



STRATEGIC PLANNING PROCESS

PREPARED FOR CHERRY HILL BOARD OF EDUCATION

MAY 2025

YOUR DEDICATED HANOVER TEAM



Your Managing Director: Dr. Susan Groundwater

Susan oversees Hanover's entire K-12 practice area. She serves to direct the team's integration of research and professional services for Cherry Hill's strategic planning process.



Your K-12 Advisor: Dr. Scott Ratchford

Scott leads the Advisory partnership, providing expertise during consultations and workshops.



Your Content Director: Dr. Goretti Vinuales

Goretti manages the research process from start to finish, including ongoing collaboration with Hanover's research analysts and consultants.



Your Relationship Director: Carrie Melson

Carrie is responsible for ensuring the district is maximizing the resources available in the Hanover Digital Portal as well as your satisfaction with the overall partnership.

MEETING YOUR NEEDS

Cherry Hill's dedicated Advisory and custom research team works with district leaders to determine how we can assess, and guide decisions based on Cherry Hill's unique strengths and opportunities for growth. Hanover has been a partner since 2018.



Research Services

Our research partnership provides you with a dedicated research team and a customized research plan that will deliver actionable insights and analysis.

- Best Practices
- Survey Design & Analysis
- Benchmarking
- Data Analytics
- Qualitative Research



Advisory Services

Our Advisory Services include our research services in addition to personalized support from one of our advisors, interactive workshops, and group consultations.

- Capacity Building
- Implementation Support
- Interactive Workshops
- Group Consultation



Educator Learning Center

The Educator Learning Center (ELC) is our online professional learning platform that makes teacher learning sustainable, useful, and convenient.

- Interactive Learning Modules
- Resource Library
- Discussion Boards
- Custom-Built Content
- Implementation Advisor



Hanover Digital

Our always-on resource that provides research, data, benchmarking, and implementation tools that you can access anytime and share across teams and departments.

- Online Research Library
- Implementation Tools
- Benchmarking Analytics

HANOVER'S ADVISORY SERVICES

Our Advisory Services include consultations and interactive capacity building workshops matching client needs to advisors' areas of expertise.

Advisors provide consultations, resources, tools, and systems to guide vital work in K-12 public education.

Strategic Planning

Action & Implementation Planning

Program Evaluation

Data Literacy/Data-informed Decision Making

Leadership Development

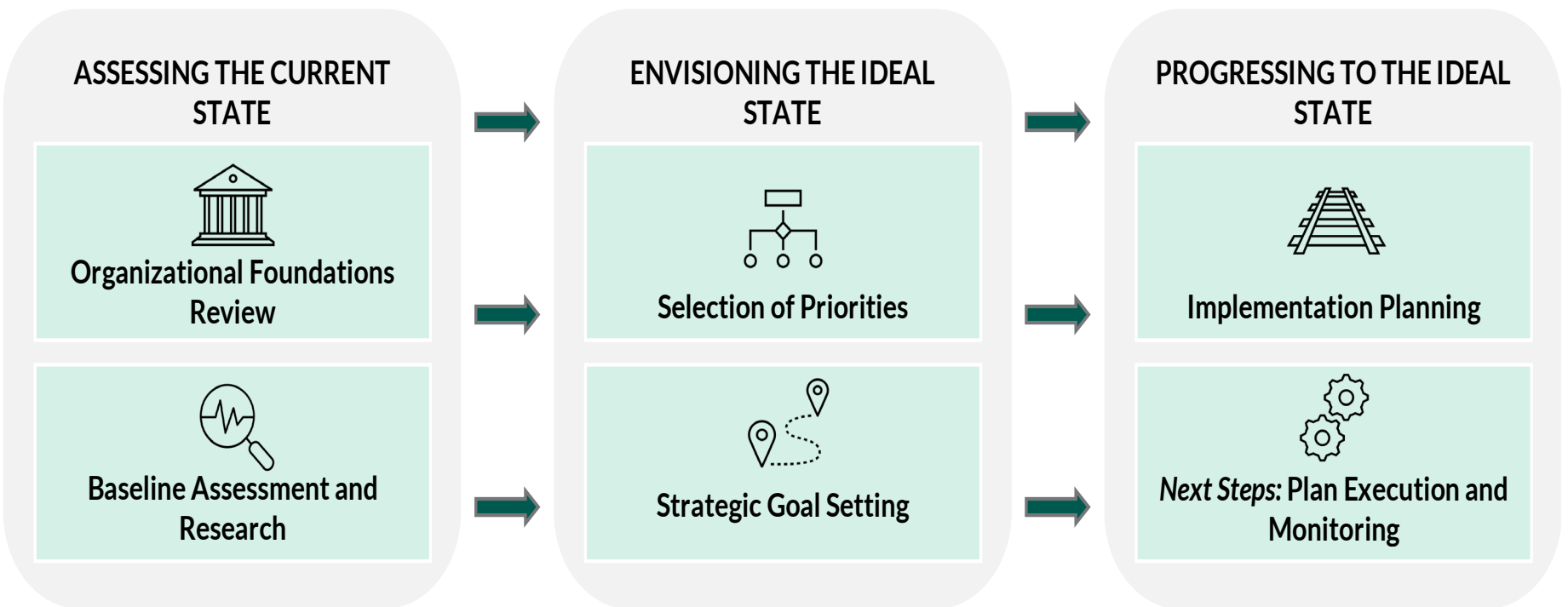
Instructional Audits

Special Education Audits



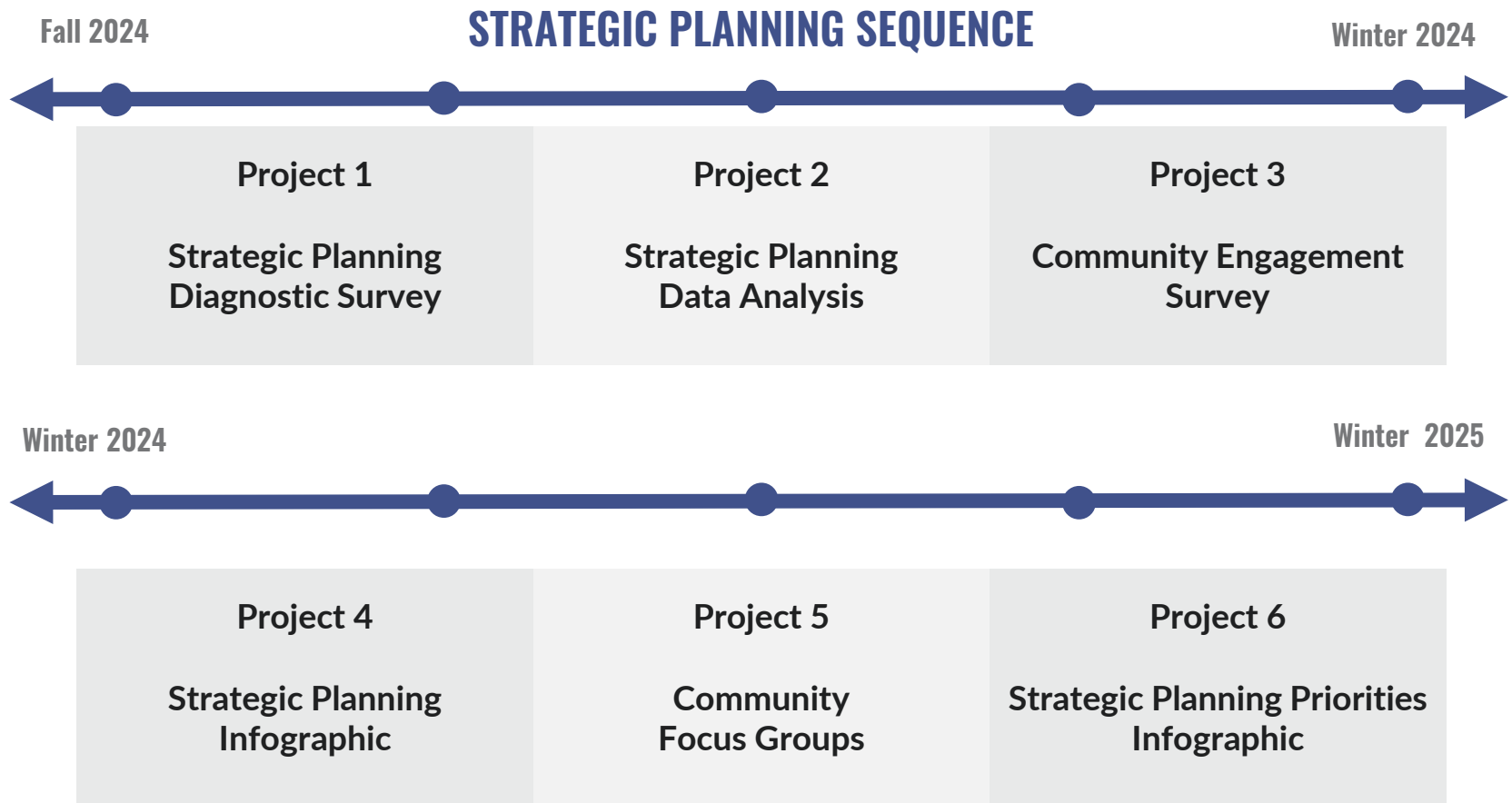
STRATEGIC PLANS

Hanover's Research-Based Model for the Strategic Planning Process



CHERRY HILL'S RESEARCH SEQUENCE

Cherry Hill has partnered with Hanover to employ a mixed-methodological research approach, applying best practices and current research in educational strategic planning. The results of these research projects have informed Cherry Hill's Strategic Plan.



STRATEGIC PLANNING RESEARCH

Strategic Planning Diagnostic Survey

Research Question:

What are the perceptions of organizational performance among district leaders and strategic planning committee members?

Outcomes:

Hanover analyzed internal stakeholder perception data to inform the formulation of a new strategic plan.

Strategic Planning Data Analysis*

Research Question:

What performance trends emerge among district and school academic, behavioral, and attendance data?

Outcomes:

Hanover analyzed successes and gaps in student outcomes as well as inequities in access to programs.

* All trends were analyzed in context (e.g., impact of Covid, curriculum changes, demographic shifts, etc.)

STRATEGIC PLANNING RESEARCH

Community Focus Groups

Research Question:

What are stakeholders' views on the district's mission, values, and strategic priorities?

Outcomes:

Hanover analyzed focus group themes and identified salient sample narrative among and across groups.

Community Engagement Survey

Research Question

What are the perceptions of key stakeholders (i.e., parents, staff, and students) about their priorities and perceptions of performance?

Outcomes

Hanover provided a detailed analysis of stakeholder perceptions regarding district priorities.

STRATEGIC PLANNING RESEARCH

Qualitative Research Analysis Infographics

Research Question:

What are the larger perceptual key findings and trends among stakeholders?

Outcomes:

Hanover analyzed themes and visualized salient findings among and across groups (i.e., students, educators, parents/caregivers).

Quantitative Research Infographic

Research Question

What are performance trends for essential student outcomes across groups and when analyzed by demographics?

Outcomes

Hanover provided a visualization of the analysis of key student outcome data (e.g., literacy and mathematics performance, graduation rate, attendance data, etc.).

COMMITTEE MEMBERSHIP

Best practices recommend a broad coalition of stakeholders to inform the development of priorities, goals, accountability measures, and actions.

Committee Makeup

BOE Representation

Community Members

Central Office Leaders

Building Leaders

Parents

Students

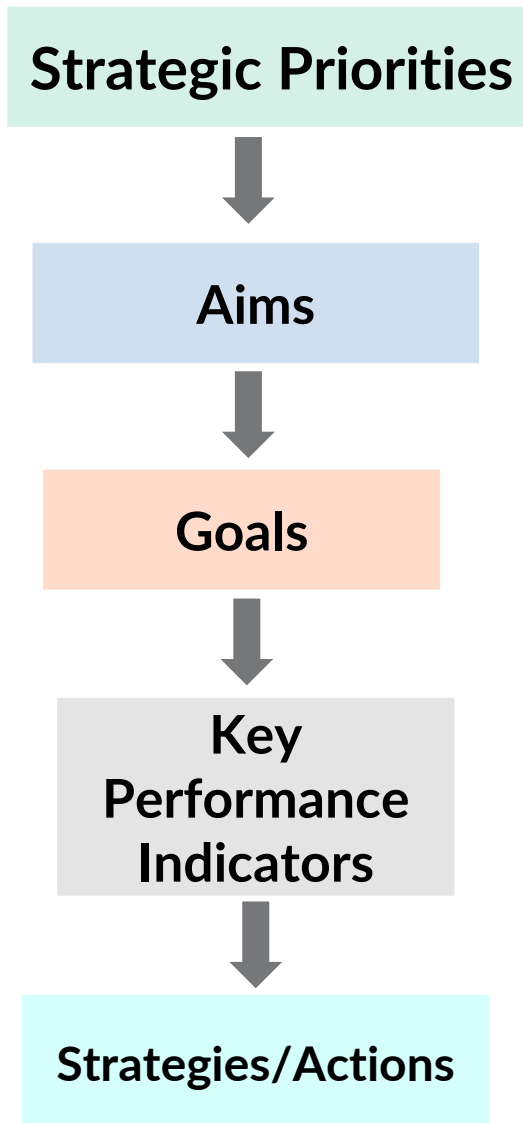
Teachers

Labor Associations Representation

STRATEGIC PLANNING WORKSHOP SERIES

	Workshop I: Mission, Vision, Values	Workshop II: Goal-Setting Using Data	Workshop III: Outline Actions and Monitor Progress
Summary	Hanover guided the strategic planning committee through activities related to discussing, revising, and drafting vision, mission, and core value statements, as well as sequencing steps in the strategic planning process.	Hanover guided the strategic planning steering committee in the analysis of district and school data to identify gaps between the district's ideal and current level of performance to develop strategic priorities, aims, and goals.	Hanover guided the strategic planning committee in aligning key performance indicators to strategic goals to serve accountability and continuous improvement efforts.
Outcomes	The committee drafted vision, mission, and core value statements.	The committee drafted priorities, aims, and goals to share with stakeholders.	The committee developed a strategic plan draft to be shared with the district, community and Board.
Consultation	Hanover advisors consulted with district leaders to support the interpretation of workshop and research findings to support the development of elements of the strategic plan draft. Advisors supported each phase with recommendations guided by research and best practices.		

STRATEGIC PLANNING TO ACTION PLANNING



❑ Strategic Priorities

- A statement of need.
- What will we address to achieve our vision?

❑ Aims

- A broad statement that describes the desired state but does not describe how to get there.

❑ Goals

- A specific, measurable, attainable, relevant, timebound, inclusive, equitable or SMARTIE statement.
- What are the desired results if we achieve the goal?
- Align to existing board goals.

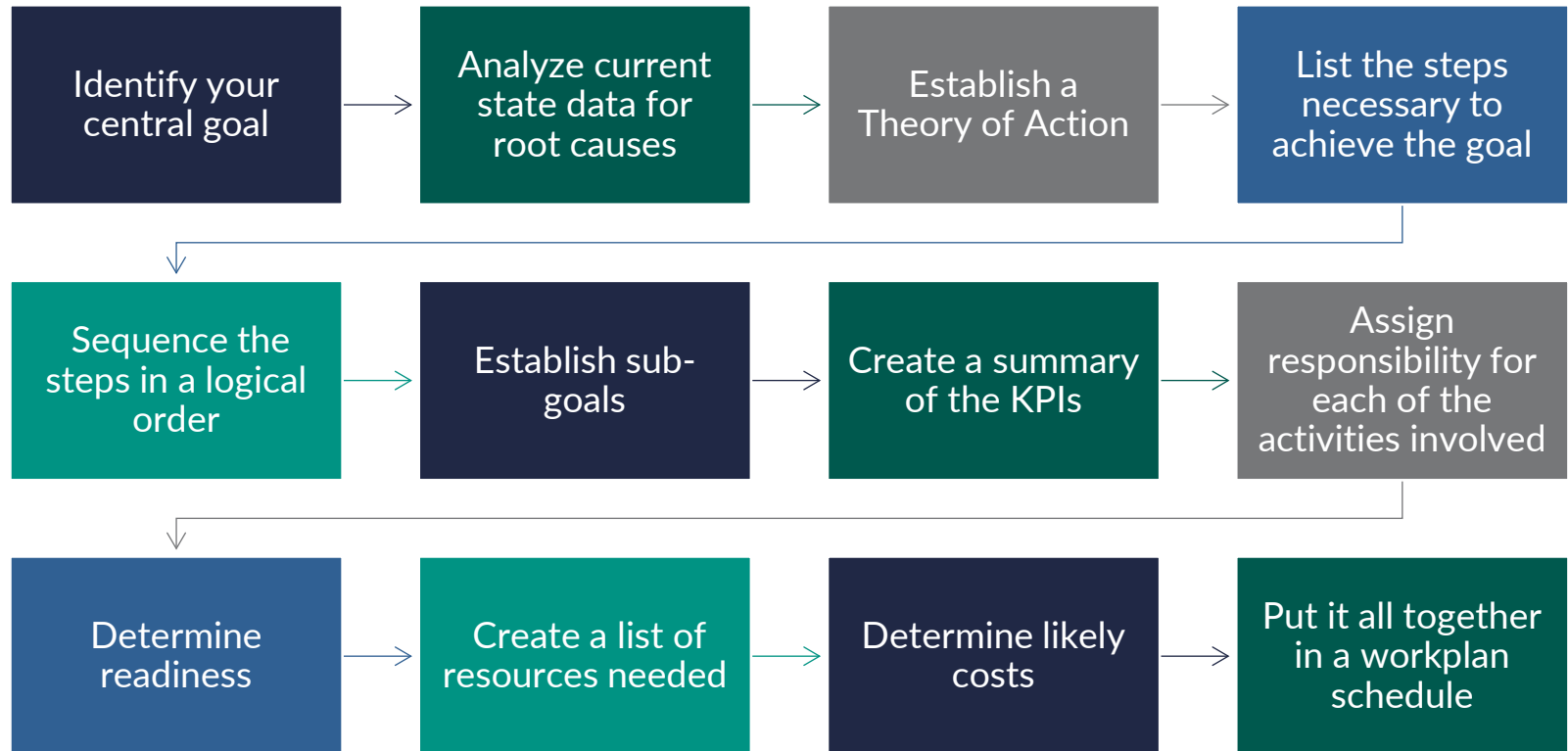
❑ Key Performance Indicators (KPIs)

- Metrics selected to measure and track progress and guide continuous improvement.

❑ Strategies/Actions

- Phased action planning maps defining roles, responsibilities, resources, and timelines for implementation.

FROM STRATEGIC TO ACTION PLANNING



ADDITIONAL RESOURCES

About Hanover Research:

[Hanover Research- About Us](#)

[K-12 Education at Hanover Research](#)

[District Strategic Planning](#)

[Advisory Services](#)

Strategic Plans:

[Brunswick Public Schools: Strategic Planning](#)

[Cabell County Schools](#)

[Utica Community Schools](#)

[Prince William County](#)

QUESTIONS



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