

Ashland Public Schools Planning Meeting

Ashland Public Schools

April 28, 2022

6:30 pm

HYA | HAZARD
YOUNG
ATTEA
ASSOCIATES

Planning Meeting Agenda

1. Introductions
2. Review strategic planning purpose & process
3. Create calendar for the strategic planning
4. Schedule time frame for Board interviews
5. Identify stakeholder focus groups
6. Make technical decisions for online survey
7. Data collection decisions
8. Review communication kit & media strategy
9. Communication with administrators
10. Wrap up – next steps

Planning Meeting Deliverables

- Completed strategic planning calendar
- Identification of stakeholder focus groups
- Data collection decisions
- Communications Kit



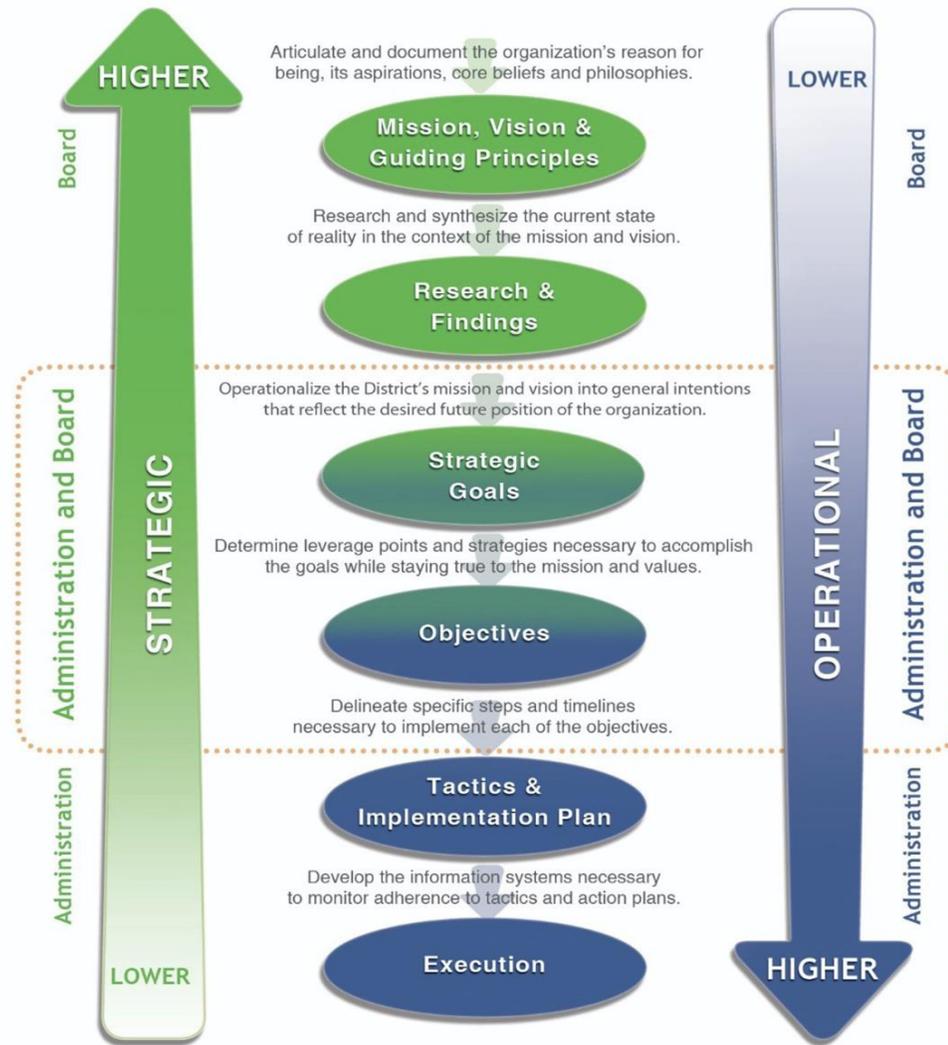
Introductions

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Why Strategic Planning?





Phase I



Engage the
Community

Engage the **community** to establish the current state of reality and shared vision for the future:

- Plan the process & timeline
- Conduct individual Board and community leader interviews
- Facilitate stakeholder focus groups
- Administer stakeholder survey
- Review prior strategic plans and other relevant documents

Phase II



Focus and Plan
for the Future

Facilitate **board or planning committee** sessions to develop the strategic plan, which includes:

- Portrait of the graduate
- Mission/Vision
- Guiding principles
- Strategic goals
- Objectives

Phase III



Implement and
Evaluate Impact

Facilitate **educator** workgroups to develop:

- Strategic dashboard
- Strategic indicators
- Action plans
- Timelines
- Responsible administrators
- Resources needed

PHASE 1: INCLUSIVE ENGAGEMENT

- Planning meeting
- Engagement sessions: focus groups, interviews (up to 32)
- Community survey
- Work with leadership team to assemble existing data reports
- Data analysis
- **Deliverable: Needs Assessment Report**



PHASE 2: FOCUS ON STRATEGY



- Facilitate Board one work session to review findings of Engage Phase – Needs Assessment report
- Facilitate three Board work sessions to consider and revise drafts of strategic plan including
 - Vision
 - Core Beliefs
 - Mission
 - Goals
 - Objectives
 - (existing Portrait of the Graduate will be included in the plan)
- Support district leaders as they present the strategic plan to the Board for approval
- **Deliverable: Board approved Strategic Plan**



PHASE 3: IMPLEMENT & EVALUATE



- Facilitation of up to two planning meetings with the leadership team to guide implementation planning and delivery.
- Provision of templates and guidance to further refine action plans, metrics, timelines, roles, and responsibilities.
- Provision of the Strategic Dashboard will be housed on the district website so that the district can publicly tell its story and monitor adherence and progress towards realizing its strategic plan.
- Train district leaders in the use and upkeep of the Strategic Dashboard.
- **Deliverable: Strategic dashboard**



Draft Timeline

| PHASE | ACTIVITY | Mar. '22 | Apr. '22 | May '22 | June '22 | July '22 | Aug. '22 | Sept. '22 |
|--|--|---------------------------------------|----------|---------|----------|----------|----------|-----------|
| Preplanning | Meet with Superintendent to review scope | | | | | | | |
| | Introduction to Superintendent's Cabinet | | | | | | | |
| Phase I: Inclusive Engagement | Planning Meeting with School Board | | | | | | | |
| | Perception Data Collection: | | | | | | | |
| | Interviews | | | | | | | |
| | Data Collection | | | | | | | |
| | Community Survey | | | | | | | |
| | Focus Groups | | | | | | | |
| | Data Analysis | | | | | | | |
| | Delivery of Needs Assessment Report | | | | | | | |
| | Phase II: Focus on Strategy | Work Session: Needs Assessment Report | | | | | | |
| Work Sessions: | | | | | | | | |
| Vision | | | | | | | | |
| Portrait of a Graduate | | | | | | | | |
| Core Values | | | | | | | | |
| Strategic Goals | | | | | | | | |
| Strategic Objectives | | | | | | | | |
| Strategic Plan presented to School Board | | | | | | | | |
| Phase III: Implement, Evaluate & Communicate | Work plan development: | | | | | | | |
| | Strategies | | | | | | | |
| | Metrics | | | | | | | |
| | Timelines | | | | | | | |
| | Persons Responsible | | | | | | | |
| | School Improvement Plan Alignment | | | | | | | |
| | Strategic Dashboard Training Session | | | | | | | |
| Post Plan Support | | | | | | | | |
| | Begin quarterly check in | | | | | | | |

Identify Engagement Sessions DRAFT

Interviews

- Superintendent
- Assistant Superintendent
- Director of Finance
- Director of Student Services
- Director of Athletics
- Director of Facilities
- Director of Pre-School
- Director of Media and Communications
- Building Principals
- 5 board members

Focus Groups

- Central office
- 3 parent groups
- Middle School students
- High School students
- Alumni
- 2 teacher focus groups
- Staff focus group



Focus Groups – Logistics

- One hour – 15-20 participants
- Location – District responsible for arranging facilities
- Virtual groups? In-person groups?
- Administrators – during the workday
- Parents and community members – evening
- Teachers – ideally during the workday or immediately after school
- Staff – during the day or immediately after school
- Students – during the school day
- District sends invitations



Decisions for Online Survey

- 6 categories of participants
 - Parent
 - Student
 - Teacher
 - Staff
 - Community member
 - Other?
- Languages?
- Dates for survey to be open and closed (may be approximate for now)
- Additional questions?



Data Collection

Gathering of existing data. Administrators will not be asked to create new reports.

- Student achievement data
- Financial data
- Talent management data from HR
- Special Education data
- Progress towards previous strategic plan
- Climate and culture
- Other?



Communication Tool kit

- Communication timelines for each phase
- Sample press releases
- Sample focus group invitations
- Sample community updates



Media Protocol

- Focus groups are public meetings
- Media may be present
- Every member of a focus group must give consent to being taped or recorded



Communication with district and school leaders

- Purpose of strategic planning
 - Where are we now?
 - What is our ideal future?
 - How do we get there?
- The primary purpose of a school is to ensure student learning
- Functions that support learning must also be examined (finance, HR, facilities, student wellness, community engagement, etc.)
- Strategic planning creates alignment of efforts & guides decision making
- Administrators will be asked to participate in an interview and/or focus groups
- All data collection will be limited to existing data, no new reports made or generated
- Implementation plans/strategies driven by educators



Next Steps & Questions

martincox@hyasearch.com

matthewfriedman@hyasearch.com

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