Strategic Planning

Dr. Wendel McCollum
School Board Overview
January 31, 2023

Background

- ○ Michigan City Areas Schools has led strategic planning in the past. The last time a strategic plan was adopted was in the early 2000s.

- ○ Strategic planning provides an opportunity for district leadership to involve and unite the community around a future for Michigan City Area Schools that is reflective of lessons learned and responsive to current and future needs.

- ○ MCAS is seeking a way to generate energy around key priorities with a focus on recruiting and retaining top talent aligned to the organization's needs.

Salimah Jasani-Nelson

salimah@edelements.com
Senior Design Principal

Afreecáh Fails

afreecah@edelements.com
Design Principal

Andrea Goetchius

andrea@edelements.com
Partner

Education
Elements

Strategic Planning Methodology

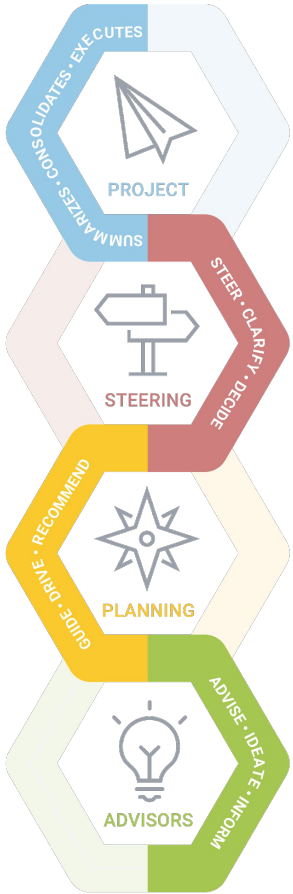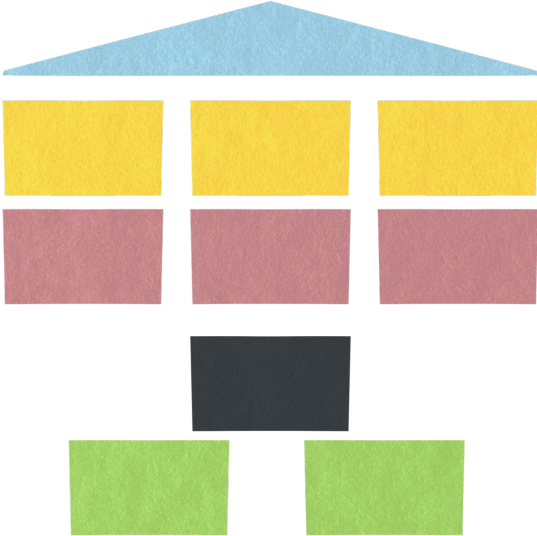| PHASE	Key Objectives	Key Outputs
Plan & Align *January-February 2023*	• We know how, when, and to what extent we will engage stakeholders in the planning process	• Project Calendar • Steering Committee list • Constituent engagement plan
Foundations *February 2023*	• We collect data to highlight our strengths and opportunities • We create a draft vision that guides our work	• Summarize findings + data review • Draft vision statement + areas of focus
Design *March-April 2022*	• We use a designer's mindset to think critically about when to flare and when to focus • We prioritize areas that support our vision and design solutions for those areas • We codify not only the plan but also how we will "pivot" when needed • We inform groups not already involved	• Planning canvas with priority areas • Strategic plan outline • Implementation plan + timeline • Final strategic plan + board presentation • Plan for progress monitoring
Launch *May-July 2023*	• Identify milestones for strategic planning initiatives • Build habits of reflection to identify "pivots" as plan progresses	• Progress monitoring • Targeted initiative support • Retrospective session to reflect on progress

Team	Purpose	Examples of might be engaged in the work
Project Team	Runs logistical details, convenes teams, ensures the project is running smoothly and following the timeline. *Dr. Barbara Eason-Watkins, Dr. Wendel McCollum* *Betsy Kohn, Cathy Bildhauser, Kevin McGuire, Stacy Attar*	Superintendent, Assistant Superintendent(s), Key District Leaders
Steering Team	Serves as a representative body who kicks off the project and "steers" it throughout. Reviews trends from existing data and stakeholder engagement activities and formulates initial focus areas/pillars.	Project Team, Staff, Teachers, Leaders, Community Members, Students, Board Member
Planning Teams	Dives deeply into the planning for one or more focus areas. Designs solutions, makes recommendations for initiatives and action steps within the focus areas.	*Will be based on focus areas/pillars from Steering Team
Advisory Teams	Serves the process in a consultative capacity (1 per constituent group). Reviews documents and planning systems, gives feedback at key points, ensures decision-making is equitable and representative of the community.	Students, Alumni, Community members, Parents

PROJECT
SUMMARIZES · CONSOLIDATES · EXECUTES

STEERING
STEER · CLARIFY · DECIDE

PLANNING
GUIDE · DRIVE · RECOMMEND

ADVISORS
ADVISE · IDEATE · INFORM

Plan Components

What could be in our plan?	What question does it answer?	Other names for this component
Mission	Why we exist	Purpose
Vision	Where we are going	Aspiration, Future Position, North Star, Goal
Values	What we believe	Beliefs, Guiding Principles
Focus Areas	What we will prioritize in the next 2-5 years	Priorities, Themes, Pillars, Strategic Goals/Objectives
Goals	What does success look like	Objectives, Key Performance Indicators (KPIs)
Initiatives	How we get to success	Initiatives, Actions
Strategies	How to get to our plan	Methodology, Timeline, Approach

Next Steps

❖ Convene teams

❖ Survey stakeholders

❖ Begin focus groups and interviews