

Proposal for Data-Based  
Strategic Planning Services  
For



**MASB**  
MICHIGAN ASSOCIATION  
OF SCHOOL BOARDS



**West Bloomfield  
School District**

Enclosure 6

**Michigan Association  
of School Boards**

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## *Strategic Planning Process*

School districts today are challenged to do more than ever before with scarce resources so planning for the future is more important than ever. MASB's Data-based Strategic Planning Process will address three key questions for your district:

- ➔ **Where is the District now?**
- ➔ **Where is the District going?**
- ➔ **How will the District get there?**

Data-based Strategic Planning establishes priorities, focuses energy and resources, strengthens operations and ensures all stakeholders are working toward the achievement of common goals for the District.



## *Why Michigan Association of School Boards?*

MASB has facilitated strategic planning processes and goal-setting processes with over 100 school districts. Our facilitators have extensive experience in strategic planning as well as backgrounds in education and/or board service. These dual competencies uniquely position MASB to customize a strategic planning process that 'fits' your district.

The following key assumptions are made when we propose when partnering with a school district to facilitate a strategic planning/renewal process:

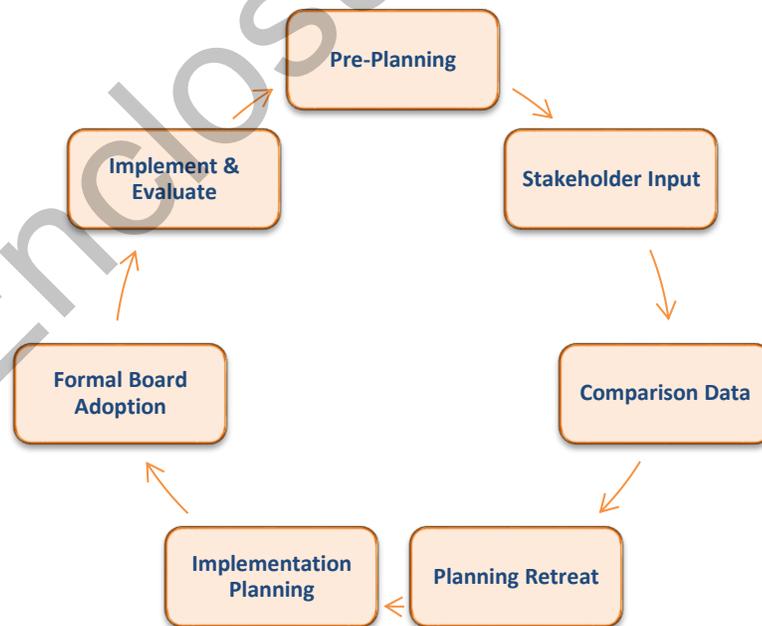
- The process must be customized to align with the district's specific needs and incorporate current plans and processes
- Board of Education members must be an integral part of the process – providing input, support and commitment
- The process must be transparent and inclusive of all stakeholders
- Quantitative data must be used with perceptive data to guide the district in identifying priority goals/strategies
- The process must include development/renewal of the vision, mission and belief statements
- The strategic plan must guide allocation of all District resources
- The process must include a framework to ensure implementation and evaluation

## *Deliverables*

MASB's Data-based Strategic Planning Process includes:

- A pre-planning session with the Superintendent and Board of Education
- A facilitated conversation with the Board of Education and District Administrators to gain input
- Up to six focus group input sessions with stakeholders. i.e. staff, parents, community members, etc.
- A summary and analysis of stakeholder input (qualitative/perceptual data)
- Educational data report (quantitative data) including 5-year district trend data comparing the District with five reference districts and state averages
- Planning and facilitation of strategic planning retreat for approximately 40 planning team members
- Planning and facilitation of implementation workshop with key staff
- Written documentation summary of the planning process
- A summary of the strategic plan
- Recommendations for development of a board monitoring calendar
- Templates for a press releases and communications

## *Fundamentals of the Process*



### **PRE-PLANNING**

The pre-planning phase begins with a brief presentation at a regularly scheduled Board of Education meeting. A work session will be scheduled with the Board and the Administration as well to review the strategic planning process and to provide opportunity for input. This work session will allow the participants to discuss the role of facility master

planning as it relates to learning and the strategic planning process. It will also allow for the opportunity to finalize the scope of the project and the governance team's role in it.

### COMMUNITY AND STAFF INPUT

Staff, community, student and parent input will be gathered through focus group sessions as well as an electronic collector. The survey instrument will be administered by MASB, ensuring that all responses are anonymous.

Input questions are open-ended by design and focus on:

- Strengths of the district
- Opportunities for improvement
- Barriers to implementation
- Vision for the district

### EDUCATIONAL DATA REPORT

Trend and comparison data will be provided and explored. This includes:

- Student Enrollment and Demographics
- Student Learning
- Financial
- Personnel

The data will be compared to state averages as well as five reference districts to be chosen by the Board and Superintendent.

### STRATEGY FORMULATION

Strategy formulation occurs at the facilitated Strategic Planning Team Retreat. An 8-hour strategic planning team retreat generally includes:

- Environmental Scan
- Review current status/progress of district
- Develop/renew/review vision, mission and beliefs
- Review educational data audit summary
- Review stakeholder input summary
- Identify key strategic goal areas
- Identify 12-18 month priorities for each strategic goal
- Develop goal statements
- Communicate plan for implementation and process forward

The planning team varies but most often consists of board members, superintendent, select administrators and representatives from teachers, staff, students and community. MASB will work closely with the District to ensure the diversity of stakeholder groups is represented.

## IMPLEMENTATION/EVALUATION

MASB provides facilitation of an implementation workshop with key staff members and school improvement team leaders as well as recommendations for the implementation of the strategic plan. The implementation plan will include timelines and a Board monitoring calendar. The Superintendent and key staff will be responsible for carrying out plan implementation.

## TIMELINES

A comprehensive strategic planning process can be completed in 3-4 months. The proposed timeline will be developed to best suit the needs of the District. Beginning the strategic planning process soon will provide the greatest opportunity to impact the 2021-22 school year.

## Cost

The cost for the strategic planning process with MASB facilitating the total process including the completion of the input process and summary, described in this proposal is \$10,500 plus expenses (i.e. mileage, meals, overnights, etc.). Fifty-percent of the total fee is due upon signing of the agreement and the remainder and expenses are due at the end of the process.

## OPTIONAL ADDITIONAL SERVICES

One year Strategic Plan renewal 3-hour work session with administration and the Board.

- \$1000

## Questions

For questions about this proposal or the Data-based Strategic Planning Process, please contact:

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