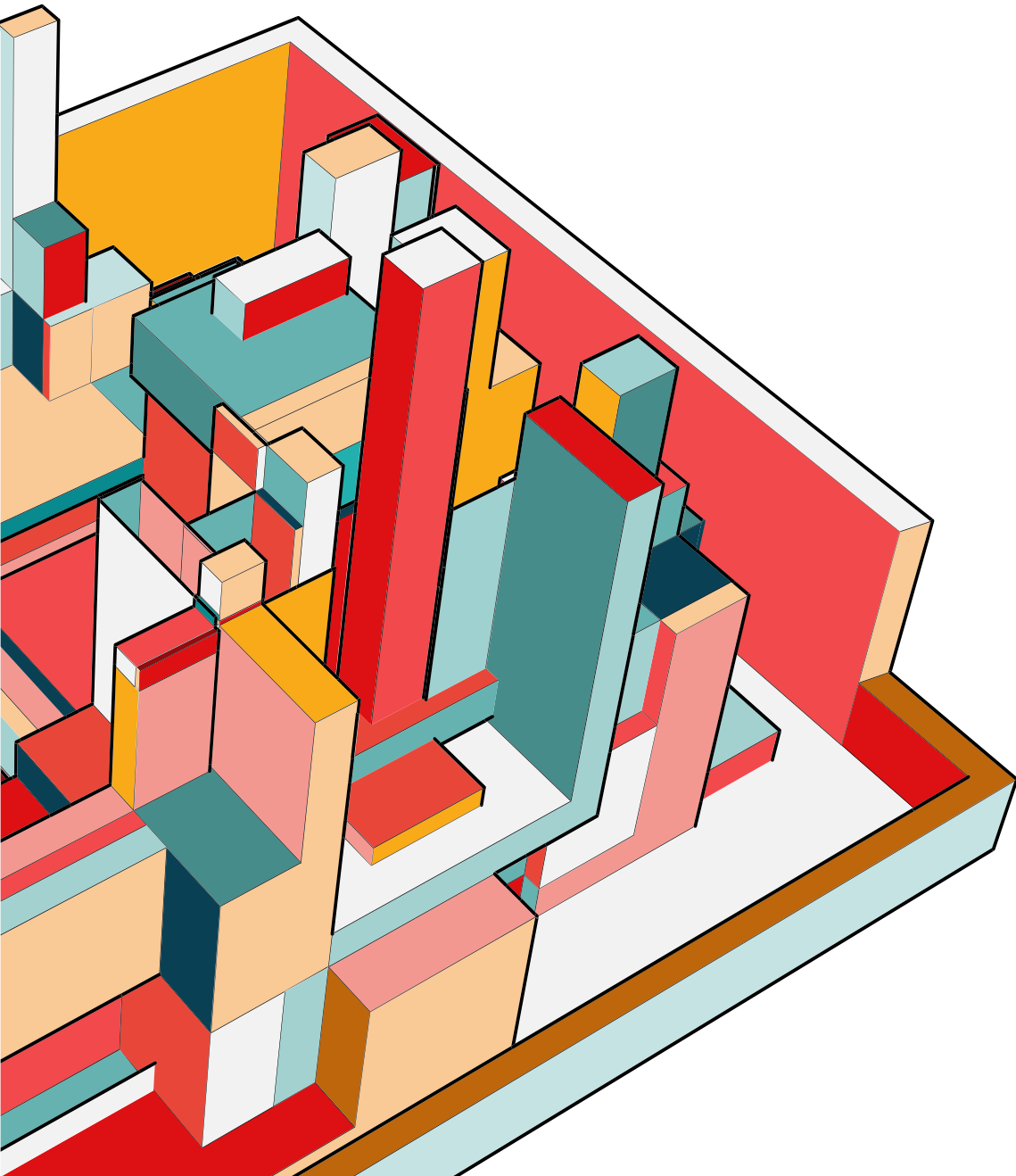
Think of the power generated for district improvement initiatives when all stakeholders are focused on coherent action.



# ENGAGE YOUR COMMUNITY

Strategic planning is a great opportunity to expand whom you think of as your community.





# **SCHOOL BOARDS MAKE A DIFFERENCE**

Governance matters to  
student success.

# HOW MIGHT THESE ASPECTS OF SCHOOL BOARD WORK AFFECT STUDENT SUCCESS?

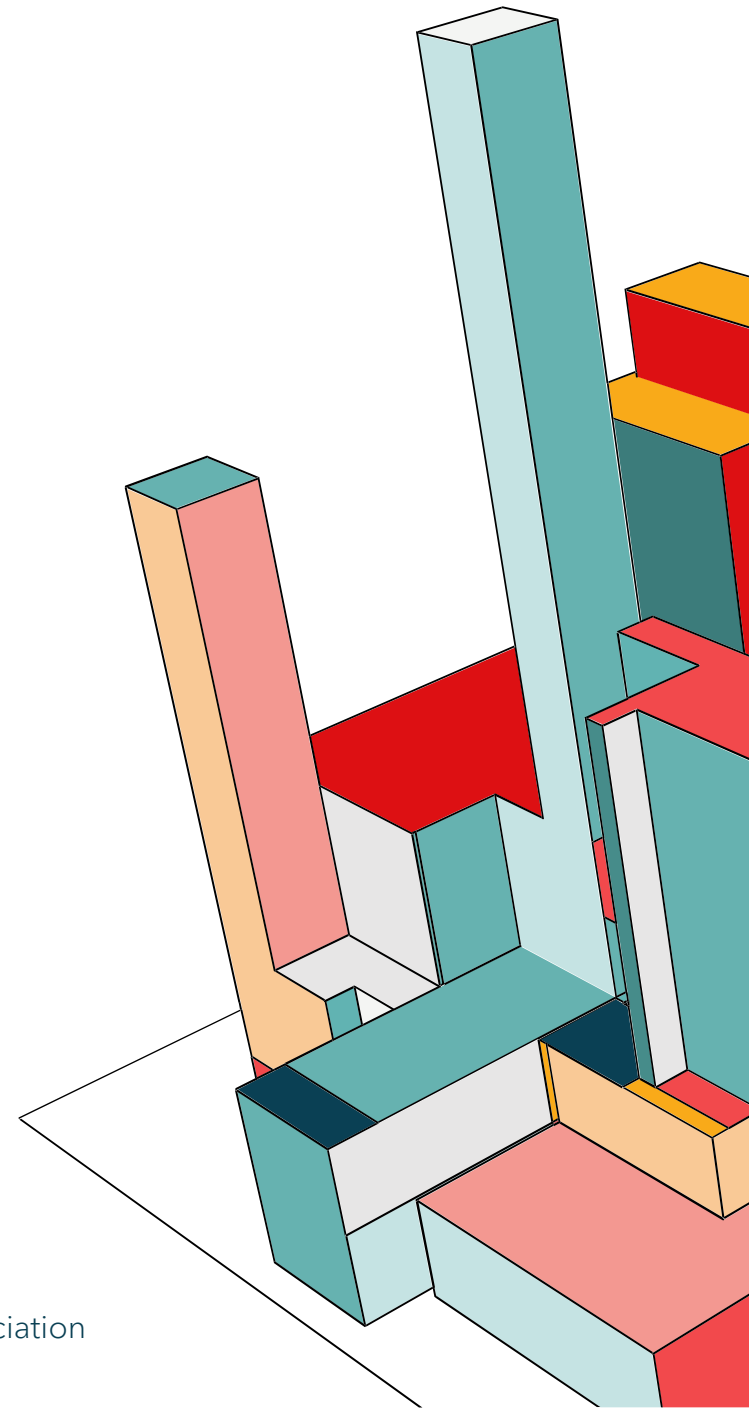
1 Establishing a **vision and goals** for the district

2 Ensuring the **systems and processes** are in place to support the goals

3 Monitoring **progress** toward goals **and** holding the district **accountable for results**

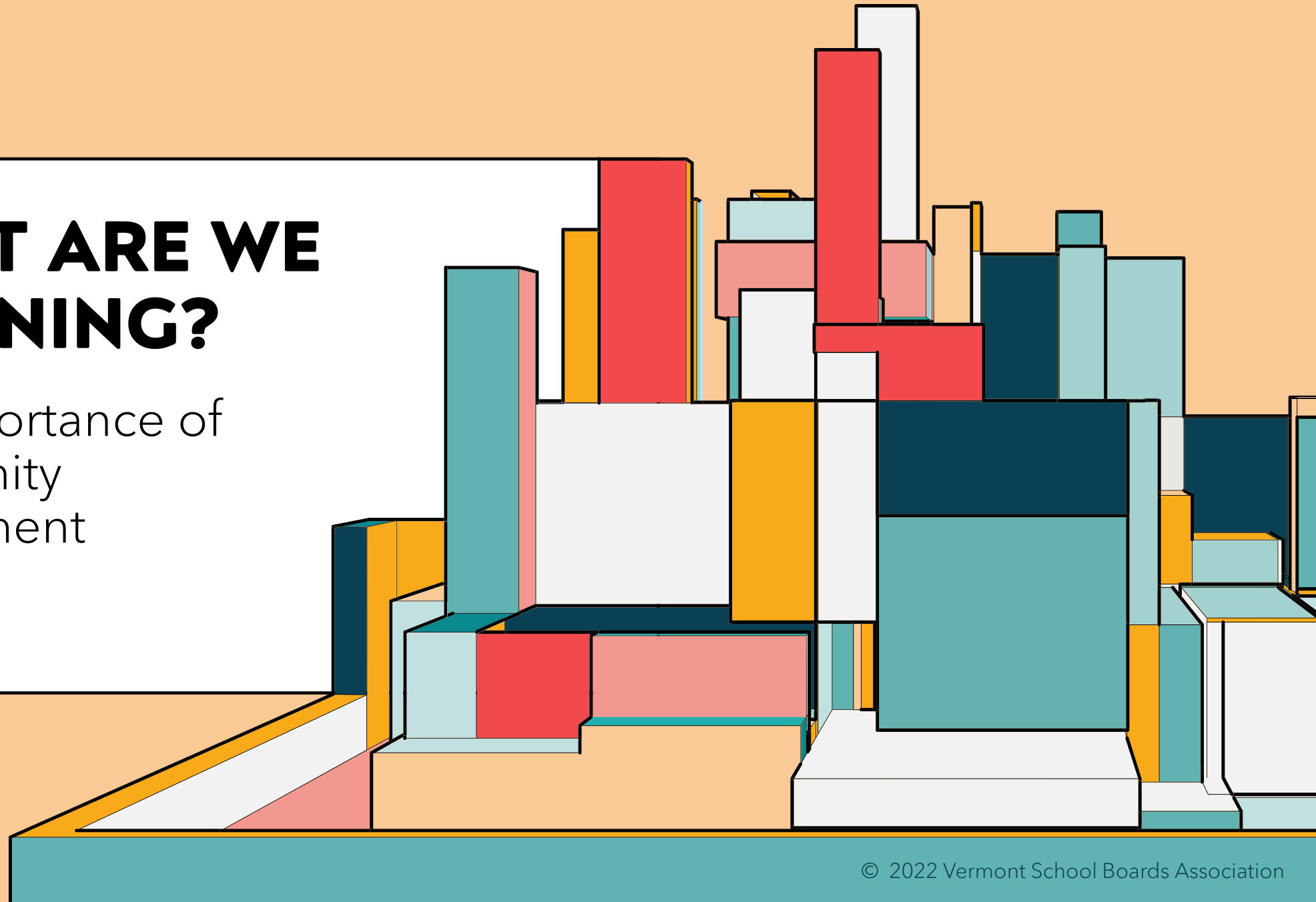
4 **Advocating and engaging** the community

5 Conducting business with a high-level of integrity and **boardsmanship**



# WHAT ARE WE LEARNING?

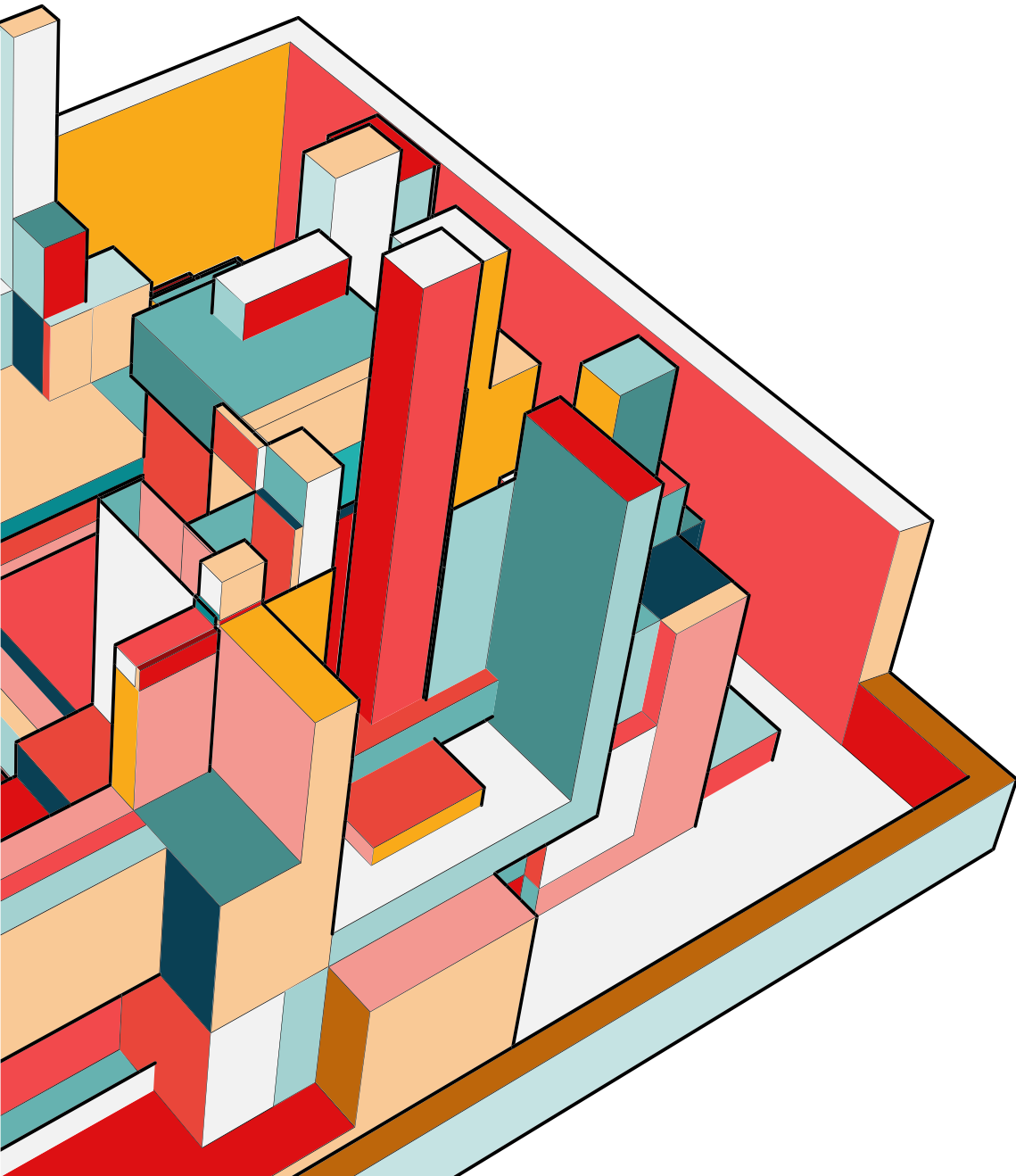
The importance of  
community  
involvement



# BOARD BEHAVIORS IN SCHOOL SYSTEMS

(with high achievement and small poverty-related gaps)

- Publicly recognizing the efforts of schools in improving student learning (d=.581)
- Carefully considering community and staff input in its decision-making (d=.282)
- Seeking community and staff input in its decision-making (d=.281)
- Ensuring the public is well informed on the board's roles and responsibilities (d=.218)
- Following an effective process for responding to questions, concerns, comments, or feedback from citizens (d=.205)



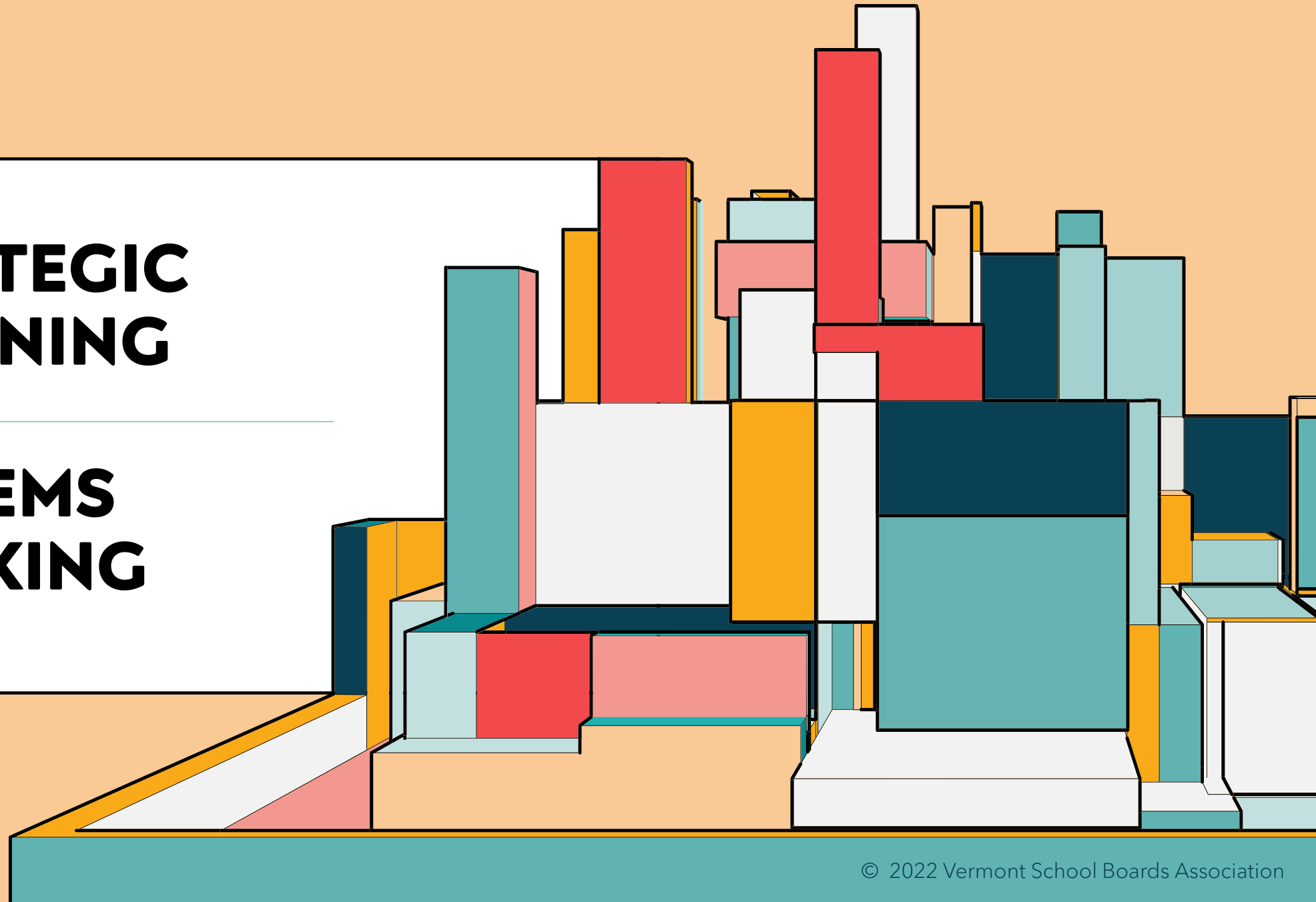
## KEY TAKEAWAY

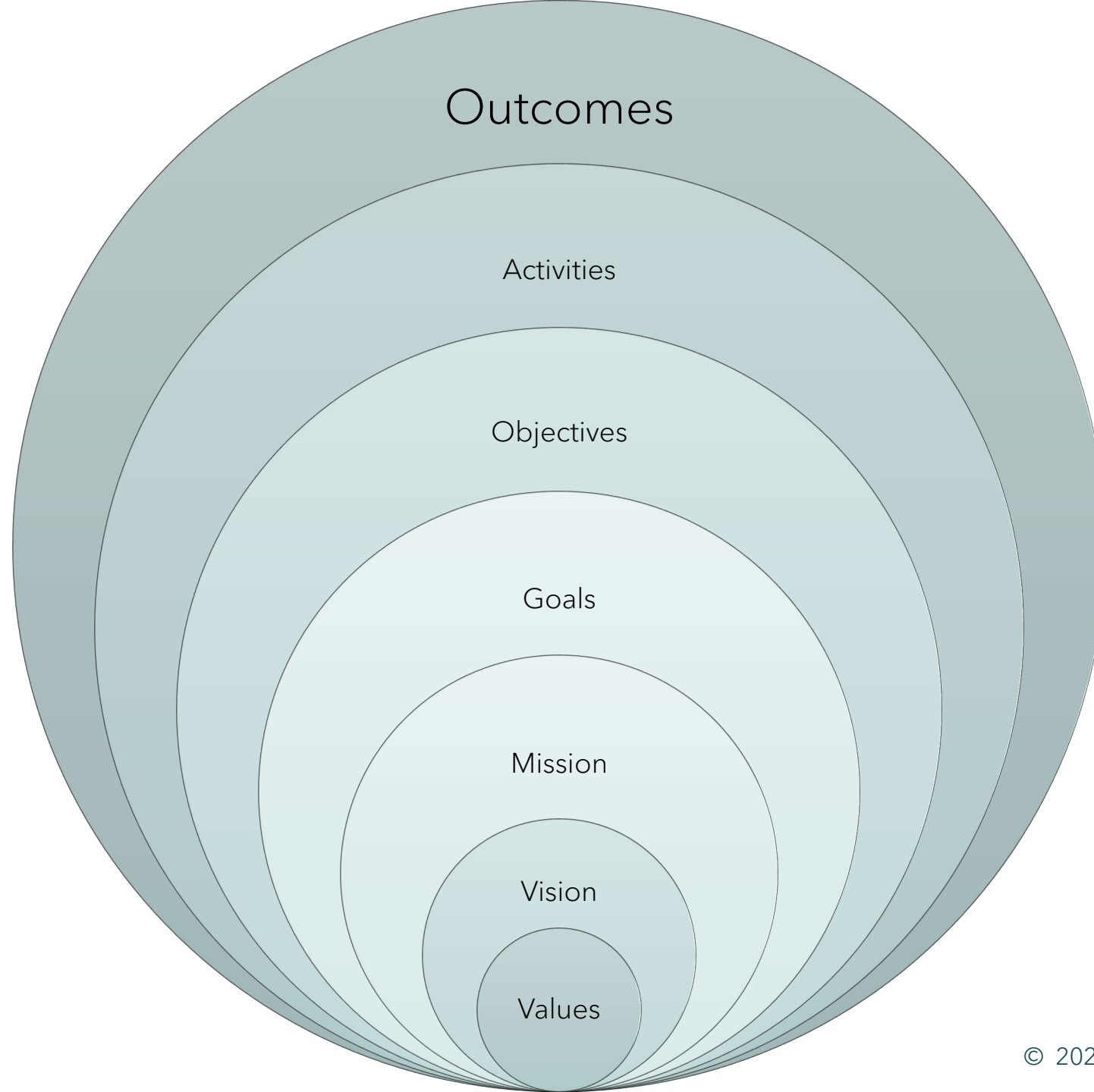
Research suggests an important relationship between community participation in governance and student success.

# **STRATEGIC PLANNING**

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# **SYSTEMS THINKING**





# STRATEGIC THINKING

## VISION

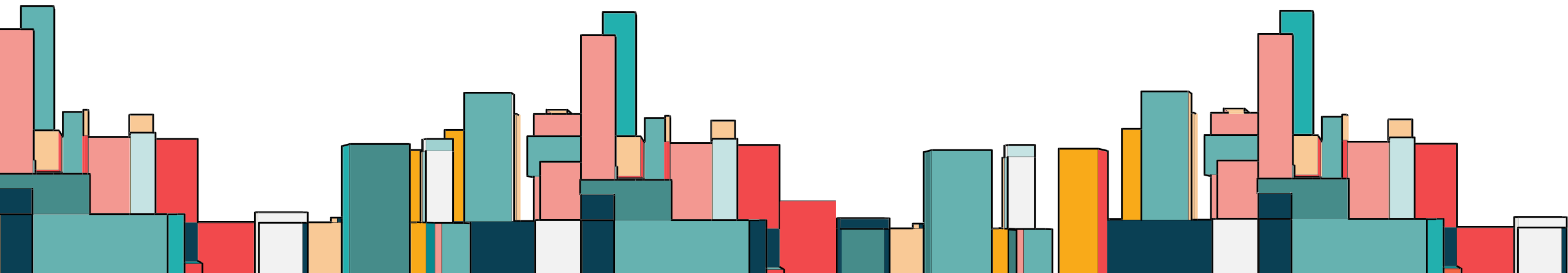
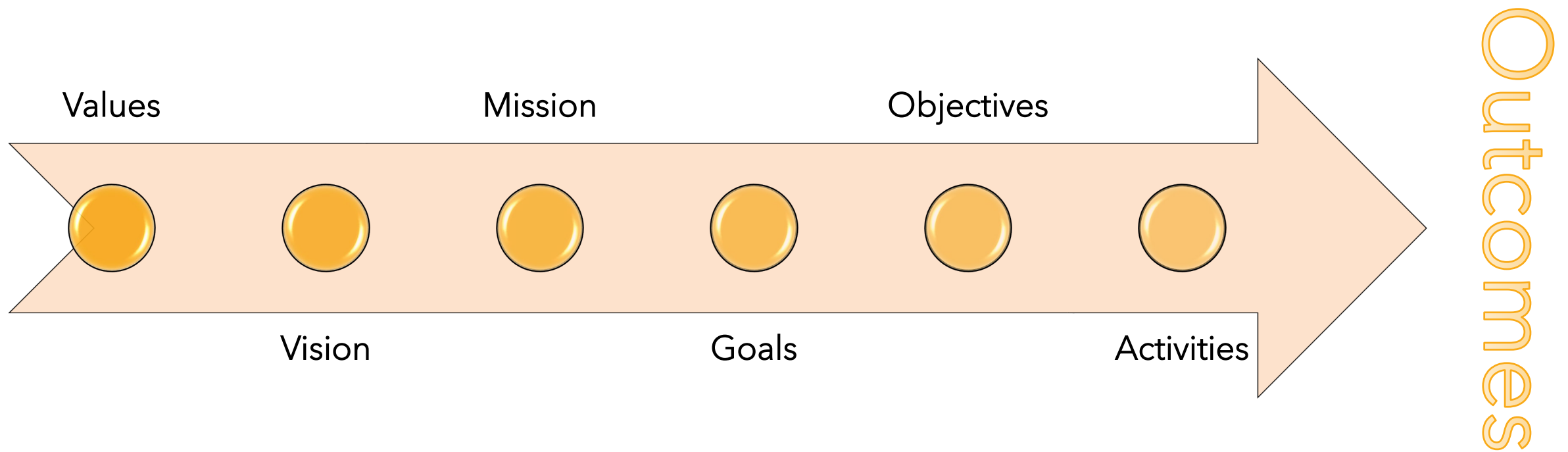
What is your  
ideal future?

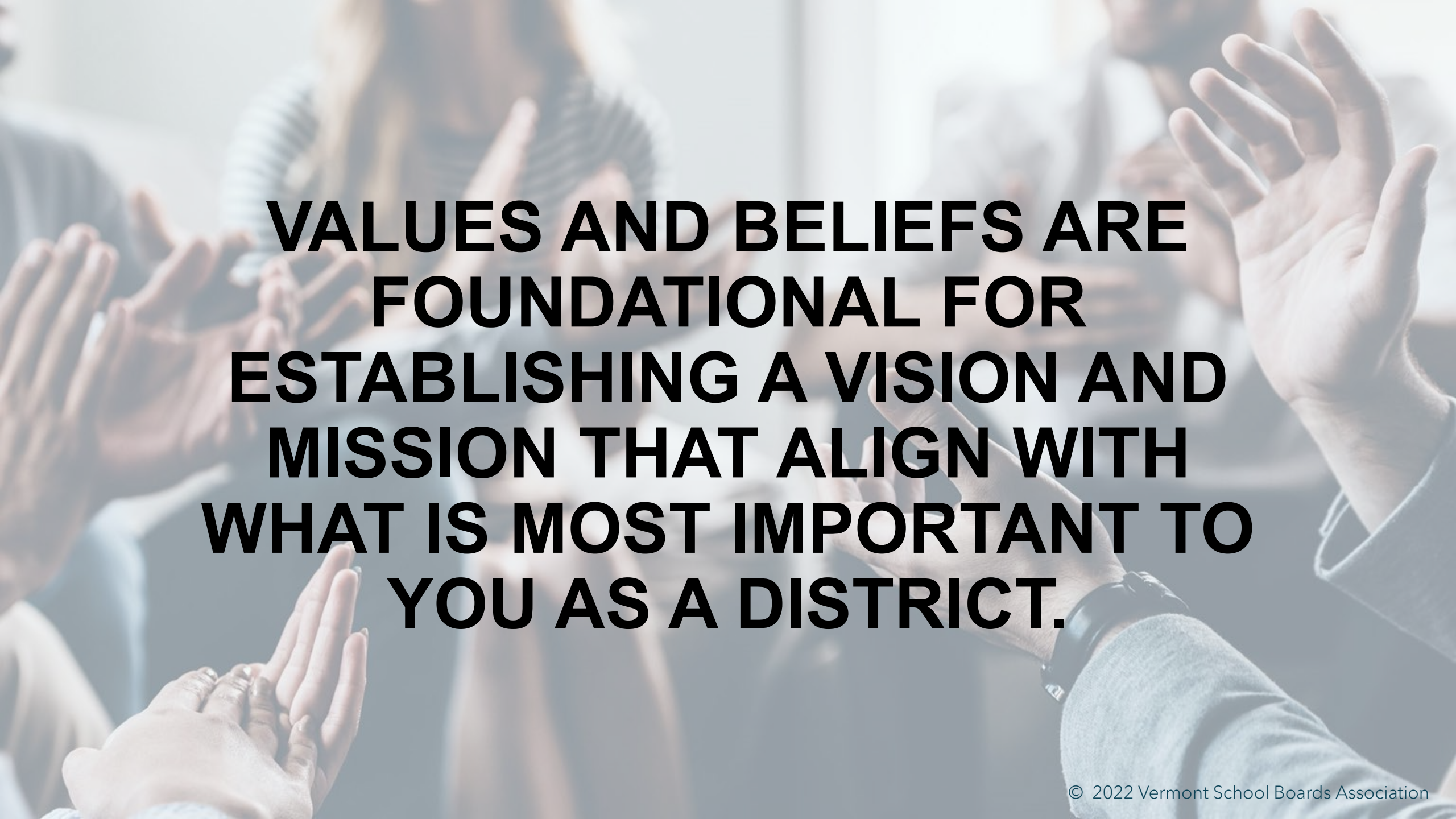
## MISSION

What you do to  
get there?

## ENGAGEMENT

Who is  
included?



A background image showing a group of people, mostly of diverse ethnicities, with their hands raised in a gesture of agreement, participation, or voting. The image is slightly blurred, focusing attention on the text overlay.

**VALUES AND BELIEFS ARE  
FOUNDATIONAL FOR  
ESTABLISHING A VISION AND  
MISSION THAT ALIGN WITH  
WHAT IS MOST IMPORTANT TO  
YOU AS A DISTRICT.**

# BOARD MEMBERS THINKING ABOUT VALUES

- All of our students are capable and deserve the same opportunities and to find success...
- Excellence
- Educational excellence
- Joy
- Recognize their gifts and differences to meet our learners where they are
- Safety
- Ability to connect meaningfully with others
- Staff input—personal connection and understanding/relationship
- Curiosity
- Equity
- Belonging
- Respect for teachers and staff
- Self-expression (for everyone, and loved and respected for that)
- Good public education is a foundation of a strong democracy
- No matter who it is in our system..., everyone needs to feel engaged and valued... and safe
- Diversity of perspectives strengthens the work (of the board)
- Teamwork
- Collaboration
- Freedom

# ETYMOLOGY OF VISION

**Imagination or  
an Apparition**

An idea or  
image appears

1300s

**To see**

The sense of  
sight

1400s

**Foresight**

Political insight  
and  
preparation

1900s



**A VISION STATEMENT PAINTS A PICTURE OF A  
DESIRED, OR IDEAL FUTURE**

# 6 Characteristics of an Effective Vision Statement

**Imaginable** – Expresses a picture of what the future will look like

**Desirable** – Appeals to the long-term interests of members, customers, staff, and other stakeholders

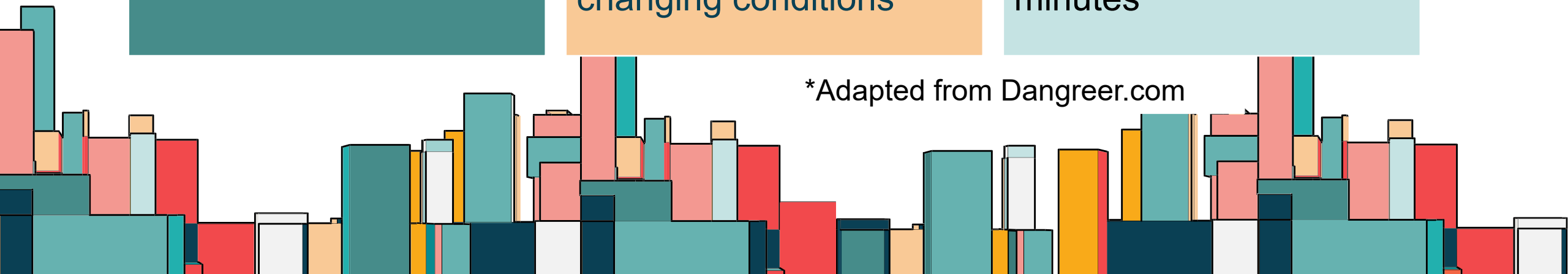
**Reasonable** – Embodies realistic, attainable goals

**Focused** – Clear enough to provide guidance in decision making

**Flexible** – General enough to promote individual initiative and alternative responses in changing conditions

**Communicable** – Is easy to communicate; can be successfully explained within five minutes

\*Adapted from Dangreer.com



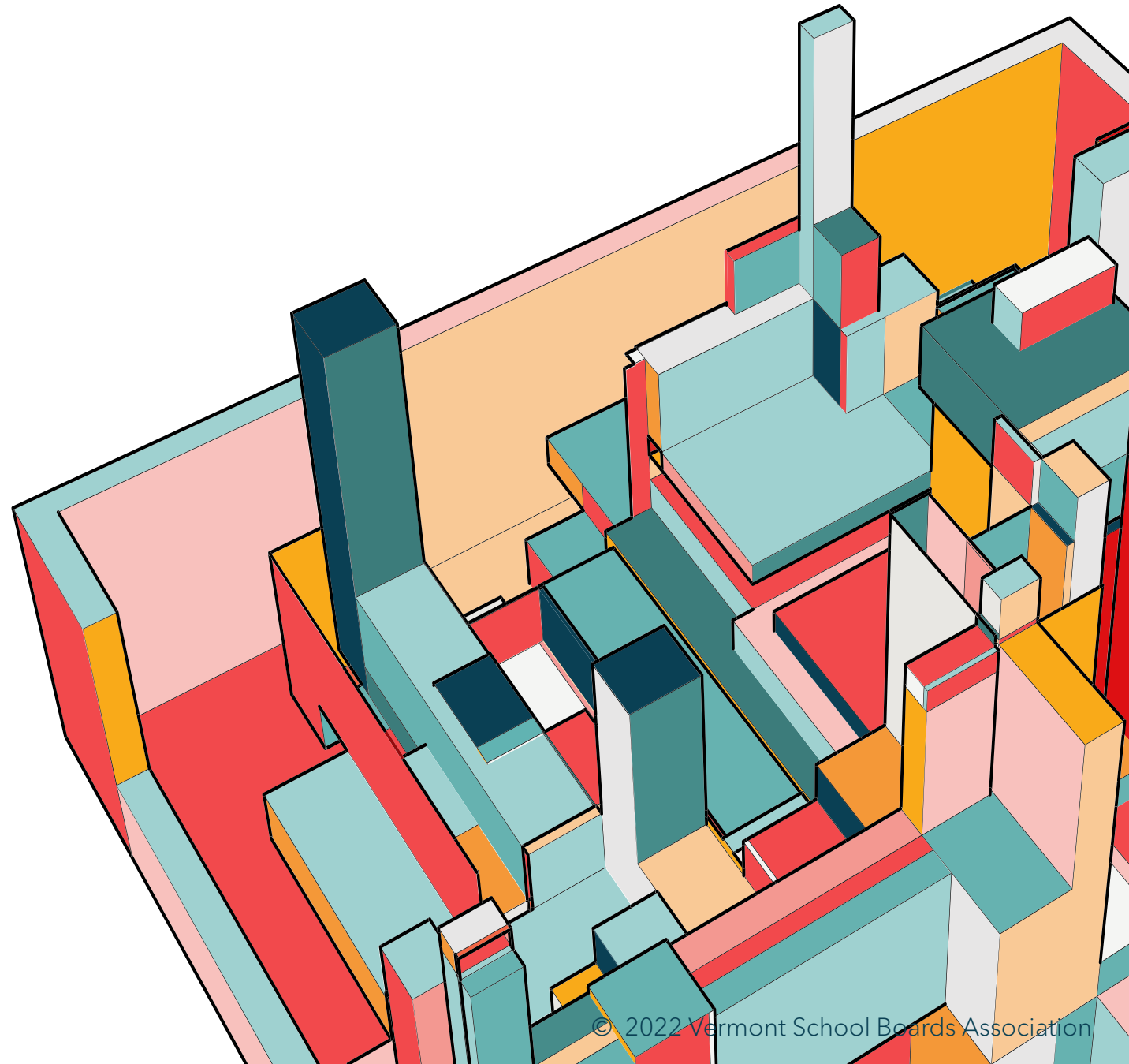
# VISION EXAMPLES

- All students will graduate from the PDQ School District (WSD) college and career ready at a cost supported by a majority of the PDQ community. PDQ students will lead healthy, productive and successful lives and engage with their local and global community.
- We aspire to be a world-class community school that is the district of choice.
- Every student will be deeply engaged in his/her own learning, challenged by high expectations, supported by staff, family, and community, and will graduate with the competence and confidence needed for success.
- A rock solid education for a lifetime of discovery.
- The STV Supervisory Union is committed to developing life-long learners who contribute to their community and succeed in a diverse and evolving global society.

# VISION STATEMENT MISTAKE

"I have only made this letter longer because I have not had the time to make it shorter."

Blaise Pascal



A scenic landscape photograph featuring a calm lake in the foreground, reflecting the surrounding environment. The middle ground is filled with dense evergreen forests on the slopes of a mountain. A thick layer of mist or low clouds hangs between the trees and the mountain peaks, creating a sense of depth and atmosphere. The sky is overcast and grey. The overall mood is serene and majestic.

**HEAD IN THE CLOUDS; FEET ON THE GROUND**





# KISS

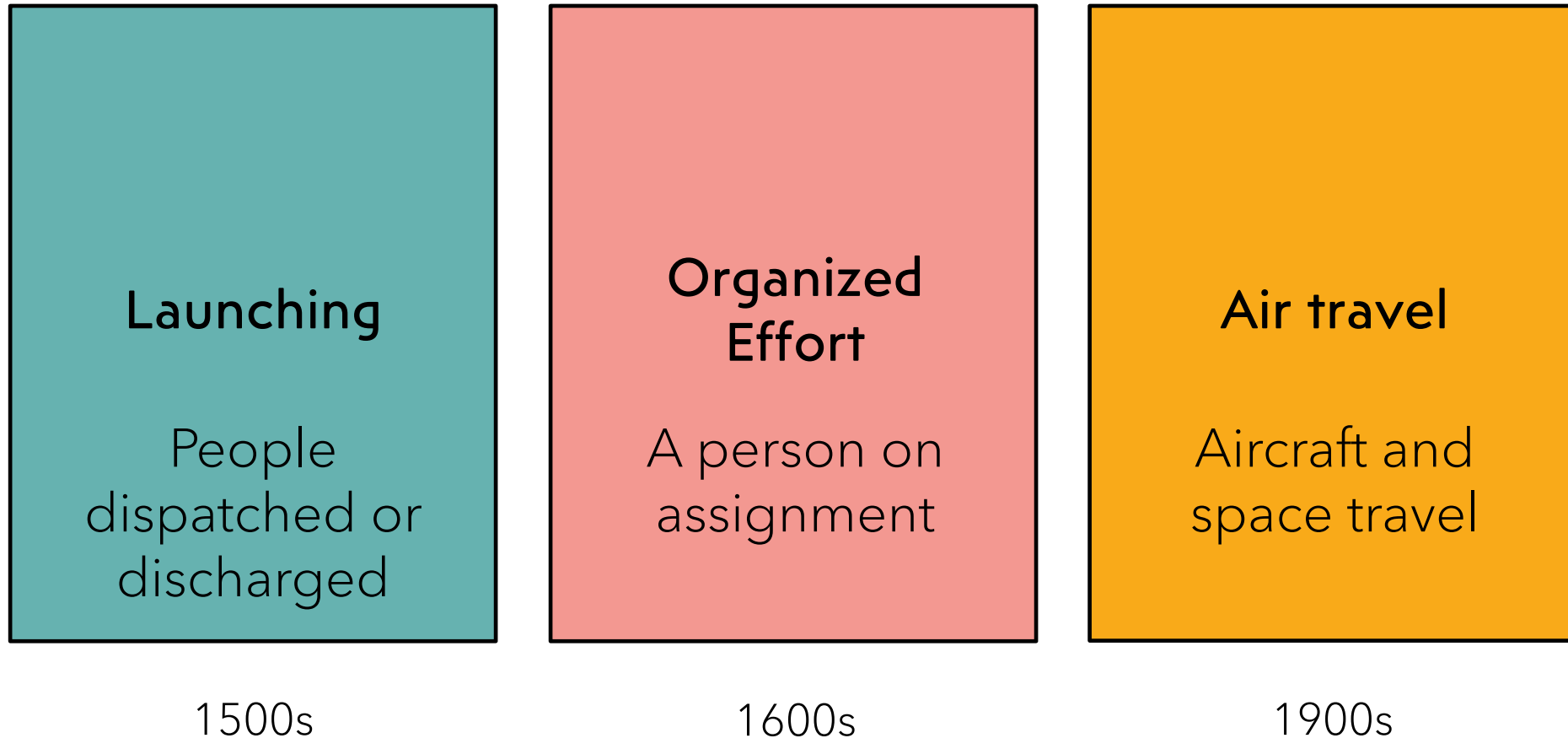
Everything should be made as  
simple as possible, but not simpler.

Albert Einstein

# MISSION



# ETYMOLOGY OF MISSION



# 6 Characteristics of an Amazing Mission Statement

They are short and punchy. This makes them catchy and memorable.

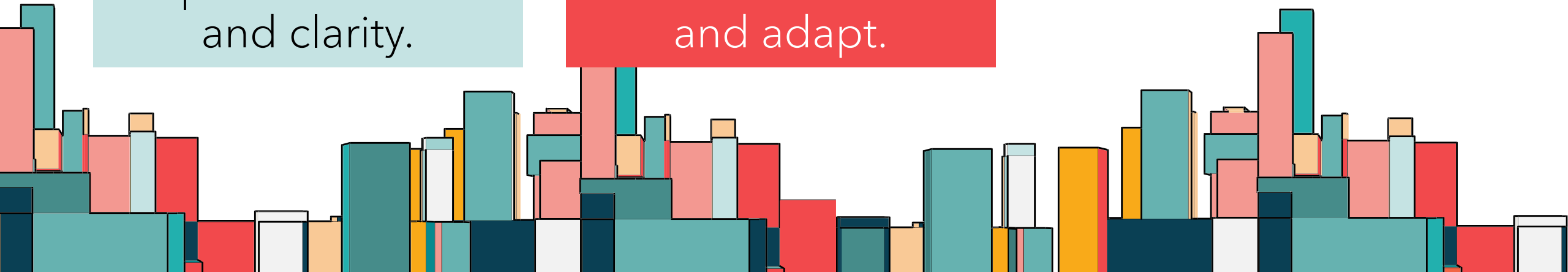
They start with an action verb. They communicate what the organization *does*.

They are specific. They focus the work of the association.

They are directed both inside and outside. They inspire confidence and clarity.

They are revisited every few years. Great mission statements are alive and adapt.

\*Adapted from Achievers.com.



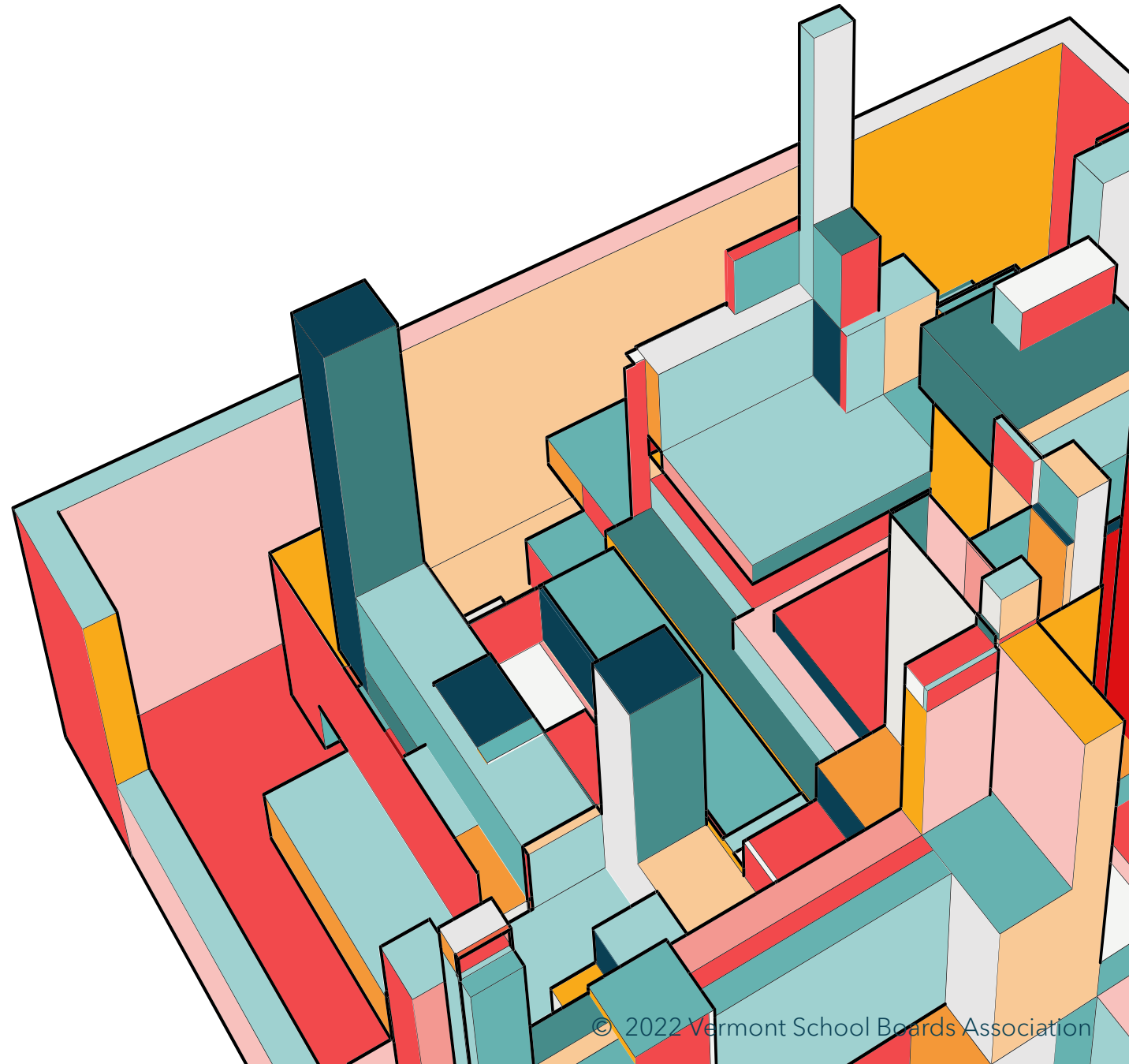
# BOARD MEMBERS THINKING ABOUT MISSION

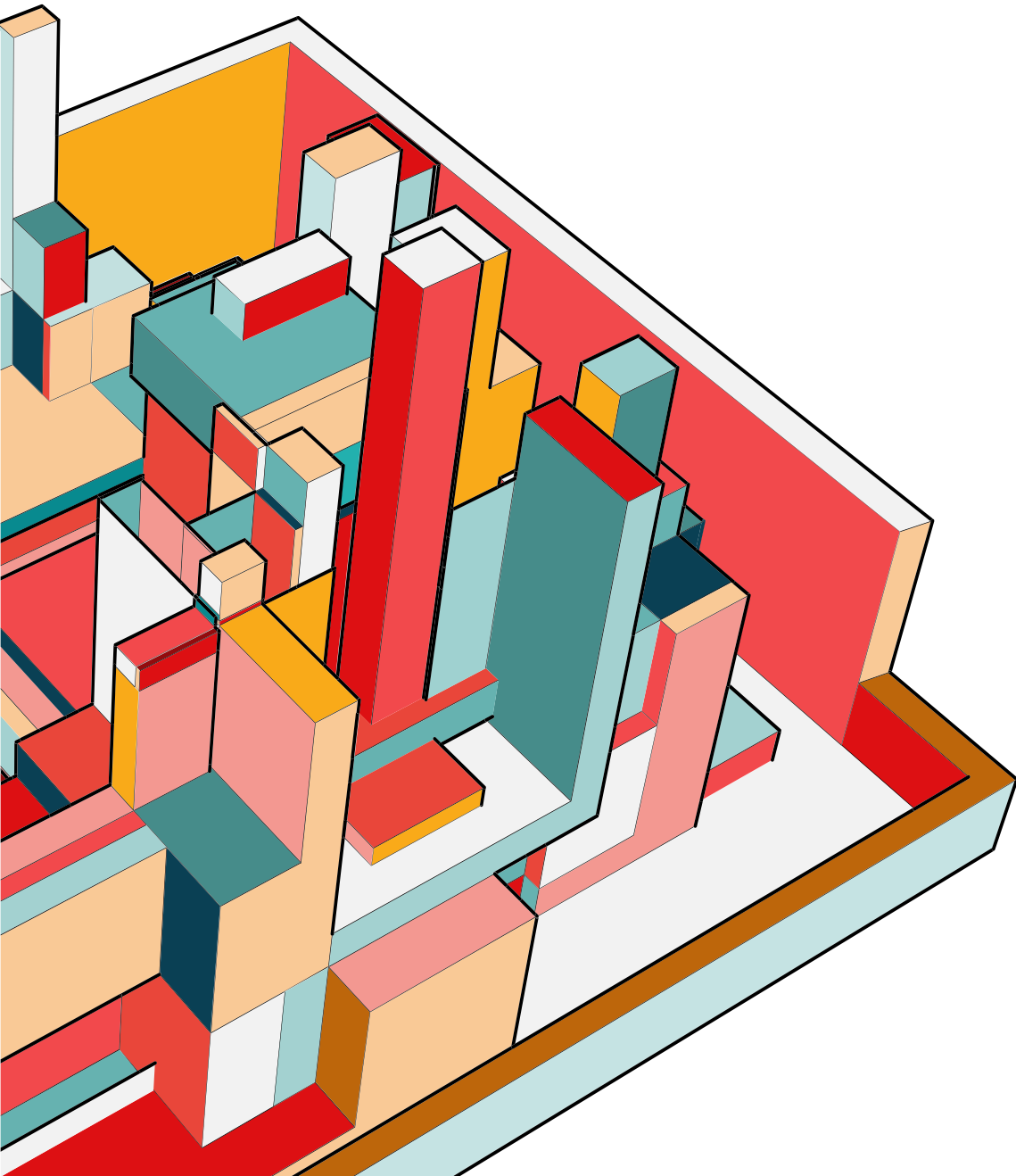
1. Educate and prepare young people to discover and become the people they are meant to be... (older versions...)
2. Foster a community that is creative and entrepreneurial...and visionary, and inclusive...(to address the global issues...)
3. Educate and prepare young people in a safe and inclusive environment, (and not have other people put on the young people what they can be...)
4. Critical thinkers... make action out of that
5. ... Organic and authentic version of themselves.
6. Appreciate about current mission statement that it ties into and focuses our work... aligns with our profile of a graduate

# MISSION STATEMENT MISTAKE

"I didn't have time to write you a short letter, so I wrote you a long one."

Mark Twain





# **SIMPLE, BUT SIGNIFICANT**

“Make it simple, but  
significant.”

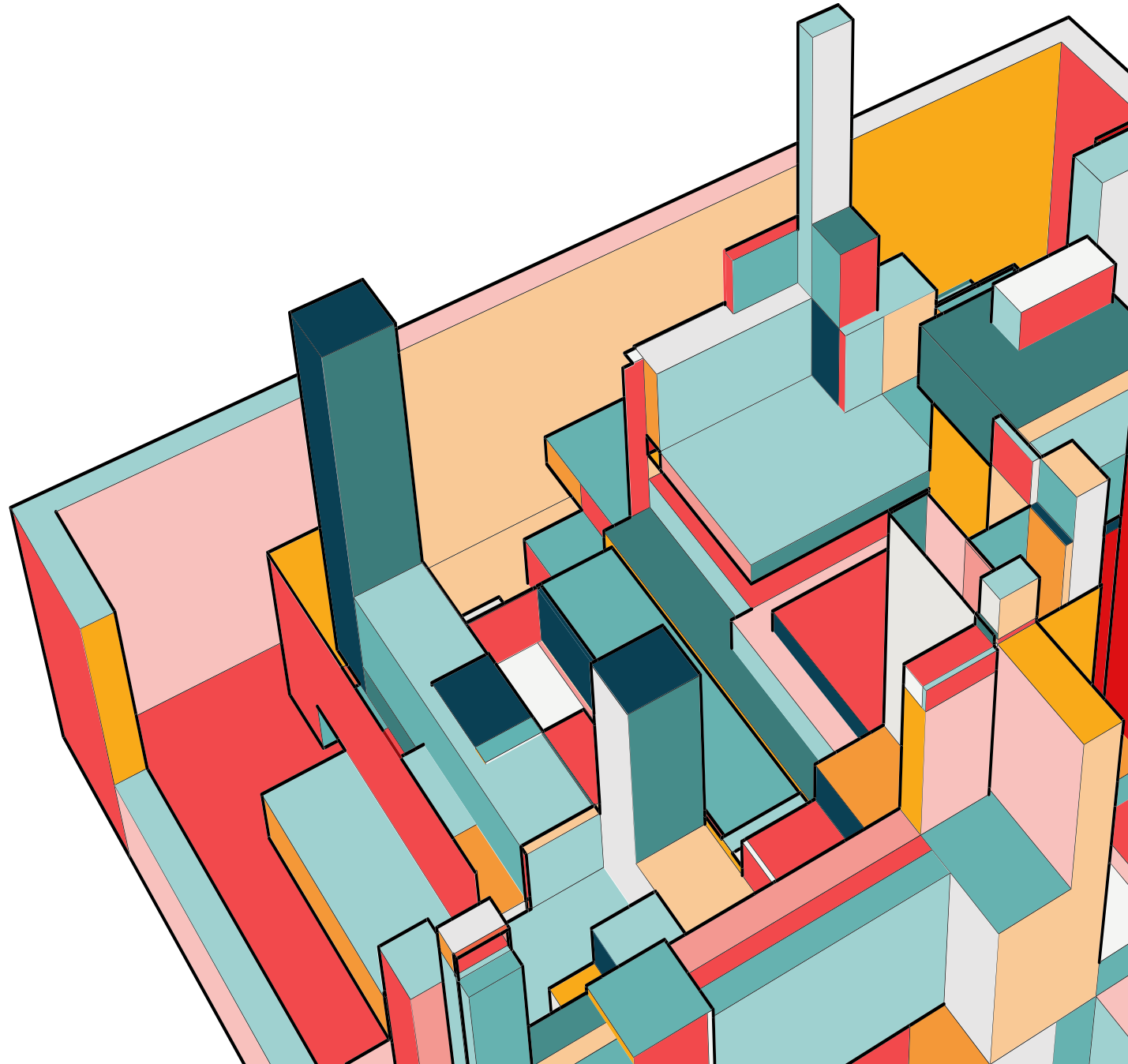
Don Draper

# MISSION EXAMPLES

- Ensure each learner is future-ready by providing empowering educational experiences.
- The LMNSU serves our educational community with special emphasis on optimizing Quality, Opportunity, Equity, and Efficiency. Our school system promotes cognitive, personal and social excellence as students flourish in a dynamic learning environment.
- To build a community of curious learners that empowers student voice and exploration through education, character development, and perseverance, so our students can take on the world's greatest challenges.
- To develop each child's potential for academic success, engagement and overall well-being by enriching each child's education with community involvement, collaboration and outreach.

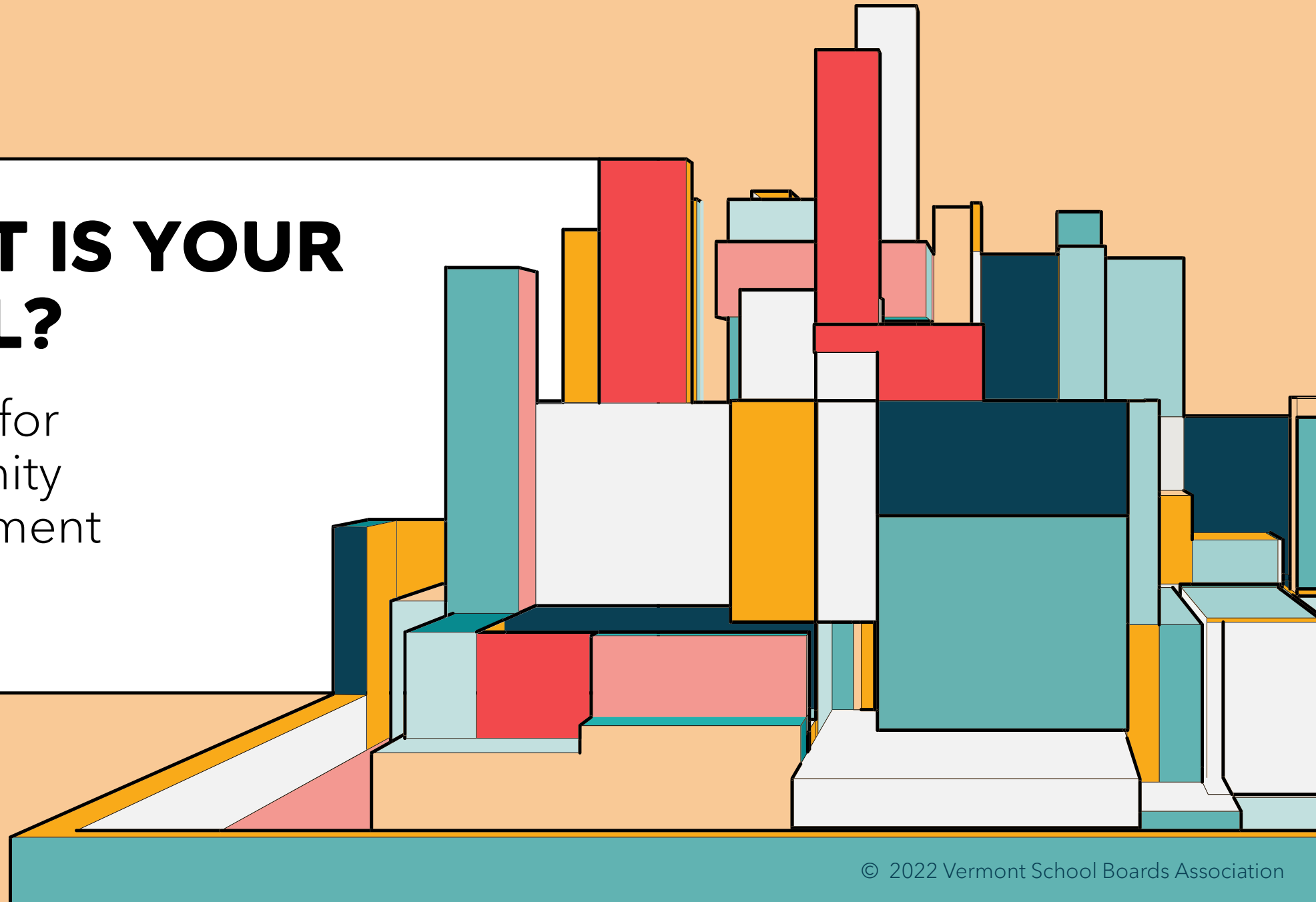
# WHAT NEEDS TO BE UPDATED?

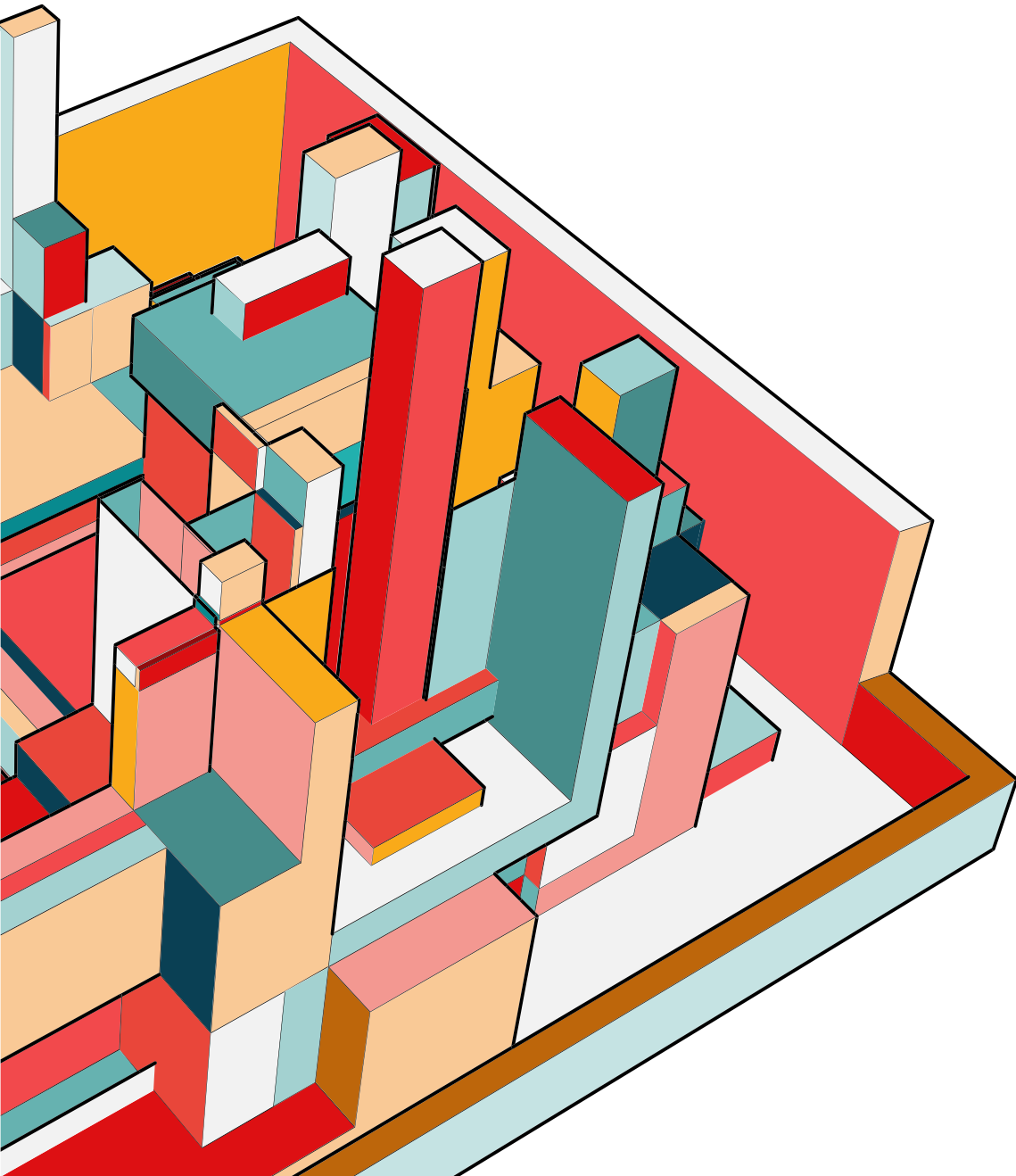
1. It depends
2. Possibly safety
3. Possibly changes due to consolidation
4. Probably educational equity
5. Possibly other changes in your community



# WHAT IS YOUR IDEAL?

A vision for  
community  
engagement

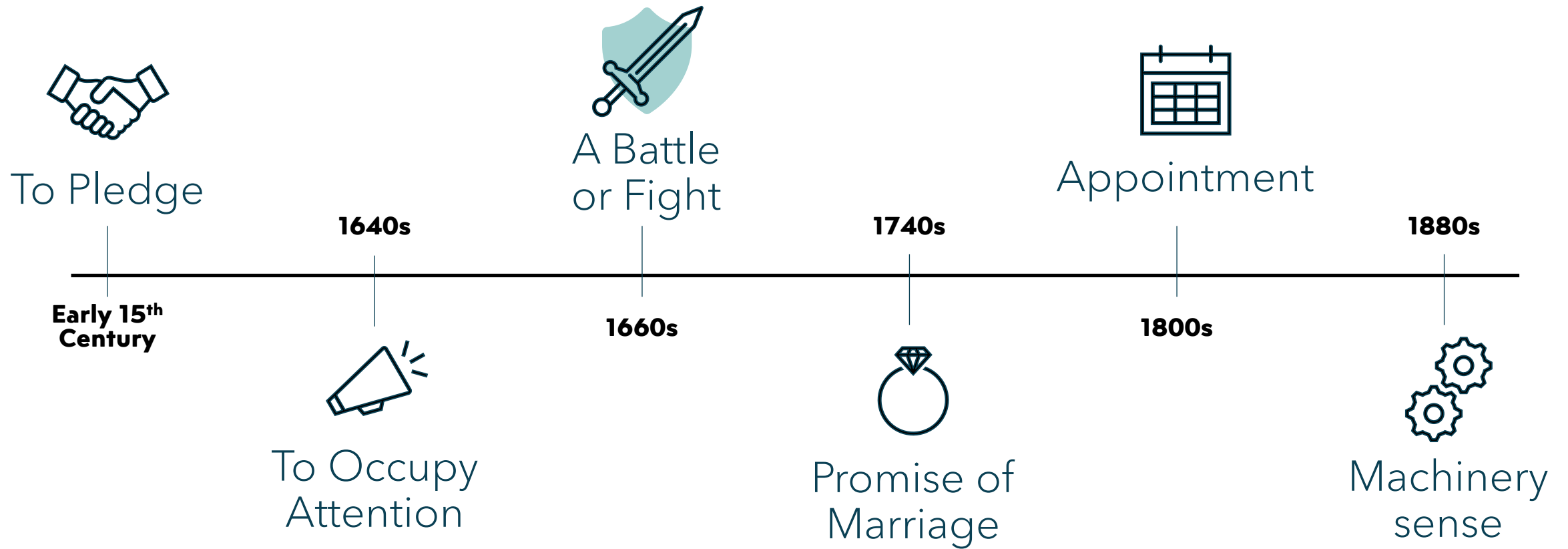




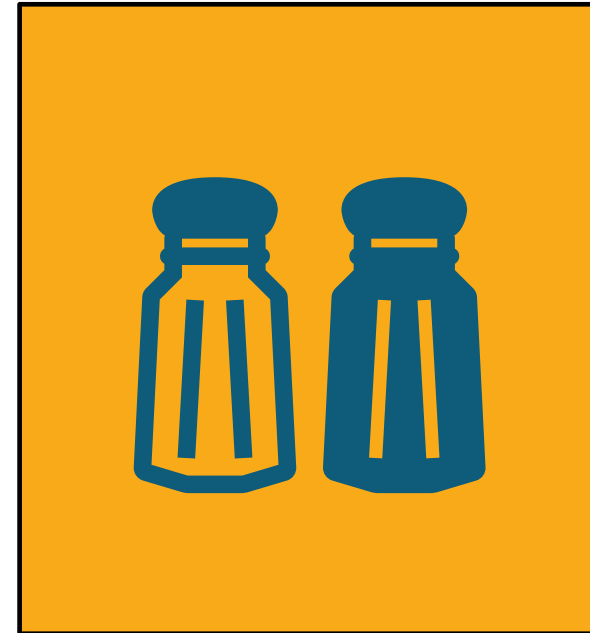
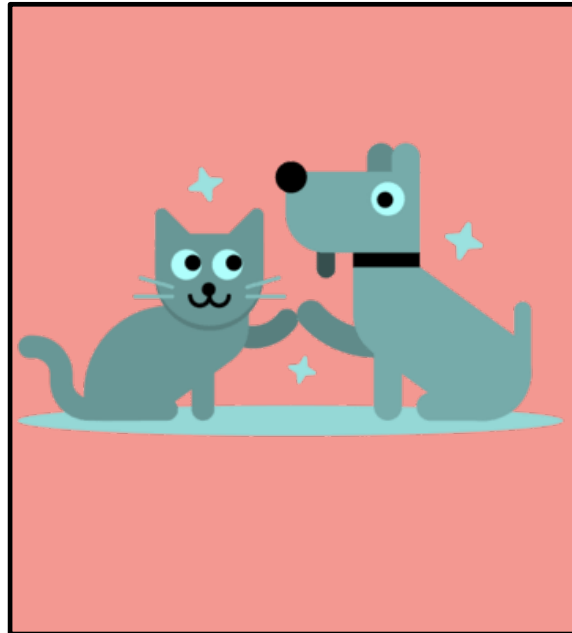
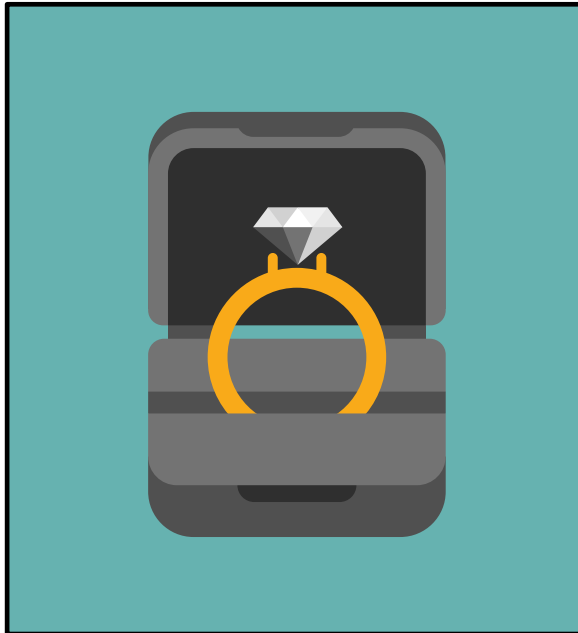
## KEY TAKEAWAY

Visualizing the engagement you want makes the steps to accomplish it more clear.

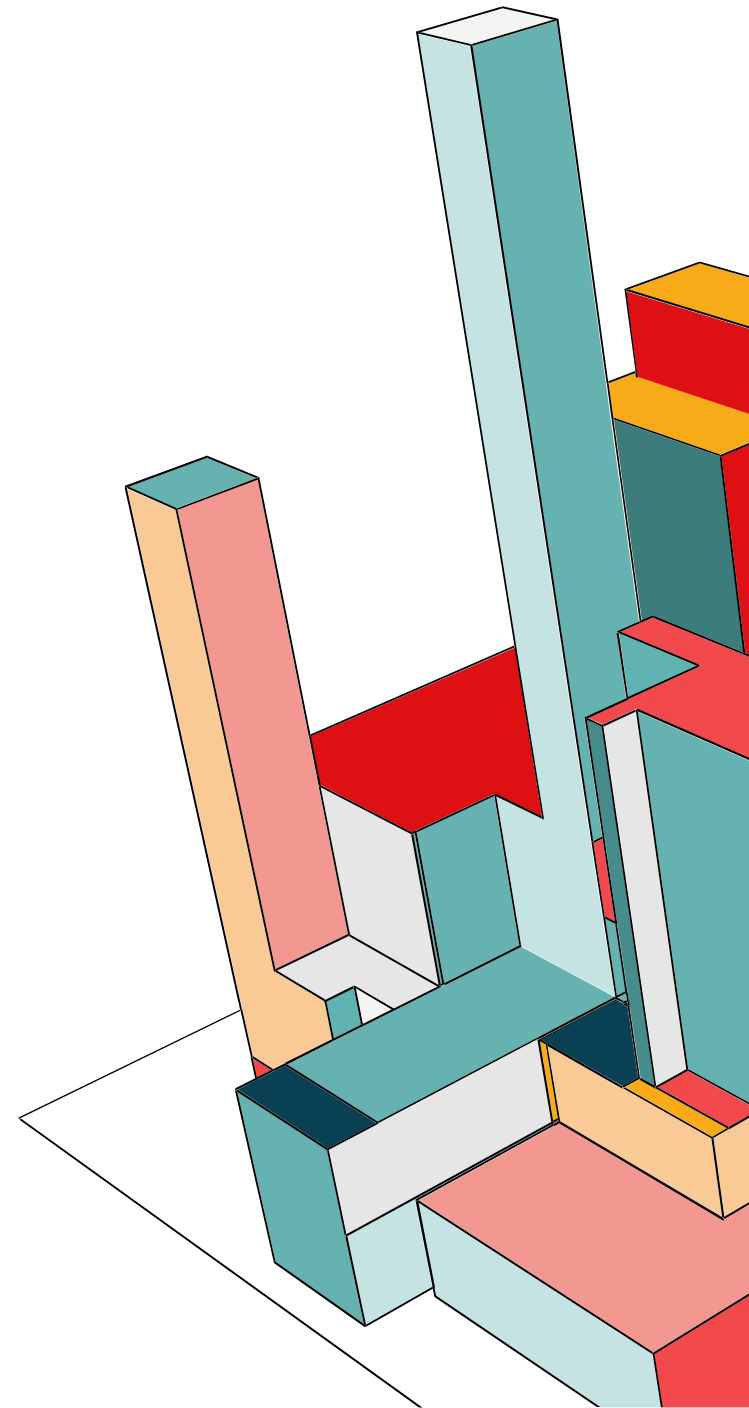
# ENGAGEMENT



# NUANCED MEANING



# WHAT DOES “ENGAGEMENT” MEAN TO YOU?

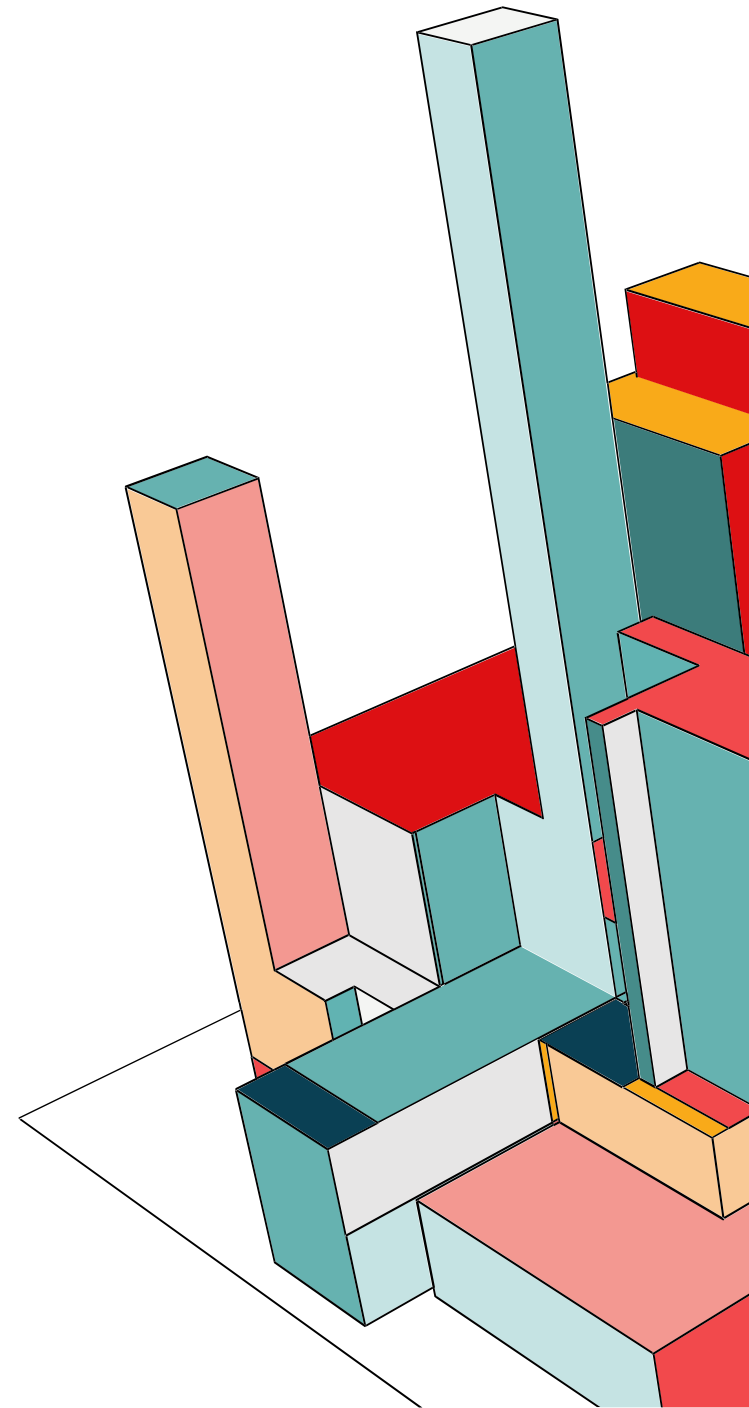


# WHAT DOES “ENGAGEMENT” LOOK LIKE?

What are people...

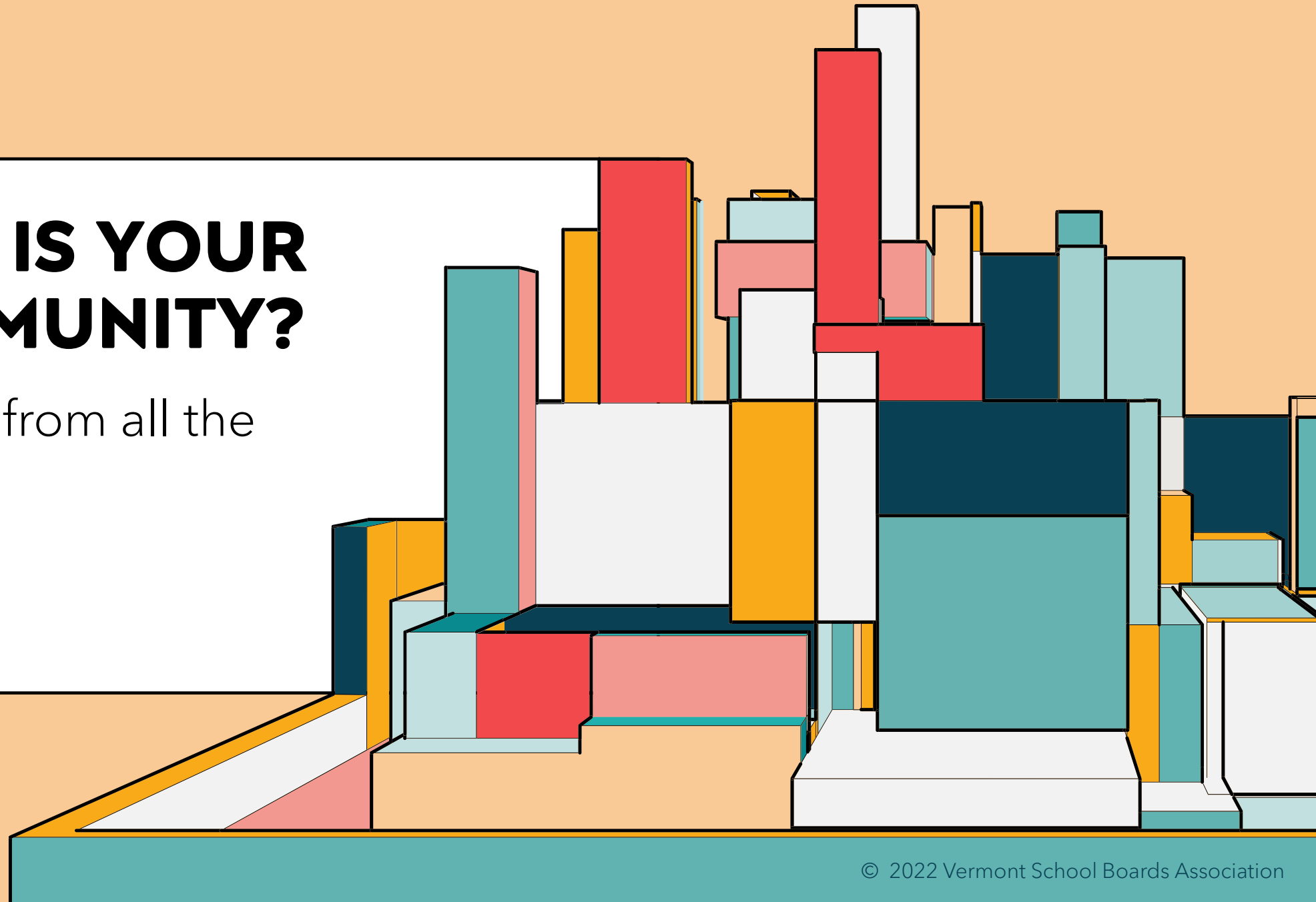
- saying?
- feeling?
- doing?
- experiencing?

What are the outcomes or byproducts  
of this type of engagement?

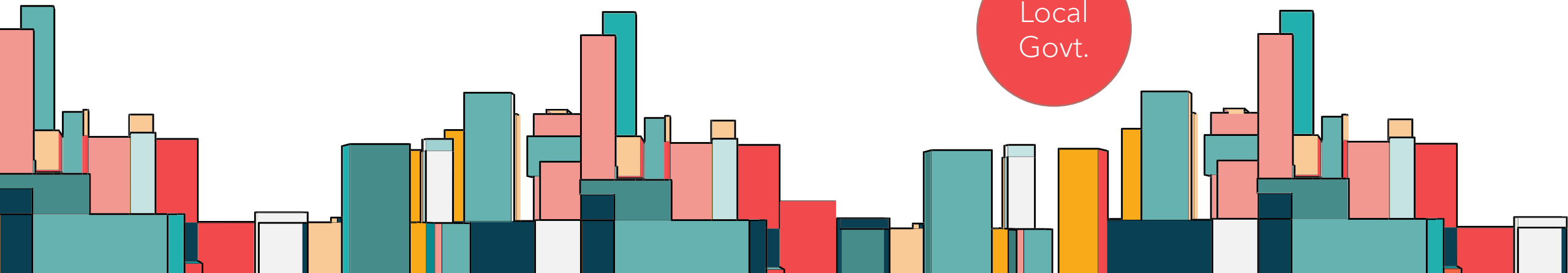
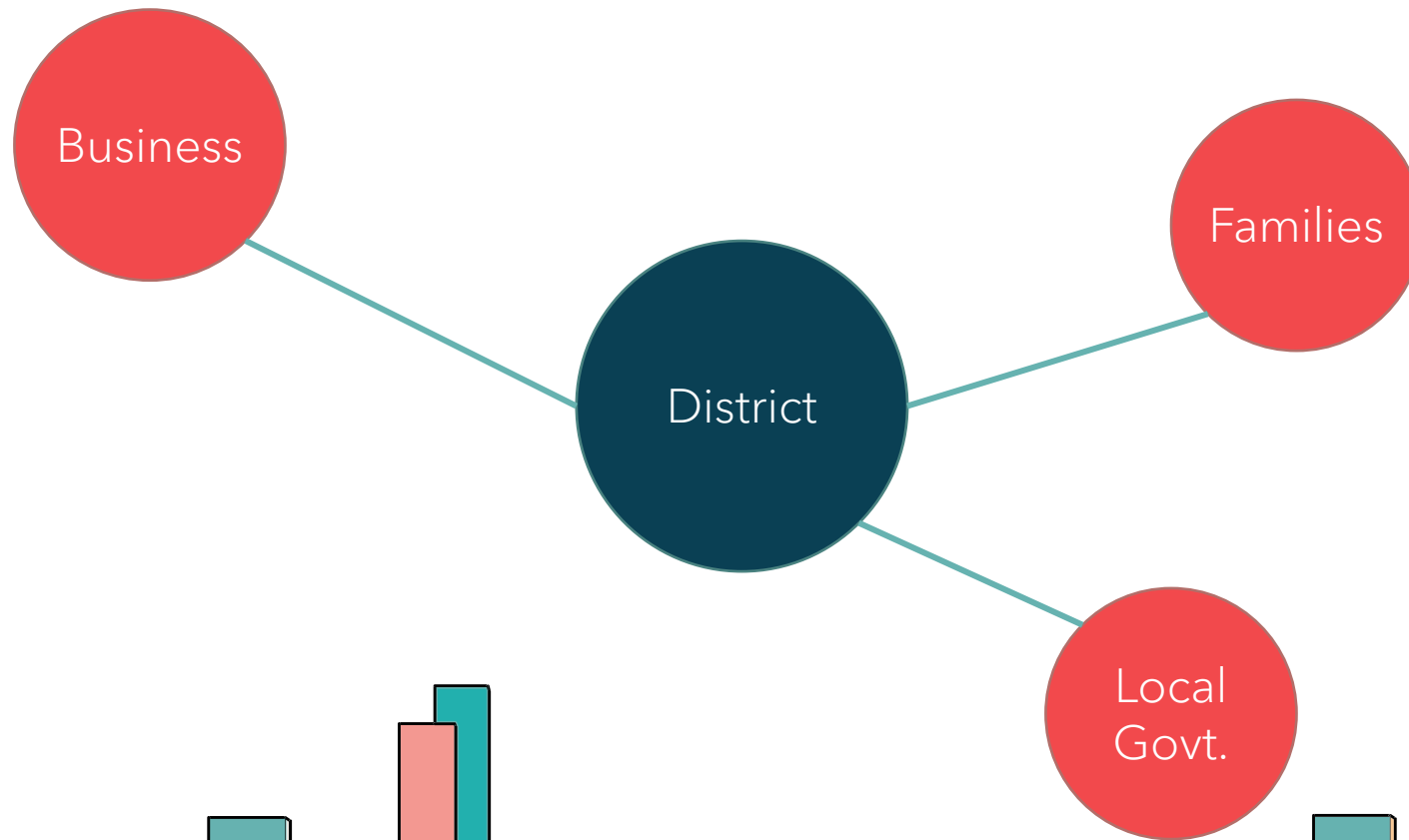


# WHO IS YOUR COMMUNITY?

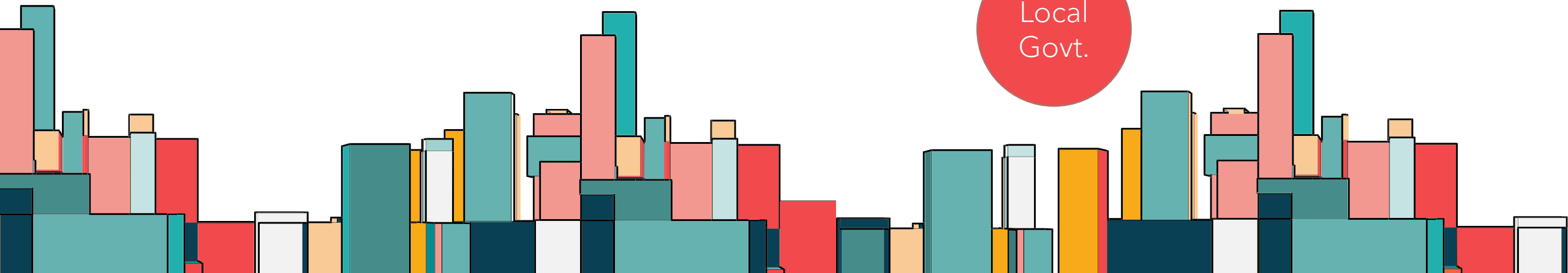
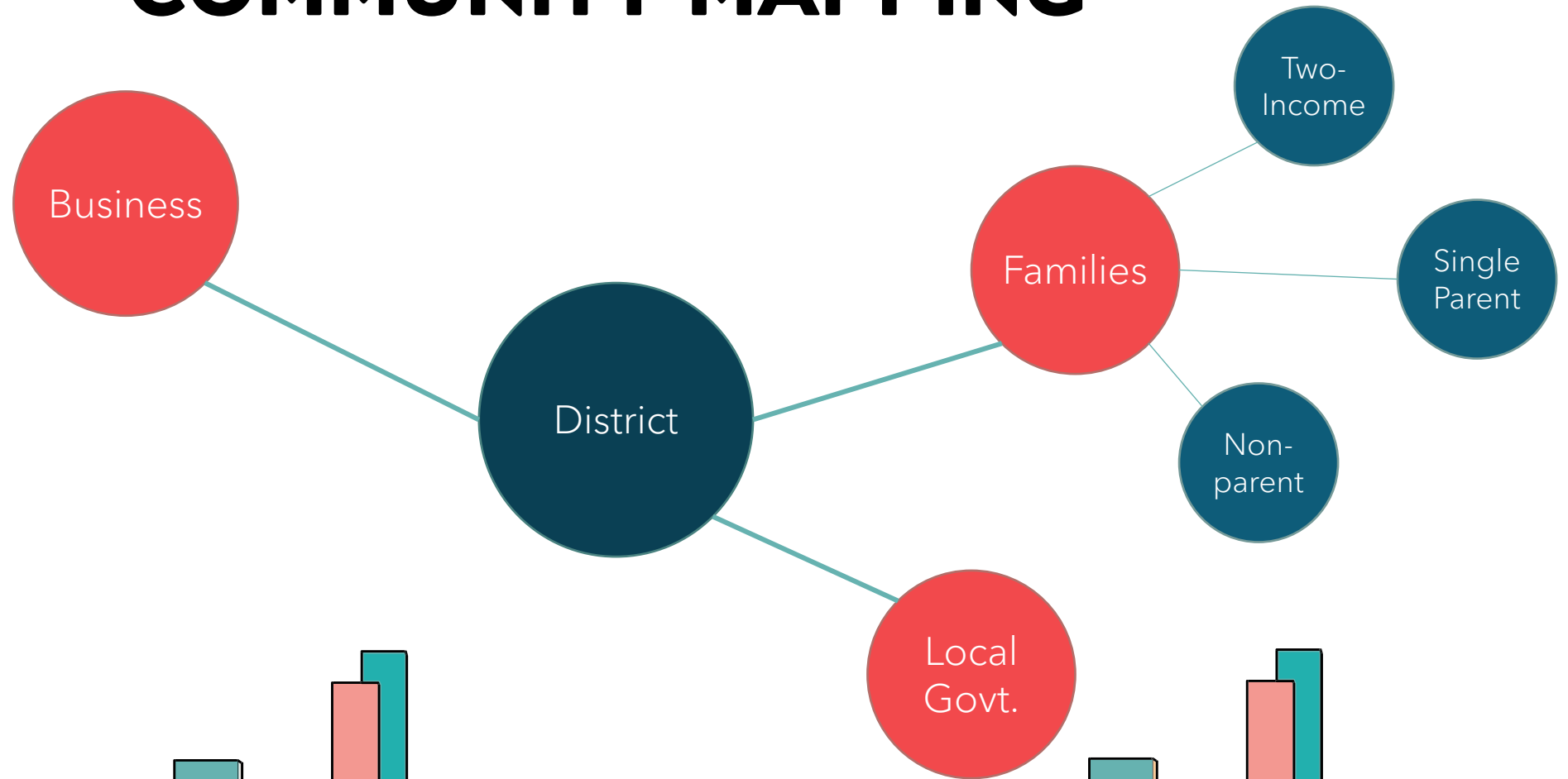
Hearing from all the  
voices



# COMMUNITY MAPPING



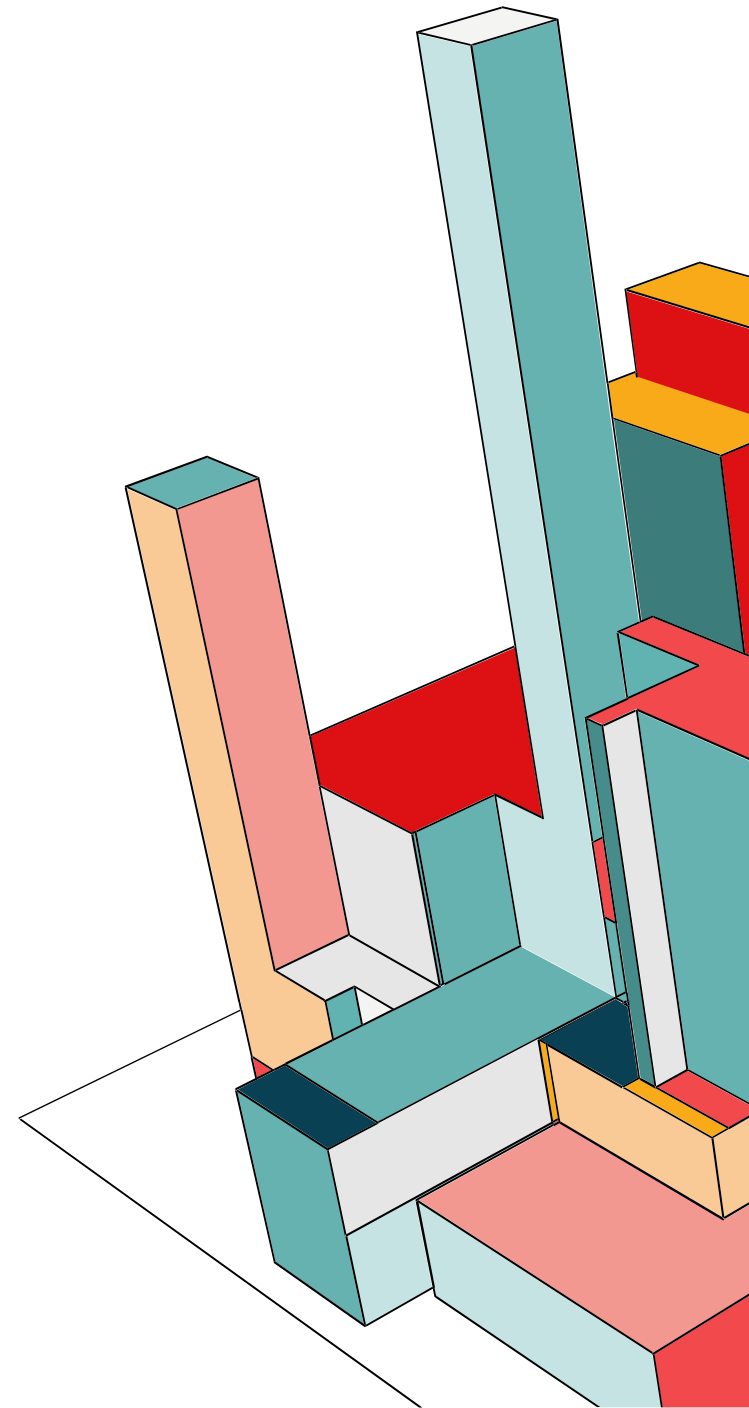
# COMMUNITY MAPPING



# WHO ELSE MIGHT THERE BE?

Expand your mental model  
of your community by  
exploring all the diversity  
represented in your district.

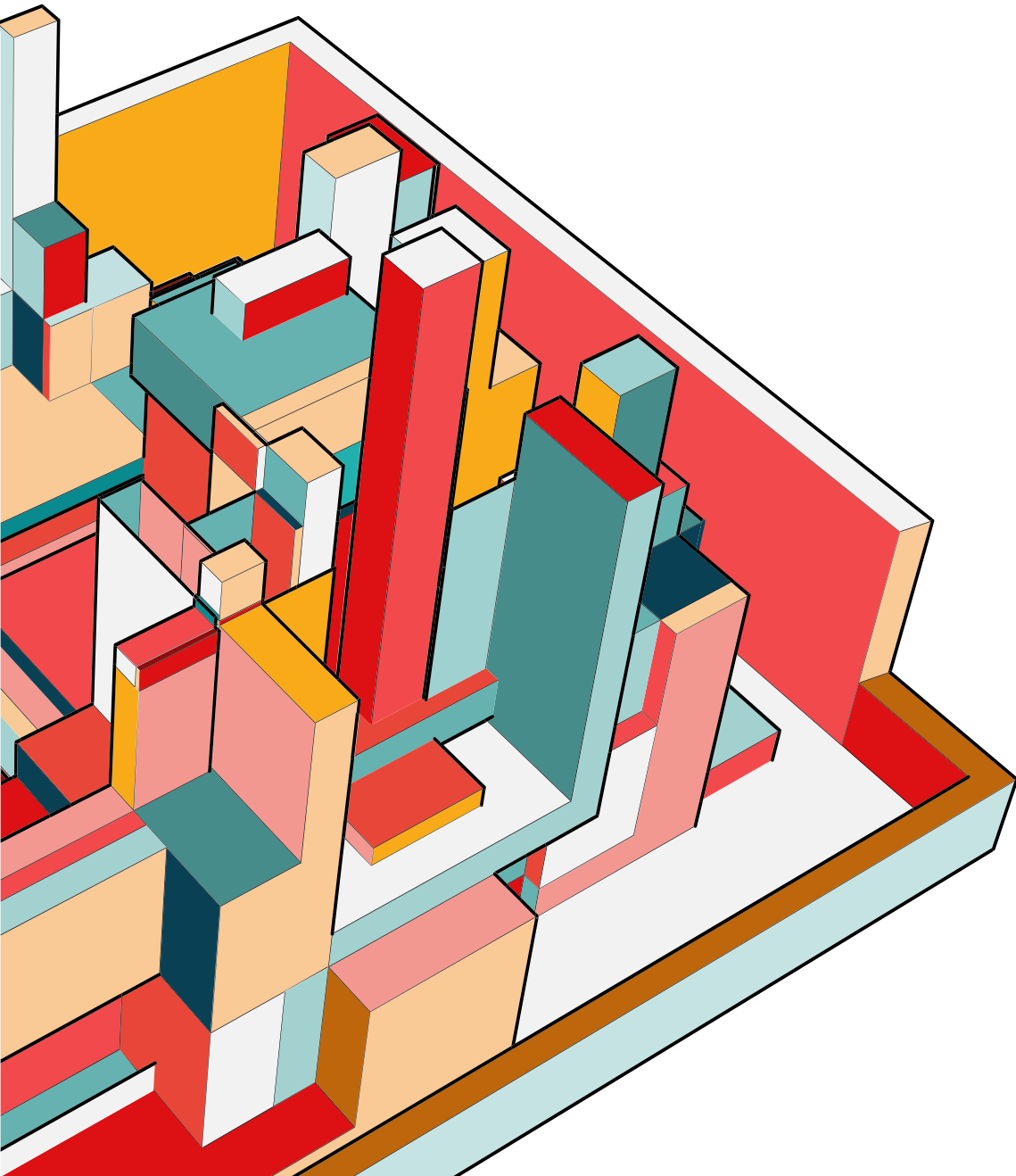
Keep thinking: **Who else?**





**“Engaging the  
community is more  
than a PR campaign.”**

-Bill McCaw



## KEY TAKEAWAY

Leverage strategic planning to enhance a culture of inclusivity that welcomes the entire community into meaningful partnership with the district.

# PUBLIC PARTICIPATION SPECTRUM

Purpose	INFORM	CONSULT	INVOLVE	COLLABORATE
Objective	Provide the public with information	Obtain public feedback	Work directly with the public throughout the process	Partner with the public in decision-making
Promise to the Public	We will keep you informed.	We will listen, acknowledge concerns, and be clear about how public input influenced the decision.	We'll work with you to ensure public concerns & issues are reflected in alternatives.	We'll look to you for direct advice & incorporate recommendations into the decisions.
Example Tools	<ul style="list-style-type: none"> <li>• Fact sheets</li> <li>• Websites</li> <li>• Open houses</li> <li>• Meeting summary</li> </ul>	<ul style="list-style-type: none"> <li>• Public meetings</li> <li>• Focus groups</li> <li>• Surveys</li> <li>• Public comment</li> </ul>	<ul style="list-style-type: none"> <li>• Workshops</li> <li>• Deliberative polling</li> <li>• Study group</li> </ul>	<ul style="list-style-type: none"> <li>• Citizen advisory committees</li> <li>• Participatory decision-making</li> <li>• Strategic planning</li> </ul>



**People are not **up**  
**on** what they are  
not **in on**.**

# THANK YOU!

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