

**Nederland
Independent School District
Strategic Plan
2017 -2022**



The District's Strategic Plan

How does a good school district become better? Like all organizations that involve thousands of people and an important mission, planning is an important element to improvement. We also understand that appropriate allocation of resources should be based on what is most important to a school district and the communities it serves. ***Strategic Planning*** helps to do that.

Long-range planning is good and ***Strategic Planning*** is even better. Long-range planning identifies what an organization wants to become by identifying goals to be accomplished within an identified period of time. ***Strategic Planning*** includes this element, but also identifies ***how*** the school district will accomplish these goals, ***who*** will be primarily responsible, and ***what*** strategies will be emphasized to accomplish the goals within an identified period of time.

The decision was made by the Nederland ISD Board of Trustees and the district's administrative team to develop a plan for the future in the fall of 2017. The ***Strategic Plan*** would be based on the District Goals approved by the school board and input was received from administrators, teachers, parents, and community members during a nine month period that followed. In order to generate input from district stakeholders relevant to district goals, eleven questions were developed and became the focus of discussion. The questions were:



In what ways should we measure student academic performance in Nederland ISD?



What strategies and activities should we utilize to ensure student performance improvement?



What can we do to ensure that every student has the opportunity to be college and/or career ready?



What strategies and activities should be used to encourage student participation in certification programs and to seek college scholarships?



What strategies and activities should be used to promote student self-confidence, a positive attitude, being a good team member, and having a strong work ethic?



What should the school district do to attract and retain quality teachers and staff?



What should the school district do to provide meaningful professional development opportunities?



What strategies and activities should the school district pursue to ensure that facilities, equipment, and the grounds are clean, safe, and promote community and school pride?



What facility and equipment improvements are needed throughout the school district to support good teaching and learning?



What are strategies and activities that the school district might implement to increase the number of school/business and school/community partnerships?



What strategies could be implemented by the school district to increase parent participation in their child's education?

Defining Strategic Planning

Strategic Planning is an organizational management activity that is used to set priorities, focus energy and resources, strengthen operations and encourages employees and other stakeholders to work toward common goals. The best organizations in the world are not satisfied with the *status quo* because they know in an ever changing world organizations must plan for the future.

Benefits of Strategic Planning

Strategic Planning provides several benefits to school districts. Some of the more important benefits include the following:

- The process identifies and communicates district goals, which are consistent with the school district mission, to students, parents, district personnel, and community members.
- The process fosters a sense of ownership for the strategies that will be implemented by the school district.
- The process promotes effective use of resources associated with implemented strategies to achieve district goals.
- The process provides a basis for measuring progress toward accomplishing district priorities.
- The process builds consensus as input is sought from all district stakeholders.
- The process encourages organizational focus to achieving district goals and priorities....keeping the main thing the “main thing.”
- The process promotes a sense of trust among district leaders, students, district staff, and community members.

Key Elements of Strategic Planning

- A process in which leaders of an organization seek input from stakeholders in determining ***what*** the organization should be in the future and ***how*** the organization will get there.
- ***Strategic Planning*** should work from goals that are realistic, measurable, and challenging; with an emphasis on long-term goals and strategies. The ***Strategic Plan*** Nederland Independent School District is a five-year plan for improvement dedicated to district goals.
- ***Strategic Planning*** assumes that the future of the organization is influenced by the strategies it implements.

Strategic Planning – A Working, Living Document

Modify and adjust are not descriptors just for the classroom, even though the ***Nederland ISD Strategic Plan 2018 – 2023*** is a plan to address specific goals for the next five years, as progress toward goals is monitored appropriate updates will be made to the document. The document will be communicated to all district stakeholders in keeping with a focus on transparency, but the document will be used most often as a “working document” to guide district leadership in important decision-making.

Each district goal is represented by a goal statement in the ***Strategic Plan***, along with several key elements comprising an action plan and steps designed to address each goal. Let’s take a look at the elements of the action plan and a brief description for each.

Goal Statement – The goal statement identifies what is to be accomplished in the next five years relative to the identified district goal. The statement is specific in ***what*** is to be accomplished, but does not address ***how*** or ***when*** strategies will be implemented.

Strategies – Actions designed to accomplish the specific goal.

Action Plan – The action plan describes how the strategy will be accomplished. Usually there will be more than one ***Action Plan*** designated for each strategy.

Action Plan Steps – A specific description of an action or event designed to accomplish the strategy identified for the goal. ***Action Plan Steps*** include information such as; grade level, when the event or action will take place, and purpose. Most strategies will include more than one ***Action Plan Step***.

Measurement of Success – Within each action plan a description will be included that describes “How do we recognize success for this action or event?” Progress monitoring is another phrase for this element and ongoing monitoring will be important if the school district is to know if progress is being made toward accomplishing the identified goal.

Person Responsible – Every Action Plan Step will include the identification of the individual in the school district who is primarily responsible for implementation of the action or event. In reality it will be very seldom when only one person acts alone to both prepare and present an activity as most activities are collaborative. However, we also understand the old saying, “Everyone’s responsibility is no one’s responsibility.”

Timeline – Most events or activities will take place at a time of the year that is practical in relation to the identified goal. How often and when the activity takes place will be recorded as an important element in the action plan steps.

Year of Implementation – It would be wonderful if all strategies could be implemented in the first year of the ***Five Year Strategic Plan***, but in reality it will take longer to research and plan some strategies and others may have to wait until district resources are available. The challenge for the school district is to identify when strategies can be implemented within the five year time period.

Relationship of Strategic Plan to Other Important District Decisions

Meetings soliciting input from district stakeholders were conducted during the 2016-2017 school year and a synopsis of this data was completed in May, 2017. Based on stakeholder input, planning meetings were conducted with the leadership teams of the school district in June, 2017, and strategies were developed at that time. The ***Nederland ISD Strategic Plan*** will be addressed in the development and approval of the 2017-2018 school year budget for the district. This process takes place in August, 2017. Strategies in the ***Strategic Plan*** to be implemented during the 2017–2018 school year will be a priority for school district staff and a report on progress of implemented strategies will be made public at the end of the 2017-2018 school year.