



★ **Michigan City**

Area Schools

Opportunity ★ Excellence ★ Pride

Strategic Planning

Dr. Wendel McCollum
School Board Overview
Tuesday, May 30, 2023



MICHIGAN CITY AREA SCHOOLS | Strategic Planning Timeline

JAN 2023

FEB - MAR 2023

MAR - APRIL 2023

MAY - JUNE 2023

PLAN AND ALIGN

FOUNDATIONS

DESIGN

LAUNCH & MONITOR

Project Team
Kickoff:
Jan. 19

*Introduction to the
process + timeline*

Steering
Team Kickoff:
Feb. 16

*Introduction to the
process, roles, and
community
engagement activities*

Community
Engagement
Activities: Feb.
13 - Mar. 13

*Facilitate engagement
events such as surveys
and focus groups*

Community
Engagement
Review:
Mar. 14

*Analyze data and
determine trends and
focus areas*

Design Day #1
Ideation:
Mar. 28

*Identify initiatives
aligned to focus areas*

Constituent-
Focused
Ideation:
Apr. 25

*Get additional initiative
ideas from constituent
groups*

Design Day #2
Focus +
Prioritize:
Apr. 26

*Finalize and prioritize
initiatives*

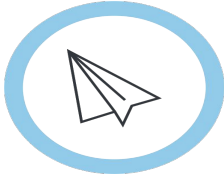
Monitoring,
Prioritization, and
Communication
Planning

*Develop monitoring and
communication plan*

Marketing
Collateral
Sessions

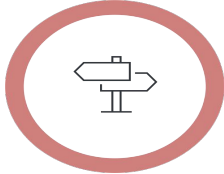
*Design
consultations to
develop final
strategic plan*

HOW WE TEAMED



Project Team

Runs **logistical details, convenes teams, leads constituent engagement** process, ensures the project is running smoothly and following the timeline.
Who: District Leaders



Steering Team

Serves as a **representative body** that kicks off the project and “advises” it throughout. **Provides insight** into current district context, **reviews trends** from constituent engagement, and **designs** the Strategic Plan.

As a full group, this team will meet in-person and virtually. The team may meet in smaller groups for final drafting.

Who: District Leaders, Students, Teachers/Staff, Parents + Community Members

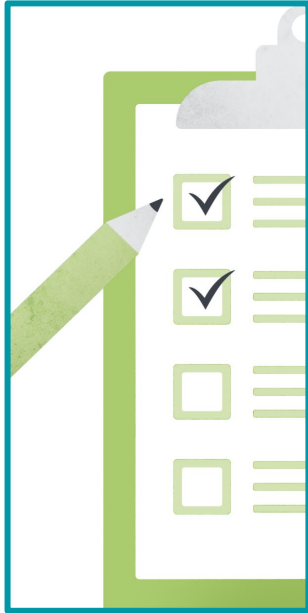


Planning Team + Additional Advisors

Additional individuals that may be consulted in the **process as needed**.
Who: Students, Teachers/Staff, Parents + Community Members

HOW WE ARE GOING TO ENGAGE OUR COMMUNITY

SURVEY



Feb. 13-24

FOCUS GROUP



Feb. 21-28
(10 focus groups)

TOWN HALL



March 13

Foundations | What We Accomplished

February 2023

Community
Engagement Activities

March 2023

Community
Engagement Review +
Visioning Session

Key Actions

- **Community engagement** through survey and focus groups
- Steering team review of community engagement data to **determine trends and focus areas**
- Steering team review of mission, vision, and values/beliefs to **confirm priorities for strategic plan**

We heard
from
2,901

constituents
through the
Community
Survey

101

students, teachers, staff, community
members, parents/guardians
participated in Focus Groups

We hosted
13 Focus
Groups

50+
participants
attended the town
hall

This data
was used to
inform the
Michigan City
Area Schools
Strategic
Plan.

Survey Participation

- Current student: 1613 responses
- Former student or alum: 195
- Employee (instructional): 390
- Employee (non-instructional): 121
- Parent/guardian of current student: 468
- Parent/guardian of former student: 197
- School or district leadership: 48
- Adult education student: 3
- Community member: 245



FEB - MARCH 2023

FOUNDATIONS

Community Engagement Activities: Feb. 13 - Mar. 13

Facilitate engagement events such as surveys and focus groups

Community Engagement Review: Mar. 14

Analyze data and determine trends and focus areas

Access & Communication

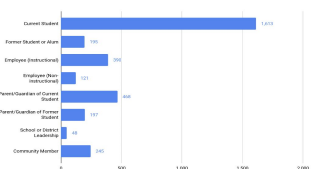
Initial Prompting Questions for Reflection

- What are the best ways for constituents to access information?
- How can we improve communications for all constituents?
- How can we ensure all constituents are able to access information and resources?



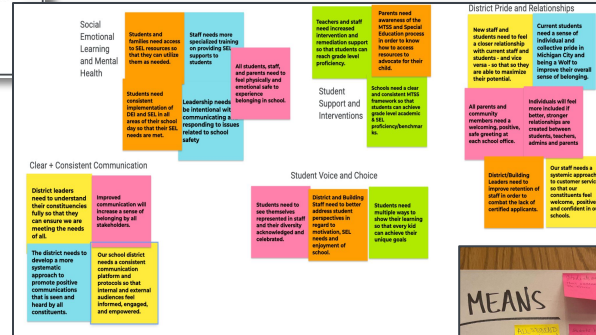
Data Analysis and Trend Identification

MCAS Community Survey Responses by Role



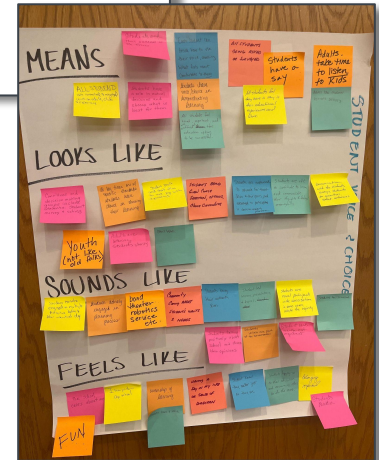
Data Informed Trend	Challenge Statement
Different subgroups of students don't feel like they can be their full selves at school all of the time.	Students need a way to bring their full selves to school so that they can feel inclusion and belonging.
Extra-curricular activities - offer many athletic opportunities and some find difficult to do all the things, while others feel we should offer more non-athletic opportunities.	Students need more non-athletic extracurricular opportunities so that they have a sense of connection to the school community.

Visioning: The Steering Team reflected on the data and created challenge statements based on the data informed trends we collected from the MCAS community.



Five main pillars emerged from the community engagement data

Empathy maps to define what each draft pillar means, looks like, sounds like, and feels like at MCAS



MARCH - APRIL 2023

DESIGN

Design Day #1
Ideation:
Mar. 28

Identify initiatives aligned to focus areas

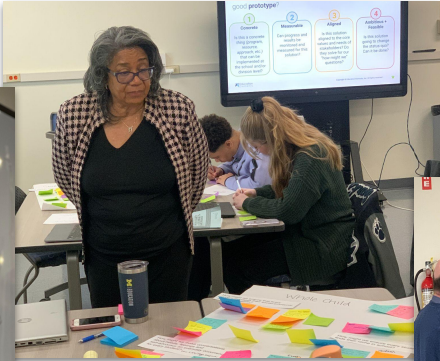
Design Day #2
Focus + Prioritize:
Apr. 26

Finalize and prioritize initiatives

Constituent-Focused Ideation:
Apr. 25

Get additional initiative ideas from constituent groups

Ideation and prototyping initiatives



The team thought of many possible ways to address the needs identified by the community



We encouraged the steering team members to embrace their role as designers

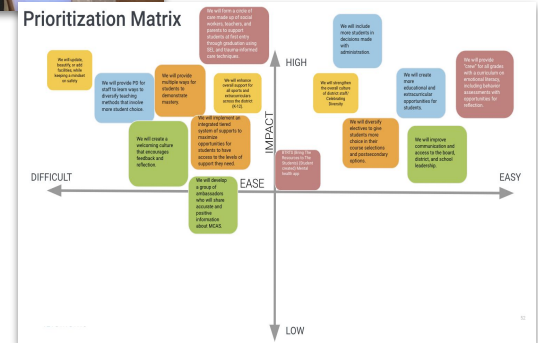


The team used human centered design thinking to ideate initiatives and strategies that aligned with the four focus areas identified in the community engagement data.



The team narrowed the ideas reflecting the feedback on the prototypes and selected the top 3 initiatives.

The Team suggested and agreed to getting more constituent feedback on drafted prototypes.



ANATOMY OF A STRATEGIC PLAN

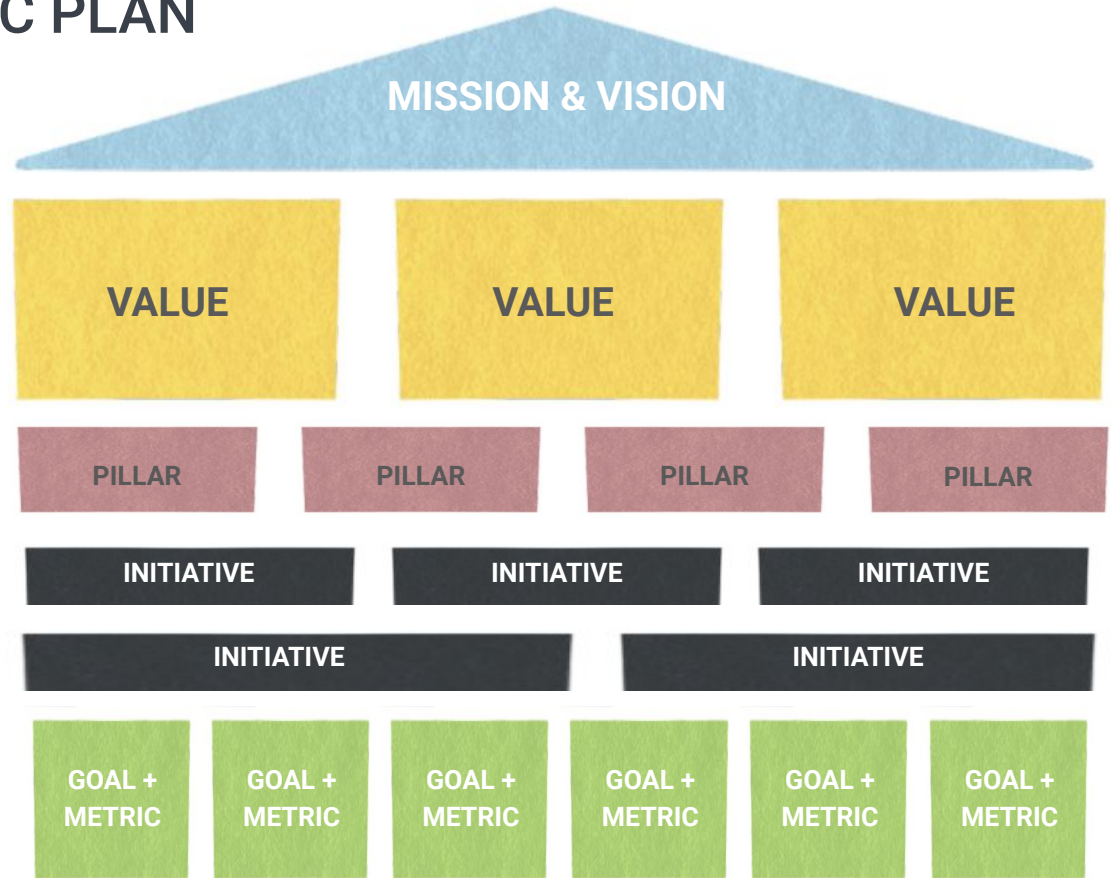
What is our north star?

What will we hold true along our journey?

In what specific areas will we focus our attention in order to arrive at our north star?

What will we need to do in order to achieve our vision?

How will we know we are successful?



Mission

We are a diverse community of families, students, and staff who take pride in our schools, contribute positively to society, and prepare students for lifelong success.

Vision

Michigan City Area Schools: High expectations. Supported students. Innovative paths to success.

Values and Belief Statements

Value	Belief Statement
Trust	We believe in promoting a culture of integrity so that all members of our community experience deep trust and partnership with the district.
Diversity	We believe in celebrating diversity and empowering all members of our community.
Growth	We believe in continuously growing, learning, and improving, so that all of our students experience academic and personal success.
Pride	We believe in cultivating pride in our schools.

Pillars | Alignment with Strategic Direction

The community engagement process highlighted five pillars for MCAS. The steering team went through a process of drafting pillar names and descriptions, along with initiatives for each pillar.

PILLARS				
Culture and Environment	Student Voice and Opportunities	Meeting the Needs of Diverse Learners	Clear and Consistent Communication	Educating the Whole Child
DESCRIPTIONS + INITIATIVES				
<p>We will work to ensure that Michigan Area City Schools is a community that all members appreciate, celebrate, and are proud to be a part of.</p> <ul style="list-style-type: none"> • We will enhance support for all sports and extracurriculars across the district (PreK-12). • We will update, beautify, or add facilities, keeping a focus on safety. • We will strengthen the overall culture for district staff, celebrating diversity. 	<p>We will ensure that students' voices and choices are reflected in decisions made throughout the district by committing to getting their feedback and involvement on a consistent basis.</p> <ul style="list-style-type: none"> • We will provide professional development for staff on incorporating student voice. • We will create more academic and extracurricular opportunities for students. • We will seek student input and involvement in decisions that impact them. 	<p>We will provide all students with the tools, resources, and support they need to experience success in school, meet their goals, and reach their full potential.</p> <ul style="list-style-type: none"> • We will provide multiple ways for students to demonstrate mastery. • We will implement an integrated, tiered system of supports for students. • We will diversify electives to give students more choice in course selections and postsecondary options. 	<p>We will ensure that information is easily accessible and that all members of our community feel that their voices matter.</p> <ul style="list-style-type: none"> • We will create a welcoming culture that encourages feedback and reflection. • We will develop a network of ambassadors who will share accurate and positive information about our schools. • We will implement two-way communication platforms that allow us to reach all constituents and provide them with opportunities for engagement. 	<p>We will provide students with equitable resources that will support their emotional and mental health needs, including increased social-emotional learning (SEL) resources.</p> <ul style="list-style-type: none"> • We will implement a tool (such as an app) to serve as a mental health/ learning environment screener and connect students with resources. • We will expand "Crew" to all grades, with a focus on emotional awareness, academic success, and opportunities for relationship-building. • We will form a circle of care made up of teachers, counselors, social workers, success coaches, staff, and parents to support students from enrollment through graduation, using SEL and trauma-informed care techniques.

May - June 2023

Prepare for implementation by:

- Prioritization and Communication Planning
- Professionally Designed Marketing Collateral

Launch Key Objectives

- Prioritize **final pillars, initiatives and metrics for success** for the strategic plan
- **Professionally designed strategic plan** to share with community
- Support district with creating **systems and processes** that tracks the district's **performance** against goals and enables the district to continue key actions, course correct as needed, and celebrate early wins and **progress**
- Develop external **messaging** for the school community



Creating a plan that tells a story for MCAS

