



New Jersey School Boards Association

Denville Township Schools



Strategic Planning

Presented by: Charlene Peterson, Field Services Rep.



What is Strategic Planning

Creates an
organizational
vision

...that will direct,
motivate and inspire all
members of the
community to work
together to advance
student achievement.





Answers 3 Basic Questions

1. Where are we now?



2. Where do we want to be 5 years from now?



3. How are we going to get there?



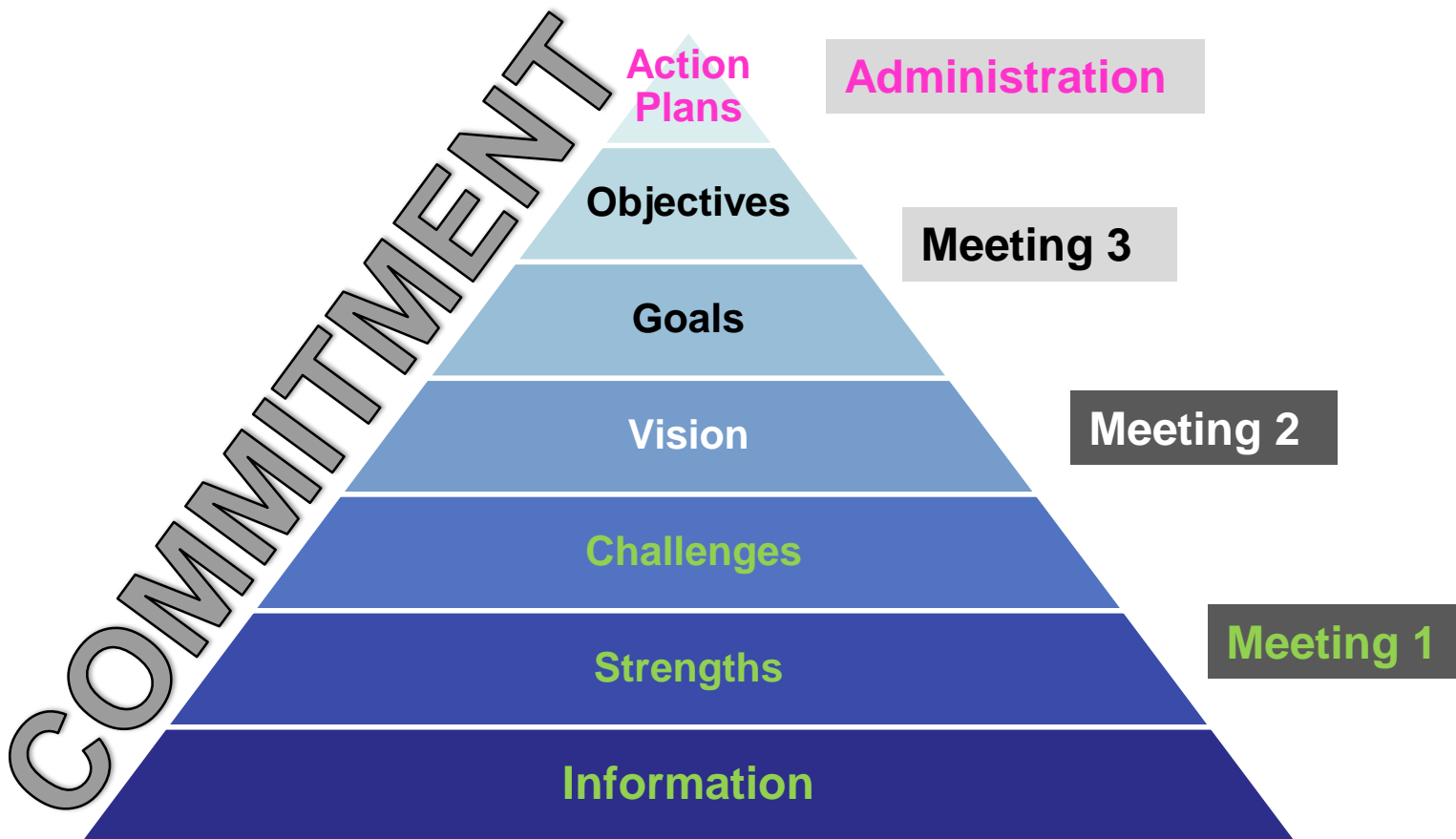


Advantages of Strategic Planning

- Proactive, creative and flexible
- Provides a forum for community participation
- Continues an ongoing cycle of planning, assessment and decision-making that will optimize limited resources and increase communications



Components of Strategic Planning





Sample Calendar

	3D
August	Planning Meeting with Board. Select Coordinator
September	Identify and invite stakeholders. Internal preparation by Coordinator.
October	Meeting #1 – State of the Schools and Strengths/Challenges. Stakeholders – 1st of 3 meetings @1.5 hours each.
November	Meeting #2 – 5-yr visions
December	Meeting #3 – Writing of goals and objectives
Jan - Feb	Writing of Action Plans by Administration
Feb - March	Approval of Strategic Plan



Potential Stakeholders in the Process

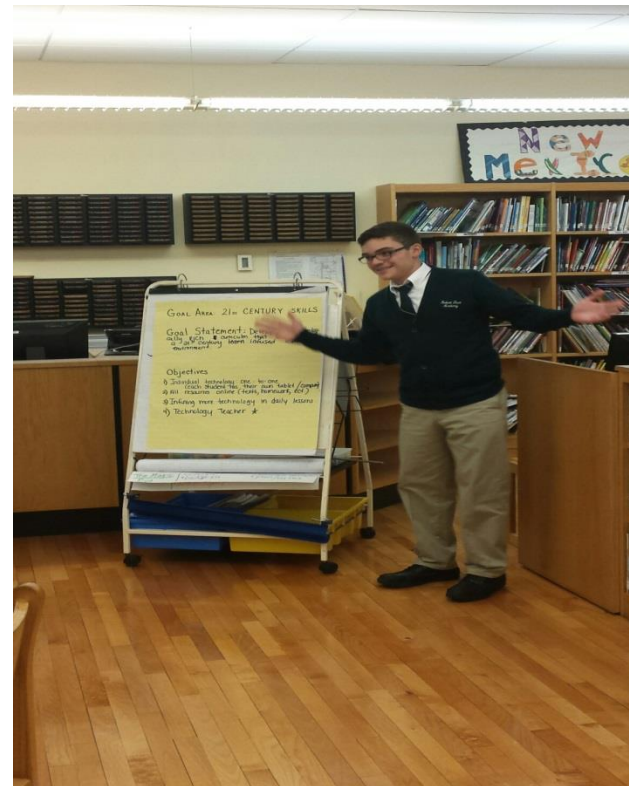
- Parents/Guardians
- Staff
- Students
- Community Members
- Business Owners
- PTO/PTA
- Police/Fire Officials
- Town Government
- Community Leaders
- Education Foundation
- Board Members
- Alumni
- Senior Citizens
- Sports Organizations
- Chamber of Commerce
- Drug Alliance
- Veterans Associations
- Scout Leaders
- Religious Leaders
- Denville Organizations

Stakeholder Group Work

Work in balanced small groups of 8 -10 people.



Share outcomes with large group.





Role of the Board

Approve:

**Strategic Planning
Process**

Strategic Goals

**Resources to
support goals**

Ambassadors

**Board President
makes welcoming
remarks**

**May attend
planning
meetings to greet,
assist, listen to
stakeholders &
participate.**

Oversight

**Communication of
plan**

**Proper
Implementation of
plan**

**Alignment of
district initiatives
to plan**

**Keeping the plan
alive and a focus**




Review Mission Statement

The Denville School District's mission is to engage, challenge and empower life long learners in an atmosphere of mutual respect and trust, where all students have the opportunity to become productive, knowledgeable and responsible citizens in a global society. They will achieve these goals in accordance with the New Jersey Core Curriculum content standards.



Meeting 1 – Where are we Now?

We will answer this question through:

- Superintendent's “**State of the District**” report
- Group identification of **Strengths** /accomplishments of the district.
-  Group identification of **Challenges** Denville is facing.





2nd Meeting – Where do we Want to be 5 Years from Now?



“Vision is the art of seeing things invisible.” - Jonathan Swift



**Group
Visioning
Exercise**

NOVEMBER 13, 2000 \$3.50

TIME

DENVILLE TOWNSHIP



SCHOOLS THAT SUCCEED!

**Write
Title of
Article
and Key
Visions
in Article**

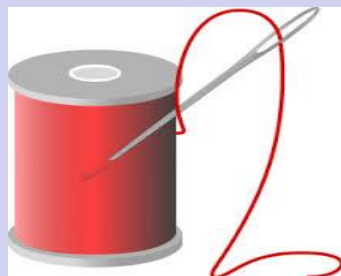
www.time.com AOL Keyword: TIME



At end of 2nd Meeting – Identify Common Threads/Goal Areas

Common Threads

1.



2.

3.

4.

5.

Examples of Goal Areas

Student Achievement
Professional Development
Technology
Facilities & Finance
Safety & Security
Culture & Climate
Community
Communication
21st Century Skills





3rd Meeting – How are we Going to Get There?

**Writing of
Goal
Statements
and
Objectives**





Sample Goal Area Group Info

Facilities and Finance/Safety and Security

Visions

- Interactive learning space – open floor plans
- Expand school choice program
- Virtual classrooms
- Safe learning environment
- Equitable distribution of funds for facilities
- State-of-the-art facilities
- All “green” facilities

Strengths

- Safety and security
- Facilities improvements
- Building configurations
- Class size – space

Challenges

- Environmental concerns
- Older buildings
- Safety and security
- Mandates and resources drain



Sample Goal & Objectives

Goal Area: Facilities and Finance/Safety and Security

Goal Statement: Create a safe and secure learning environment equipped to deliver 21st century programs.

Objectives:

- Upgrade facilities to be more energy and cost efficient
- Increase internal and external security at all schools
- Upgrade existing facilities to be more structurally modernized.



Next Steps - Action Plans

Goal Statement:
Objective:

Major Activities	Staff	Resources	Timeline	Success Indicators
1.				
2.				
3.				
4.				

3D - Responsibility of Administration



Sample Action Plan

Goal 2: **To create and sustain a safe, secure learning environment that is equipped to deliver a 21st century instructional program.**

Outcomes: **Facilities that support a safe physical learning environment and promote digital learning.**

Specific Objective	Activities to Support Objective	Responsible Persons	Recommended Timeline
2.1 Improve safety while maintaining a welcoming environment.	Assess and evaluate status of safety and security programs, processes, and practices at each facility. Explore funding opportunities for safety and security updates and upgrades, Review status of safety and security plans at each facility on an annual basis for continuous improvement.	Superintendent, Business Administrator, Principals, and Supervisor or Maintenance and Operations	2014-15 school year. Research 2014-15. Pilot 2015-16. Broader implementation 2016-17. Research 2014-15. Pilot 2015-16. Broader implementation 2016-17.
2.2 Ensure that current facilities are maintained and updated to communicate to our community the value placed on providing a physical environment conducive to learning.	Evaluate existing facilities, prioritize improvements, and identify associated costs. Evaluate manpower to support building maintenance and initiatives on an annual basis. Ensure the District Long Range Facility Plan reflects the priority needs identified.	Superintendent, Business Administrator, Principals, and Supervisor or Maintenance and Operations	Annually beginning 2014-15 Ongoing beginning 2014-15 Review 2014-15. Monitor and evaluate annually.
2.3 Allocate the necessary financial resources to deliver an exceptional innovative instructional program while remaining sensitive to our fiscal responsibility to our community.	Educate and inform all stakeholders on the needs, benefits, and costs of projects. Determine financial impact on annual budget and identify possible sources of funding.	Superintendent, Business Administrator	Ongoing beginning 2014-15 Review 2014-15. Monitor and evaluate annually.



Yearly Objectives

Strategic Plan Goals



Annual District Goals



Board Goals



School Goals



Classroom Goals



Thank You

for supporting a Strategic Plan for the students of
the Denville Township Schools.