



FOR IMMEDIATE RELEASE

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Dallas County School System Launches Strategic Planning Process, Seeks Community-Wide Feedback

Selma, AL — Dallas County School System (DCSS) is excited to announce the launch of its comprehensive Strategic Planning process to develop its next 3-year Strategic Plan for the district's continued growth, success, and sustainability. Superintendent Sampson, all elected school board members, and all district leaders invite feedback from all stakeholders, including students, staff, families, and local industry leaders. This multi-year planning process is being designed and led by K. Allen Consulting, a national management consulting firm, and aims to create a future-ready vision, goals, and aligned strategies for the district that reflect the community's values, priorities, and current needs.

"As we begin this Strategic Planning process, we are committed to listening to our stakeholders and gathering their insights," said Superintendent Anthony Sampson. "Our mission is to create a district-wide plan that strengthens our schools and supports student and staff success. We encourage every student in grades 6-12, as well as all family members, staff members, and local industry leaders, to engage in this process and share their valuable perspectives."

Opportunities for Engagement

The strategic planning process includes multiple phases with stakeholder feedback being a primary focus in the initial phase. During this phase, DCSS will gather data from various stakeholders through surveys, interviews, focus groups, and thorough district data and artifact collection. Key opportunities for participation include:

- **Staff Survey:** January 17th - February 7th
- **6th-12th Grade Student Survey:** January 17th - February 7th
- **Family Survey:** January 17th - February 7th
- **Community Survey:** January 17th - February 7th

In addition to the surveys, DCSS will offer focus groups for employees to share their insights directly with the K. Allen Consulting team in confidential, safe settings. Detailed information on focus group participation will be shared with staff in the coming weeks. Last but not least, one on one interviews will be conducted with school and district leaders, while data and artifact collection will take place at the district level.

DCSS aims to reach all stakeholders through multiple communication channels, encouraging active participation to ensure the district's future plan is informed by the voices of the community it serves. The data collection results will be analyzed and incorporated into a comprehensive report of findings to guide the final phases of goal-setting, planning, and



implementation. The final Strategic Plan will be shared with leaders and the community in the spring of 2025.

About the Dallas County School System

The mission of the Dallas County Schools is to empower students to become self-sufficient, competent, and productive citizens of society. This will be achieved by engaging students in an innovative, creative, and realistic curriculum delivered by highly qualified staff. Dallas County School System's new Strategic Plan builds on this mission by defining a clear, actionable direction for the district, empowering each school to deliver educational excellence and foster student achievement.

To learn more about the Strategic Planning process or ask questions, please email K. Allen Consulting at info@kallenconsulting.org.

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