

EAST BRUNSWICK PUBLIC SCHOOLS

Strategic Plan 2026–2030

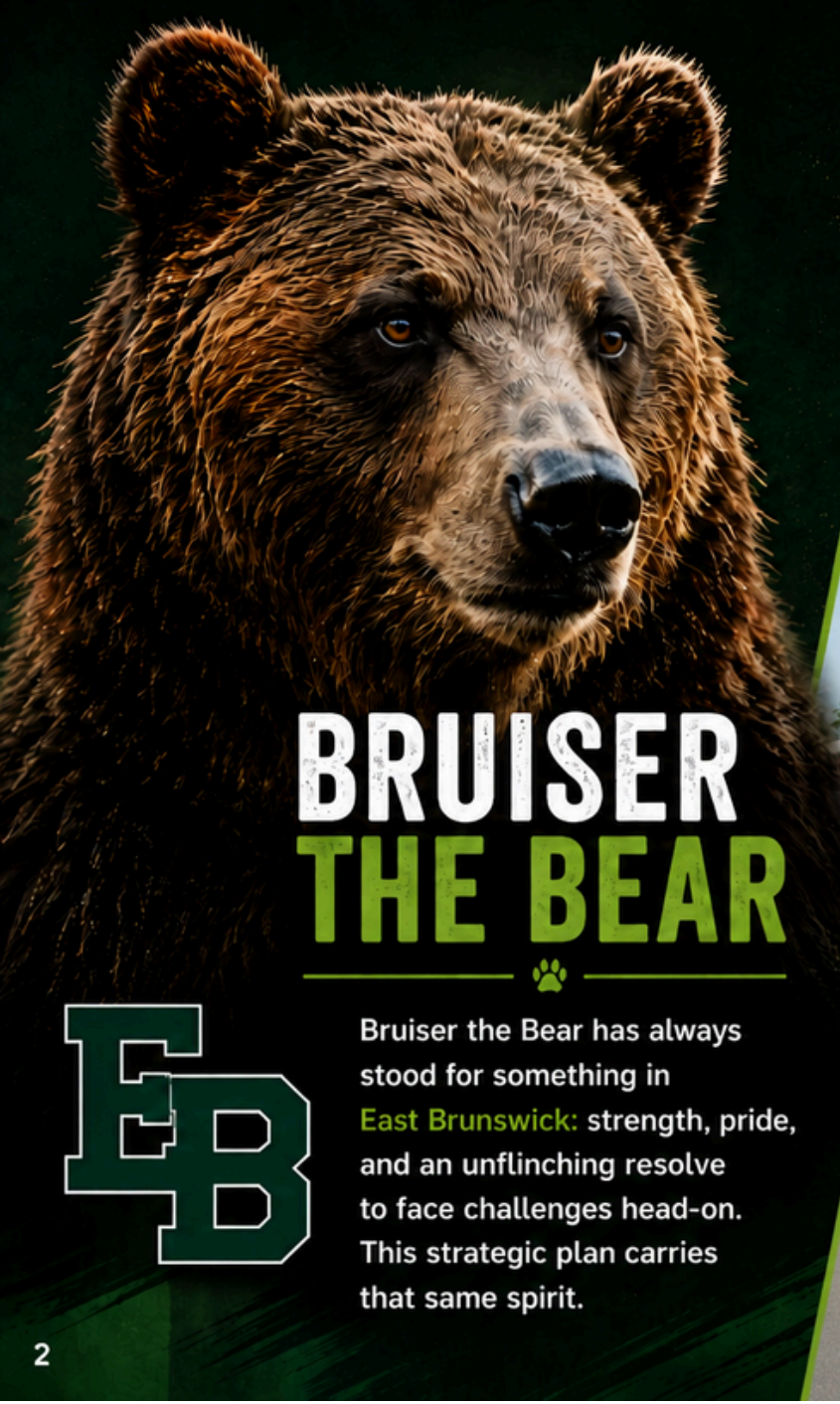
Ready for What Comes Next.

East Brunswick students are known, challenged, supported, and prepared for the future. This Strategic Plan reflects the voices of our community and charts a course toward continued excellence in academics, athletics, and arts.

Built by the East Brunswick Community

Students • Families • Educators • Staff • Administrators • Board of Education





BRUISER THE BEAR



Bruiser the Bear has always stood for something in **East Brunswick**: strength, pride, and an unflinching resolve to face challenges head-on. This strategic plan carries that same spirit.

“

It is not a cautious document. It is a **bold** one, built on the belief that East Brunswick students deserve a district as **strong** as the community that raises them.



A MESSAGE TO THE
EAST BRUNSWICK COMMUNITY

INNOVATION ROOTED IN EVERY VOICE

East Brunswick Public Schools has long stood as one of New Jersey's premier school districts, a community where academic excellence, dedicated educators, and enthusiastic programs are not the exception, but the expectation. Students here are known. They are challenged. They are driven. That legacy is not what this plan questions. **It is what this plan builds upon.**



What distinguished this plan is the **depth** and **breadth** of the community engagement process that produced it.

Before a single word was written or a value named, the district listened.



Students gathered in dedicated listening sessions and shared what **belonging**, **challenge**, and **support** mean to them.

Families and community members bravely offered hopes and their honest observations to surveys and forums.



Educators and educational support partners, the teachers, counselors, paraprofessionals, and specialists who work alongside students **every day**, contributed through virtual sessions.



Principals and supervisors participated in their own sessions, so that **every level** of the organization could speak freely.

HOME OF THE
BEARS

Board members and central office administrators rounded out the process through the steering committee, ensuring that governance and operations were represented alongside the community.

SIX THEMES. ONE COMMUNITY. ONE SHARED FUTURE.

Across every one of those voices, six themes emerged independently, consistently, and with such force that they could not be ignored.

Those six themes became the core values of this plan. They provide the architecture for everything that follows.

This is not a plan that was handed to the community for reaction.

It is a plan the community authored.



STUDENTS



FAMILIES



EDUCATORS



EDUCATIONAL
SUPPORT PARTNERS



PRINCIPALS



ADMINISTRATORS



BOARD OF
EDUCATION

THE SIX CORE VALUES



CARE



TRUST



RELATIONSHIPS



BELONGING



COMMUNICATION



EXCELLENCE

EAST BRUNSWICK BY THE NUMBERS



8,150+

STUDENTS



57+

LANGUAGES
SPOKEN



11

SCHOOLS



96%

GRADUATION
RATE



50%+

AP
PARTICIPATION



TOP 1% MOST DIVERSE SCHOOLS IN NEW JERSEY

TOP 20% IN SCIENCE PROFICIENCY

OUR MISSION

We continually challenge ourselves to cultivate **curious**, **compassionate**, and **confident** learners who **think deeply**, **act responsibly**, and **contribute purposefully** to their communities and beyond, so they may lead lives of **meaning**, **service**, and **positive impact**.



● THINK **DEEPLY**



● ACT **RESPONSIBLY**



● CONTRIBUTE **PURPOSEFULLY**



● LEAD LIVES OF **MEANING**

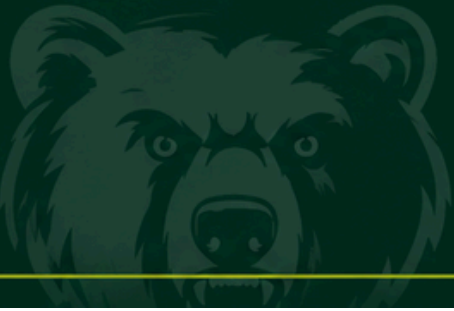


● CREATE **POSITIVE IMPACT**



OUR VISION FOR 2030

We envision a united East Brunswick community of dedicated staff and families cultivating a challenging, supportive, and inspirational environment where every student achieves their individual goals, graduating with purpose, confidence, a deep sense of belonging, and the power to contribute meaningfully to society.



WHO WE ARE

SIX CORE VALUES

These values were not selected from a menu or borrowed from another district's plan. They emerged from the voices of students, families, educators, educational support partners, building leaders, and administrators, each group working independently, each arriving at the same place. They are the constants within every value and every decision **East Brunswick** will make through 2030.



CARE



TRUST



RELATIONSHIPS



BELONGING



COMMUNICATION



EXCELLENCE



CARE

Care is both an expectation and a legacy, shown through kindness, responsiveness, and a steadfast commitment to ensuring every member of our community feels supported.

EXEMPLAR IN PRACTICE

Welcoming students by name, offering a warm smile, and responding with kindness so every child begins the day feeling seen and supported.





TRUST

Trust is built through consistent action by celebrating successes, recognizing feedback, acting with integrity, providing transparency, embracing continued learning as part of our shared commitment, and openly acknowledging when we fall short.

EXEMPLAR IN PRACTICE

When giving or receiving feedback, we engage with good intent and use it for constructive purposes. Our words and actions align.





RELATIONSHIPS

We build strong relationships by valuing and respecting every member of our school community, recognizing that every role contributes to student success.

EXEMPLAR IN PRACTICE

All members of the extended school community are treated as partners in the educational process; interactions are intentional and contribute to student success.





BELONGING

Belonging is not a feeling or hope students discover. It is a condition we create deliberately through equitable access, inclusive design, and zero tolerance for exclusion in any form.

EXEMPLAR IN PRACTICE

Opportunities exist for all students, staff, and families to participate in inclusive activities, academically and co-curricularly. Zero tolerance for exclusionary behavior based on neurodiversity, race, religion, background, or circumstance.





COMMUNICATION

Communication is a two-way process built on listening, learning, and sharing. Stakeholders receive honest, timely information while their perspectives genuinely inform decisions.

EXEMPLAR IN PRACTICE

When decisions are being made, opportunities are provided for input and information is shared with all stakeholders. We explain why decisions are made and how they align with the district's goals.





EXCELLENCE

Excellence means that every student is held to high expectations, given the support to meet them, and recognized for growth along their personalized academic journey.

EXEMPLAR IN PRACTICE

Keeping students at the center of every decision, we provide exceptional learning opportunities, foster continuous improvement, and uphold the highest standards of achievement and accountability.



PROFILE OF AN EAST BRUNSWICK GRADUATE

CARE

Compassionate
and empathetic



TRUST

Honest and
accountable



RELATIONSHIPS

Collaborative and
respectful



BELONGING

Included and
empowered



COMMUNICATION

Clear, confident,
and effective



EXCELLENCE

Driven to achieve
and grow

FROM VALUES TO ACTION

Our core values guide our decisions. Our overarching goals drive our collective commitment.



CARE

Care is shown through kindness, responsiveness, and a steadfast commitment to ensuring every member of our community feels supported.



TRUST

Trust is built through consistent action, integrity, transparency, and openly acknowledging when we fall short.



RELATIONSHIPS

We value and respect every member of our school community, recognizing that every role contributes to student success.



BELONGING

Belonging is created deliberately through equitable access, inclusive design, and zero tolerance for exclusion.



COMMUNICATION

Communication is two-way, honest, timely, and clear. We listen, learn, and share to inform decisions and build understanding.



EXCELLENCE

We hold high expectations, provide exceptional opportunities, and foster continuous improvement to achieve at our very best.

1 OVERARCHING GOAL

Every student, staff member, and family is seen, known, and responded to with urgency and intention.

2 OVERARCHING GOAL

Decisions are made through a defined input process, communicated transparently, and aligned with our stated priorities.

3 OVERARCHING GOAL

Every role is recognized as essential, leadership is empowered, and student-to-adult relationships are intentional and lasting.

4 OVERARCHING GOAL

Every student has equitable access and feels a sense of belonging in our schools, programs, and community.

5 OVERARCHING GOAL

Stakeholders receive timely, accurate information and have meaningful opportunities to provide input that shapes decisions.

6 OVERARCHING GOAL

Every student is challenged, supported, and recognized for growth on a personalized academic journey.



Each stakeholder group will select from an inventory of strategies designed to uniquely align and realize each overarching goal. Progress on each strategy will be local to each respective group and shared annually.



HOW WE WILL MEASURE PROGRESS

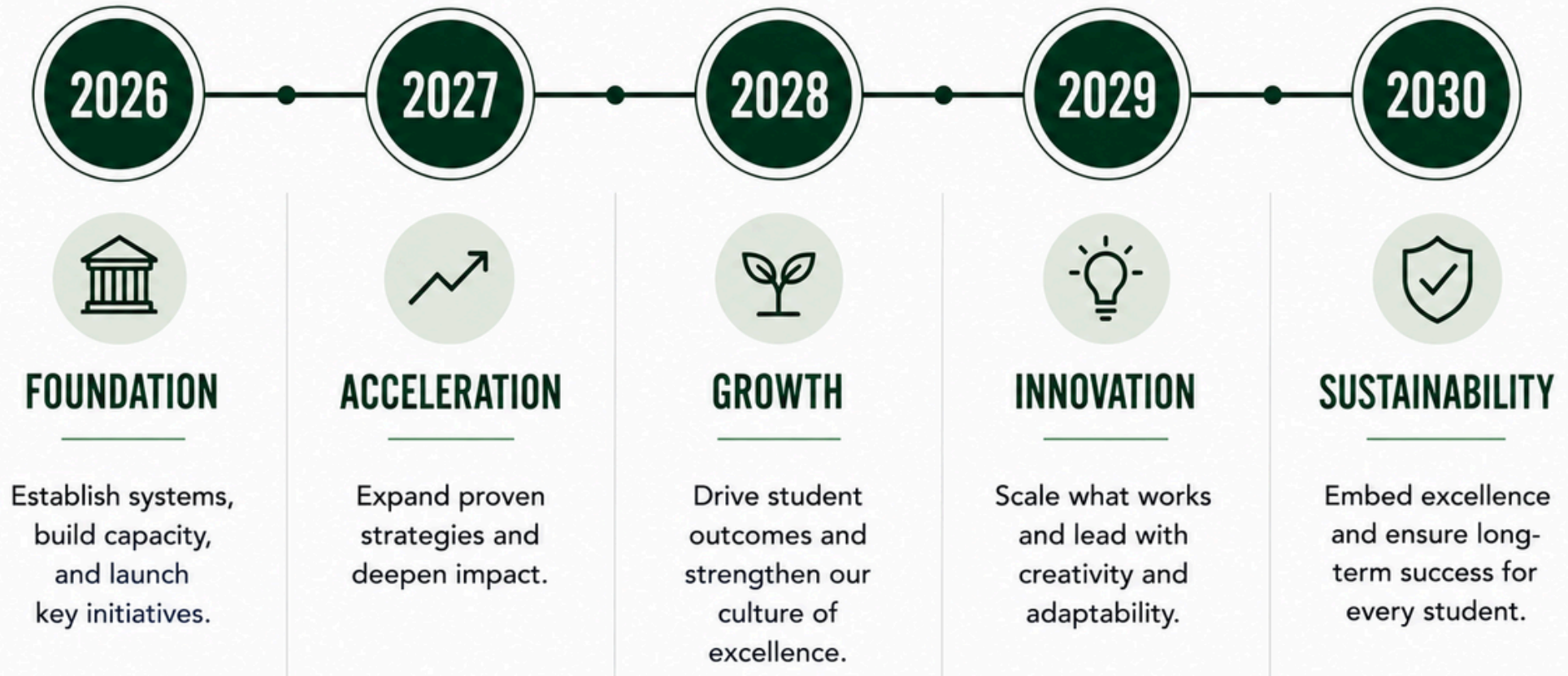
MONITORING & ACCOUNTABILITY

The Strategic Plan will be monitored through a structured cycle of planning, implementation, review, and continuous improvement. Progress will be measured through annual action plans, performance indicators, community reporting, and ongoing evaluation.



IMPLEMENTATION ROADMAP

Our strategic priorities will be implemented in phases over a five-year horizon.
Each year builds on the previous, creating momentum and measurable impact.



A STRATEGIC PATH FOR CONTINUOUS IMPROVEMENT AND LASTING IMPACT.



READY FOR WHAT COMES NEXT.

Our students are at the center of everything we do. With strong schools, dedicated staff, and the support of our community, we will continue to create opportunities, build confidence, and prepare every student for a successful future.

EXCELLENCE IN ACADEMICS. ATHLETICS. ARTS.

FACILITATED BY
The Repollet Group, LLC

