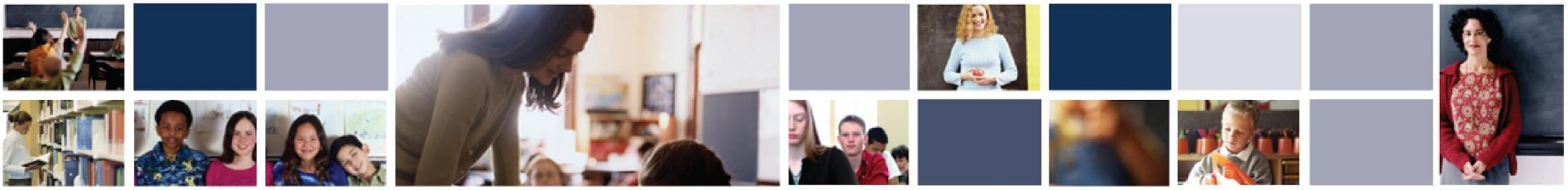


West Essex Regional School District

Strategic Planning Initiative Stakeholder Session

Rich Panicucci
TMI Vice President

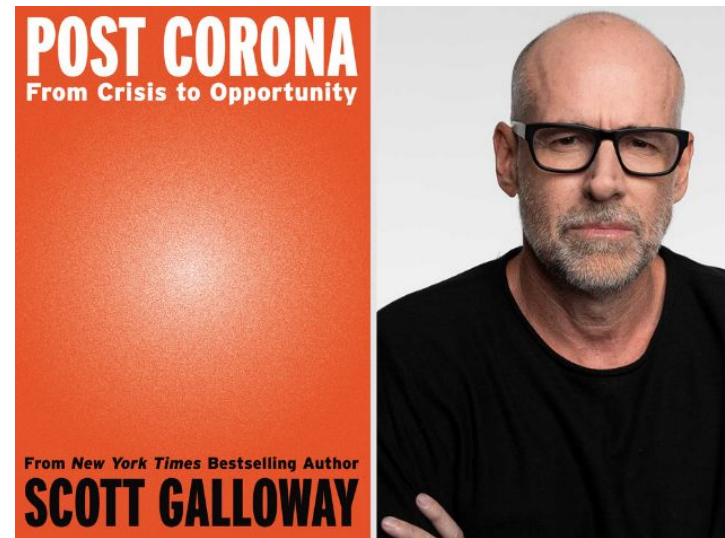
January 8, 2022



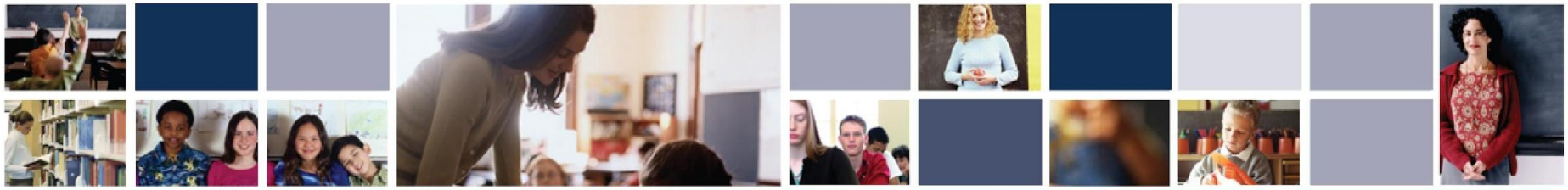
Warm-up

*Strategy is a firm's
answer to the
following question:
**What can we do that is
really hard?***

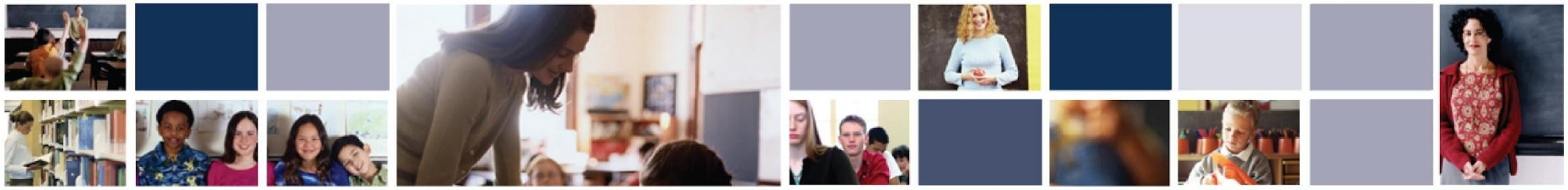
What might this mean for us as
we create a shared vision for
the future?



Scott Galloway, entrepreneur and
Professor of Marketing at NYU

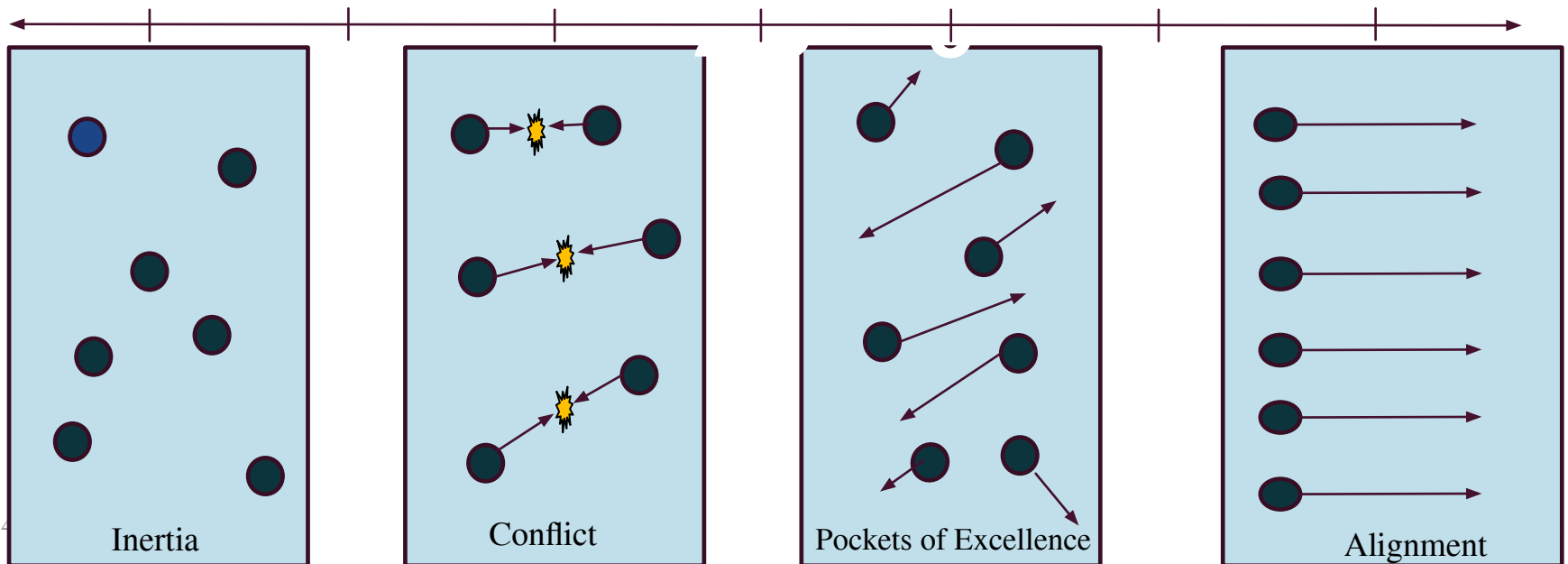


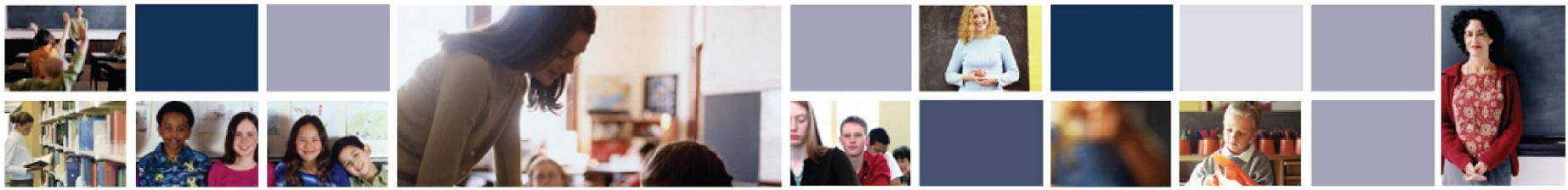
<https://bit.ly/3bI2XRh>



The Collaboration Continuum...

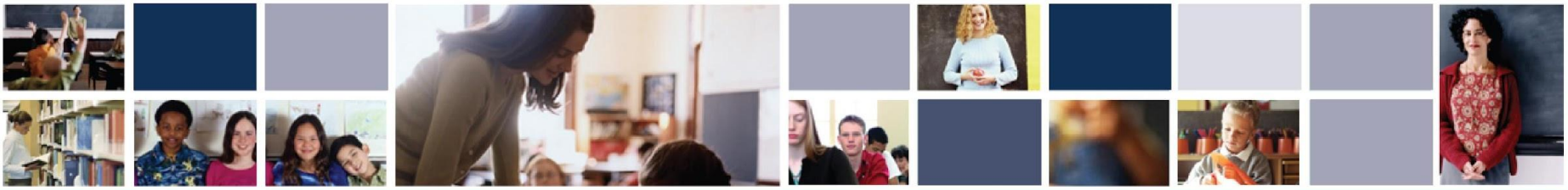
1 1.5 2 2.5 3 3.5 4





Our goals for today

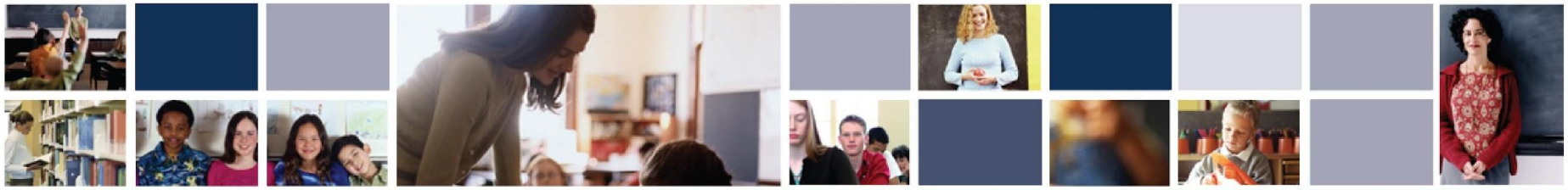
- Providing an overview of our process
- Allow you to walk through some sample strategic planning activities
- Gather feedback that can be used by our planning team



Why?

- Designing **coherent guides** for planning and action
- **Engaging stakeholders** in your process
- Building community and **strengthening culture**

Are there additional goals that you have for this process?



Strategic Planning 101

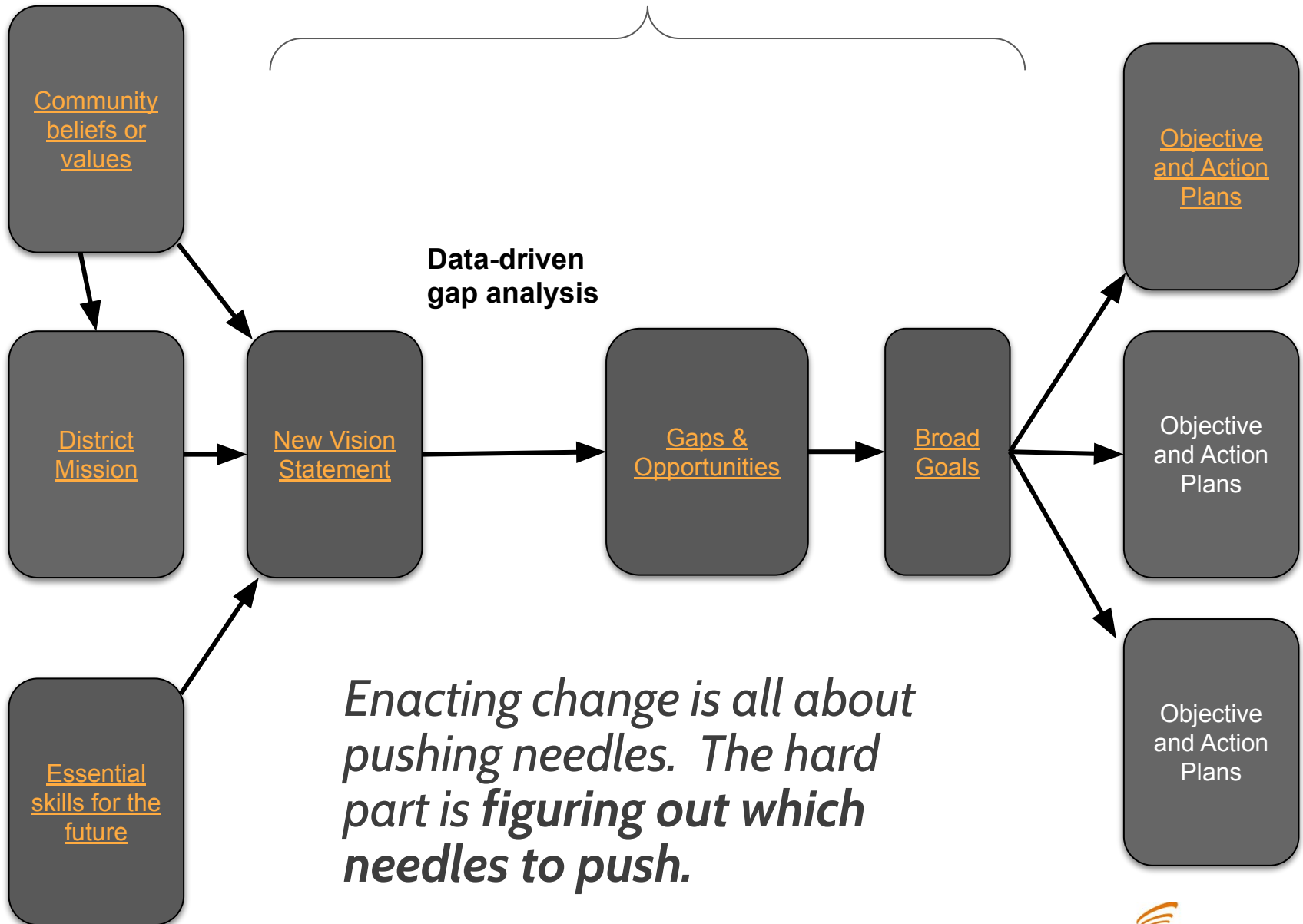
- What does success look like? (M, V, V)
- Where do we stand now? (Dreams vs. Reality)
- Where do we want to be? (Goals & Objectives)
- How do we get there? (Action Plans)

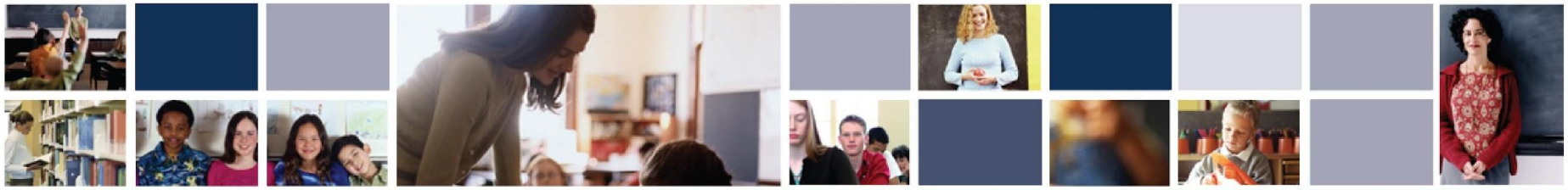


Why?

What?

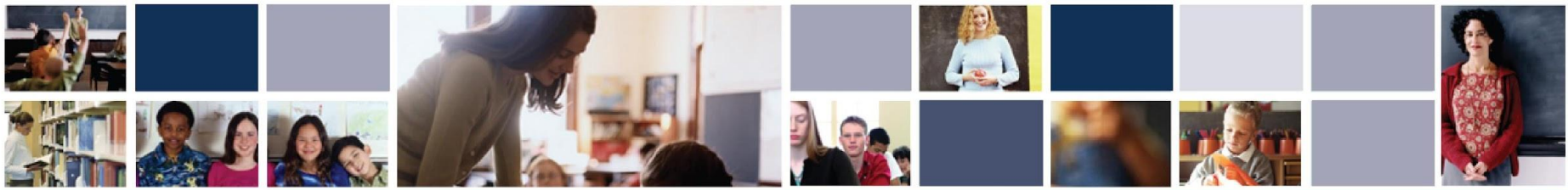
How?





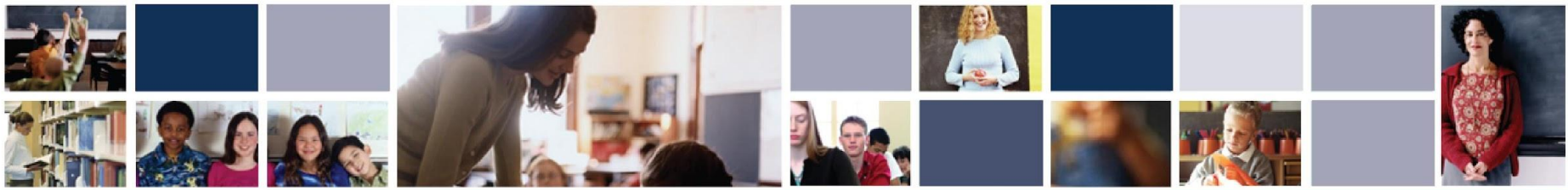
“A committee is a group of the unwilling, picked by the unfit, to do the unnecessary.”

Comedian Fred Allen



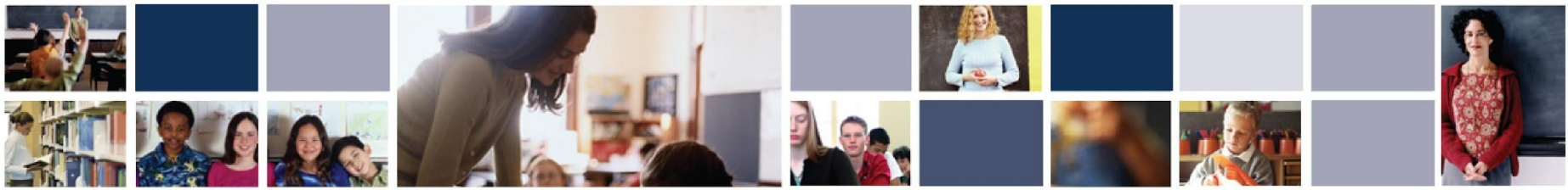
What are norms and protocols?

- Collective commitments developed to guide members in working together
- Structures that clarify expectations regarding how people work together to achieve their shared goals
- Answers the question *“What is our process for holding each other accountable in a respectful and dignified manner?”*



Our norms...

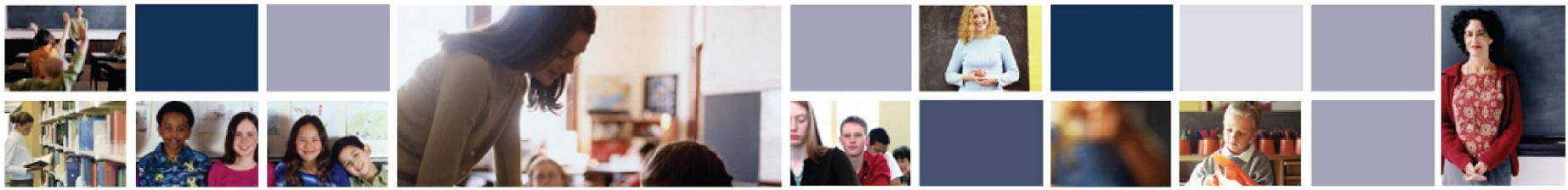
- Start and end on time
- Be honest about the current reality
- Actively listen and participate
- Voice and respond to concerns openly, and nonjudgmentally
- Love the idea of possibilities first
- Commit to consensus actions and individual responsibilities



Sample protocols

- Mentimeter
- Affinity
- Multi-voting
- Up, down, sideways
- DMS

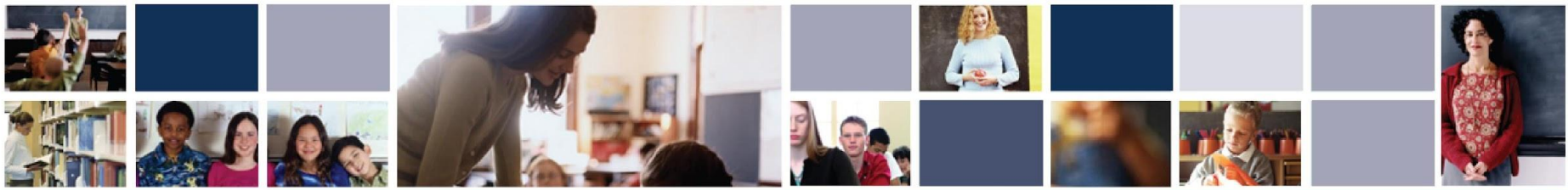




The role of data...

Enacting change is all about pushing needles. The hard part is figuring out which needles to push.

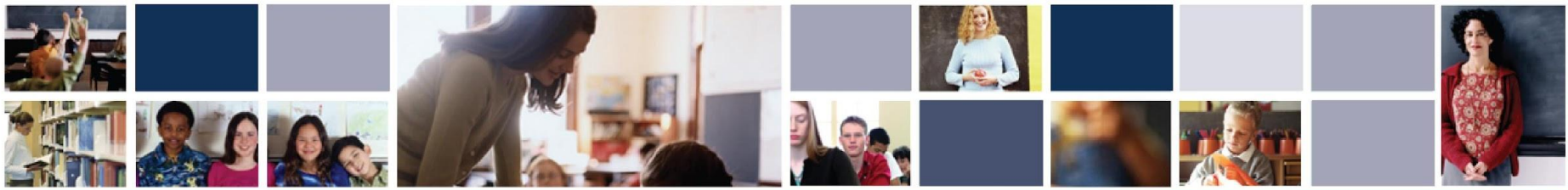




The role of data...

Let's say that a district could increase the percentage of students who felt comfortable approaching their guidance counselor from 25% to 75%.

What impact might that have?

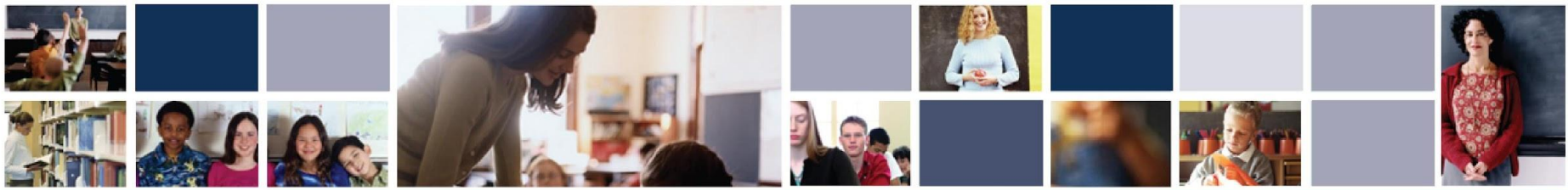


The role of data...

- Student learning
- Stakeholder perspectives
- School process

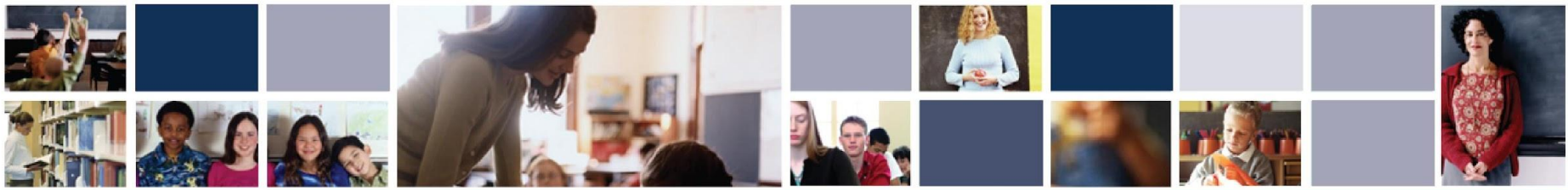


What do we have?



What could we use?

Student Learning	Stakeholder Perspectives	School Process
<p>State Testing (NJSLA) External Assessments PSAT/NSMQT AP Reading/Writing Levels Attendance College Admissions</p>	<p>Student Survey Staff Surveys Parent Survey Community Survey Focus Groups</p>	<p>Curriculum Professional Development District Initiatives Extra-curriculars Budget Overview Technology Plan</p>



What is a statement of values?

Values are:

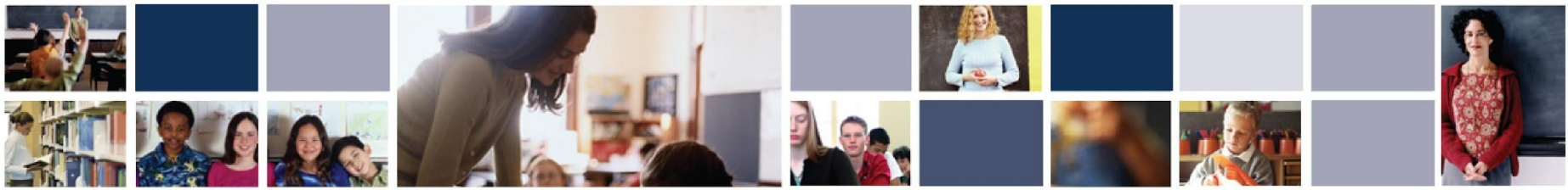
- ❑ Strong community beliefs
- ❑ Priorities to help make tough decisions
- ❑ **Foundation for your mission**

Example: (We believe that...)



**American
Red Cross**

Relief should be guided solely by need, not nationality, race, religion, class, or political opinion



What is a statement of values?

Values are:

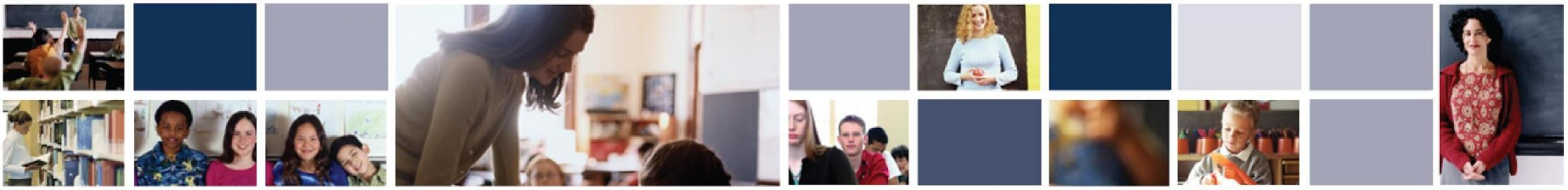
- ☐ Strong community beliefs
- ☐ Priorities to help make tough decisions
- ☐ Foundation for your mission

[Click here](#) for a sample from Cranford Public Schools



Example: (We believe that...)

Teaching should enable relevant, real-world, and interdisciplinary applications for all learners.



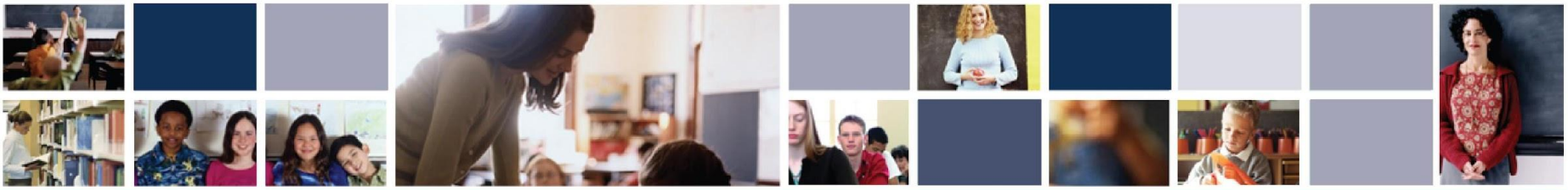
What is a mission statement?

- Something that puts what you **value into practice**
- Why you come to work each day
- A **communication tool**



Educational Example:

To prepare students to live, learn, and lead in a global society



What is a mission statement?

- Something that puts what you **value into practice**
- Why you come to work each day
- A **communication tool**



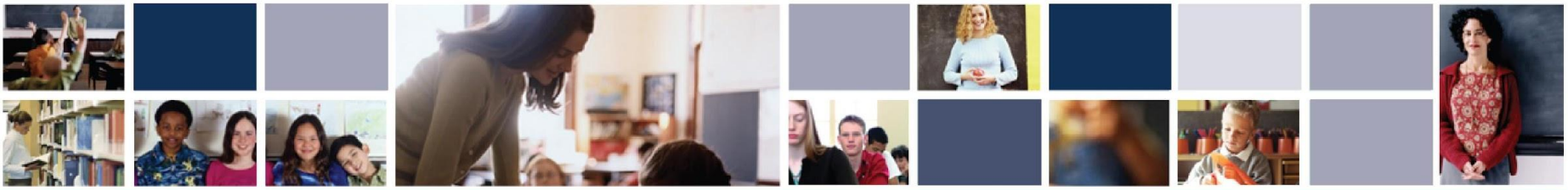
Educational Example:

To **prepare** **students** to **live, learn, and lead in a global society**

Action verb

Who you serve

Values



What is a vision?

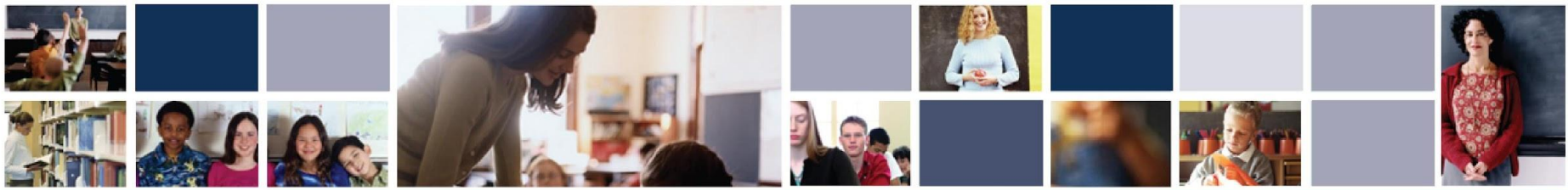
Keep utility in mind

A vision is:

- a list of **specific, concrete** indicators of success
- What you should **see** if the mission is being accomplished and values embraced

Example:

Students developing global competencies in language and cultural awareness



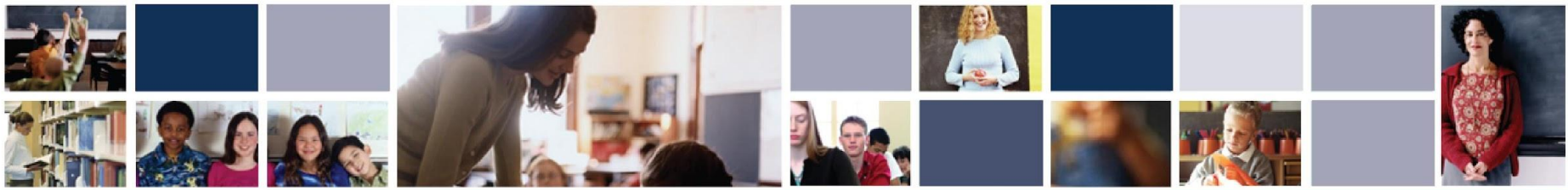
Measuring success

Sample vision bullet:

Students developing global competencies in language and cultural awareness



What kinds of data could you gather to assess where you stood with a vision bullet like this?



What is your vision for 2027?

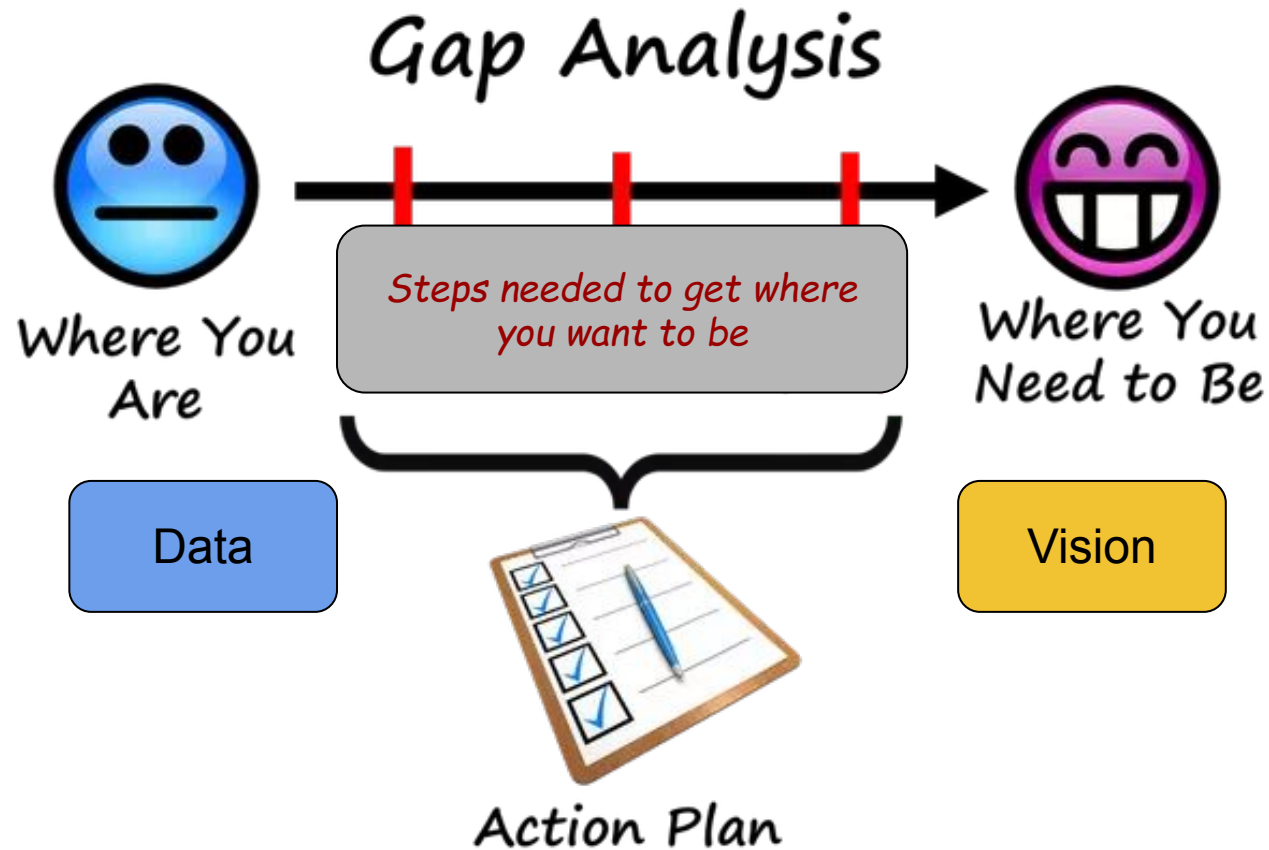
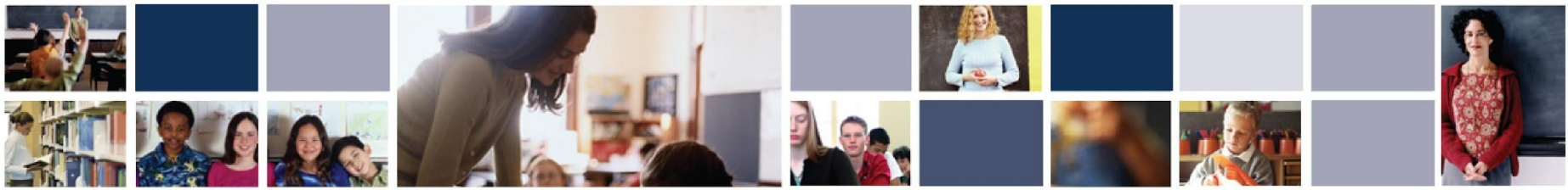
- What trends will shape our students' futures?
- What **essential skills** will they need to succeed?
- How can we shape their education accordingly?

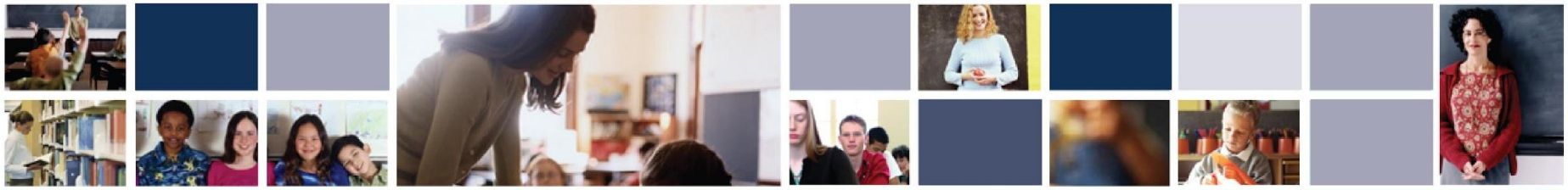


Globalization

Automation

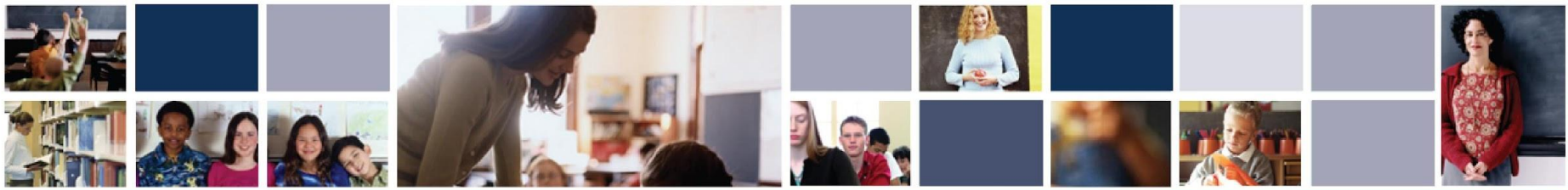
Digitization





Setting goals and objectives

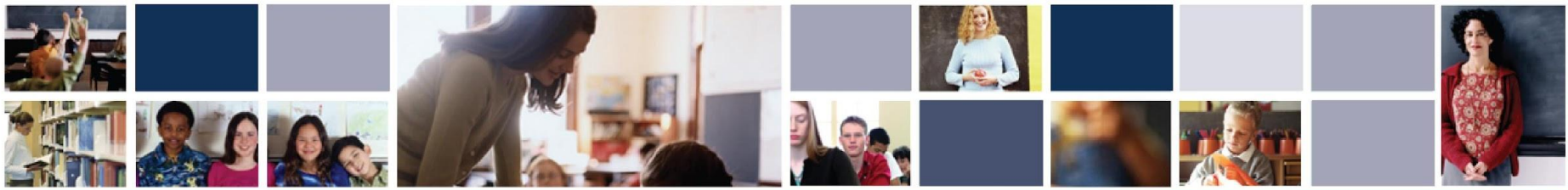




Vision: What to consider?



Trend 1: Globalization



Globalization 3.0

The Internet

Decomposition
of Industries

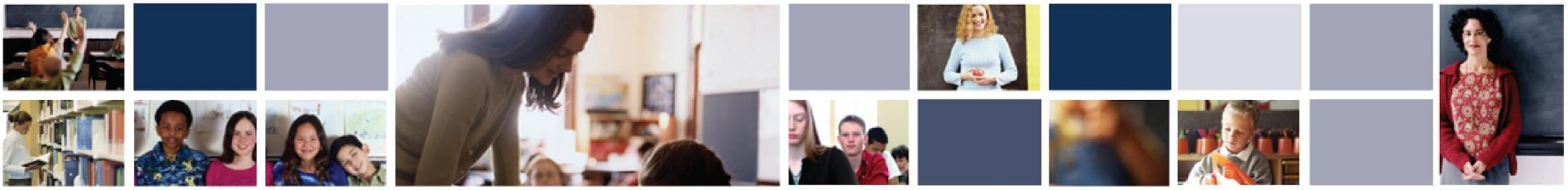
Rise of the Rest

Mechanical Tasks (i.e. tax
returns)

Overseas

Creative Tasks
(i.e. financial
strategies)

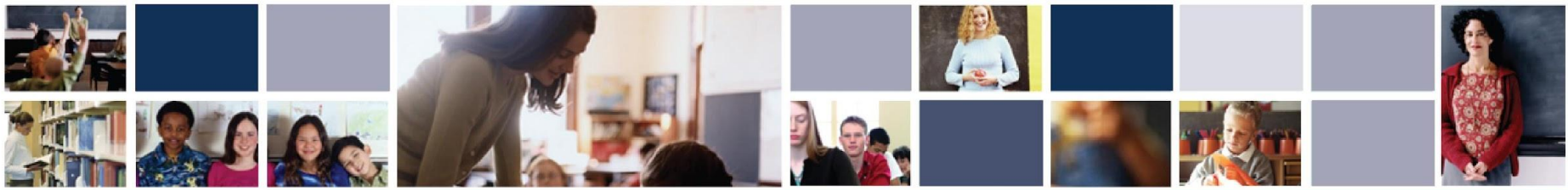
U.S.



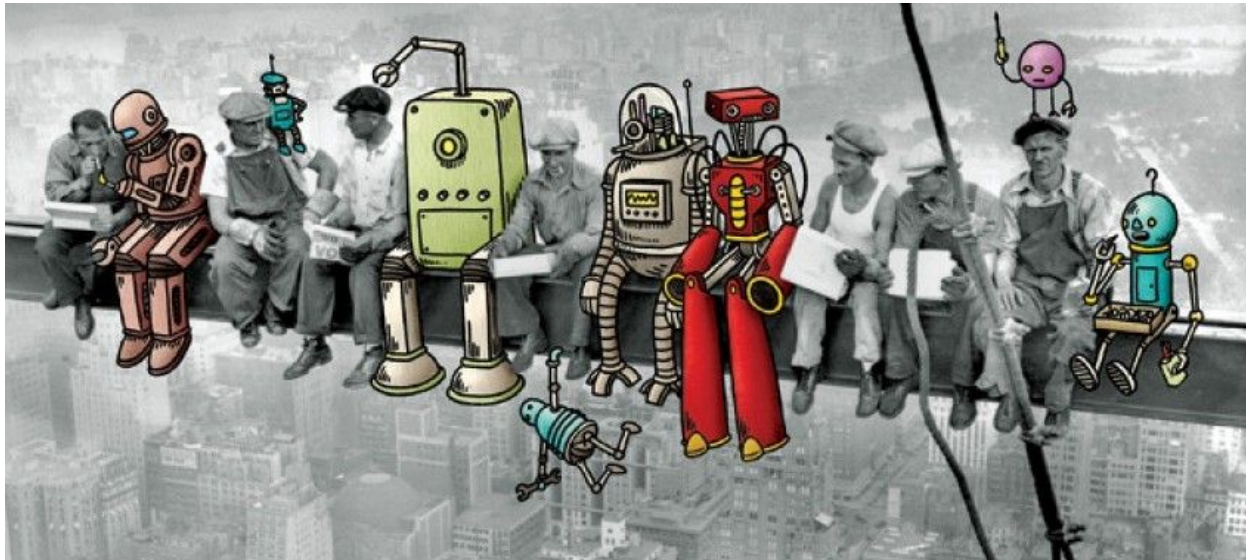
Activity: Mark's Story

In a flat world there is no such thing as an American job. There is just a job, and in more cases than ever before it will go to the best, smartest, most productive, or cheapest worker—wherever he or she resides.

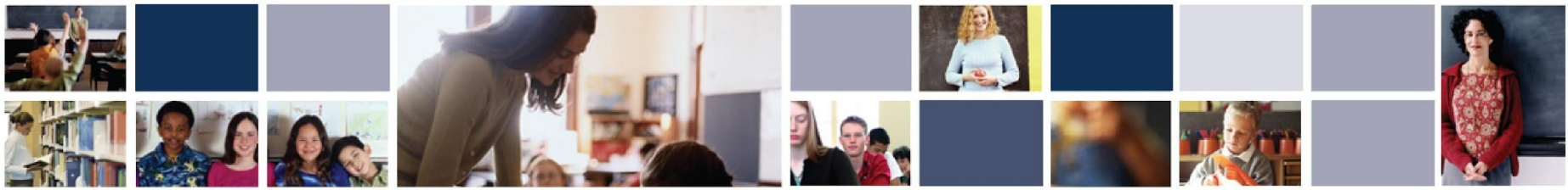
Thomas L. Friedman, The World is Flat



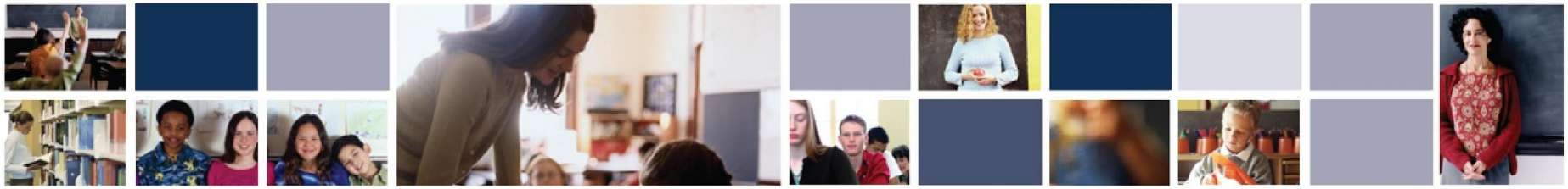
Vision: What to consider?



Trend 2: Automation



How can we prepare our students to be less vulnerable to automation?



A fresh take

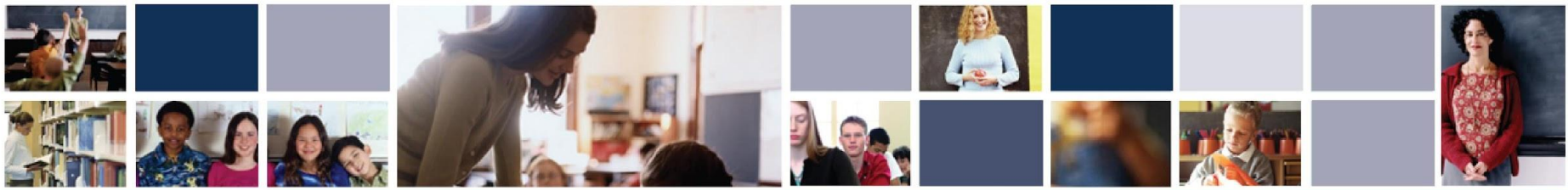
RANGE
WHY GENERALISTS TRIUMPH
IN A SPECIALIZED WORLD

DAVID EPSTEIN
NEW YORK TIMES BESTSELLING AUTHOR
OF THE SPORTS ILLUSTRATED

"RANGE"

- Diversify experiences
- Create opportunities
- Take time to explore
- Think bigger picture

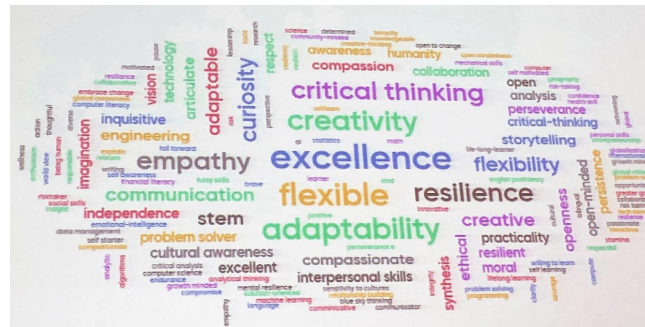
CBS THIS MORNING



What skills will be essential for students?

Using Mentimeter, list the three skills that you feel will be most essential for our students' success

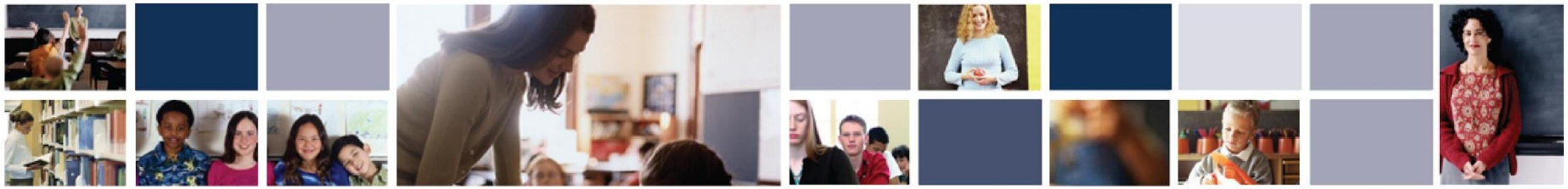
- Reflect on the trends we discussed
- Use single or hyphenated words only

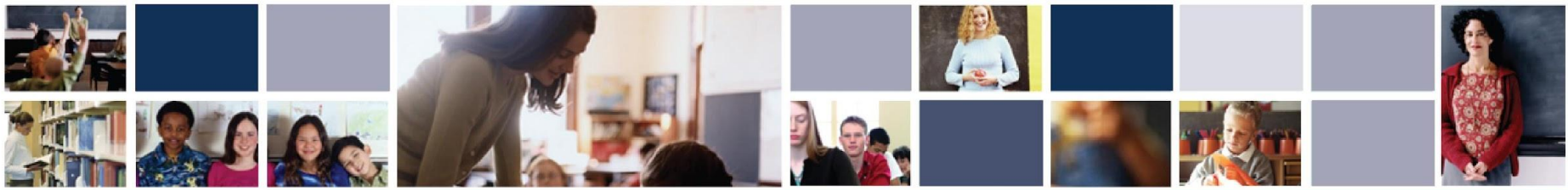


Can also go to
www.menti.com
and use join code



SWOT Analysis Template





Next steps...

- Identify members of planning team
- Assemble data sets in student learning and school process
- Draft and administer stakeholder survey

