Strategic Planning Plumsted Township School District

Meeting 3
November 17, 2026

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Purpose of Strategic Planning

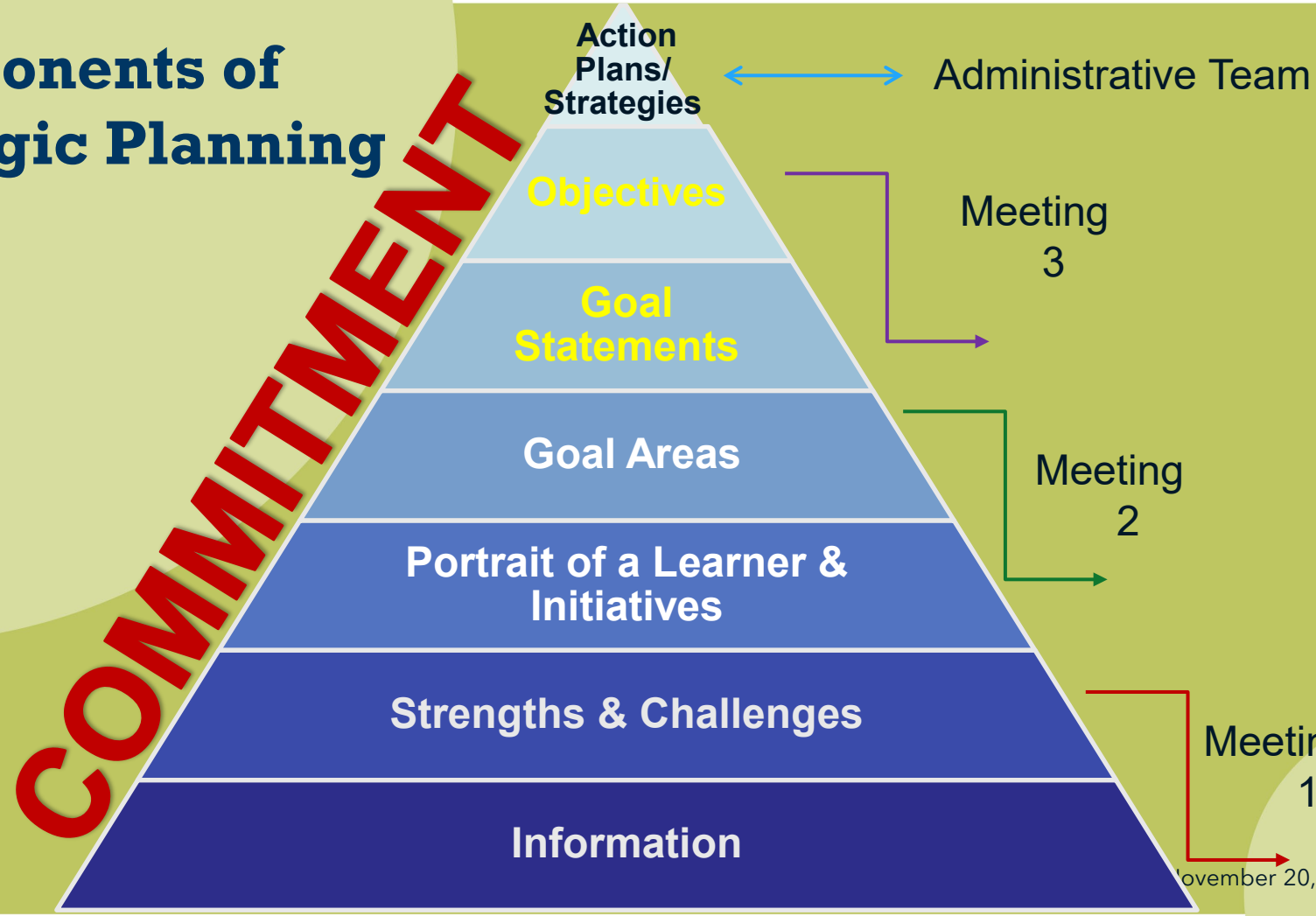
To create a district-wide ***vision*** that will direct, motivate, and inspire all members of the school community to work together to elevate student achievement.



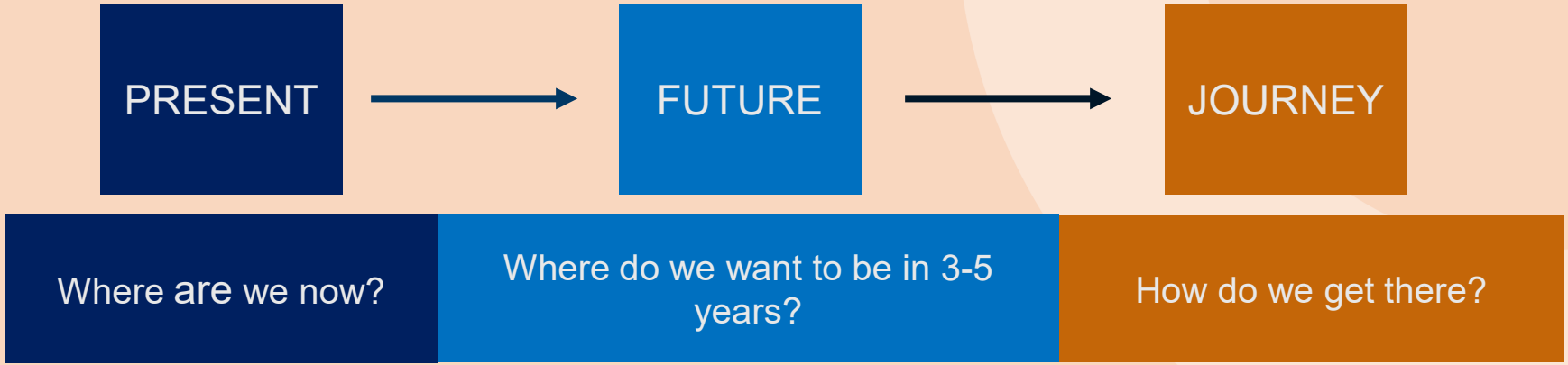
Advantages of Strategic Planning

- Proactive, creative and flexible
- Provides a forum for stakeholder participation
- Ongoing cycle of planning, assessment, and decision-making that will optimize limited resources and increase communications

Components of Strategic Planning



Strategic Planning Process



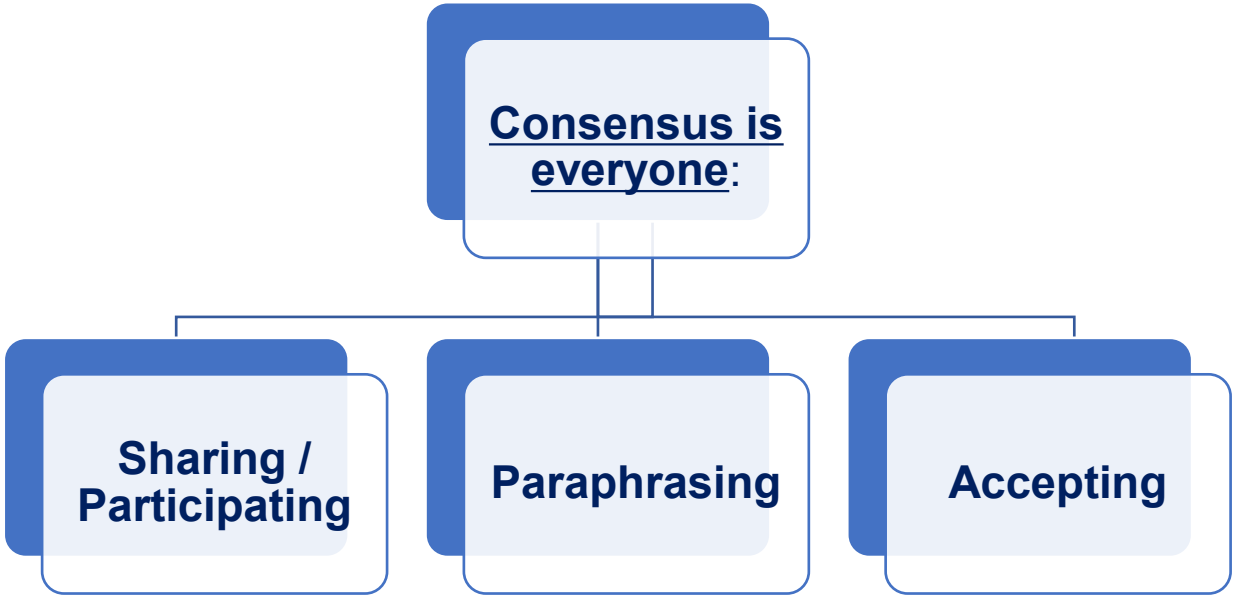
Meeting 1 – September 23
State of the District presentation
small group Activity –
strengths and challenges

Meeting 2 – October 27
Small group Activity –
Portrait of a Learner and broad goal areas

Meeting 3 – November 17
Will develop ***broad goal statements and objectives***
using data from Meetings 1 & 2

Strategic Planning Process

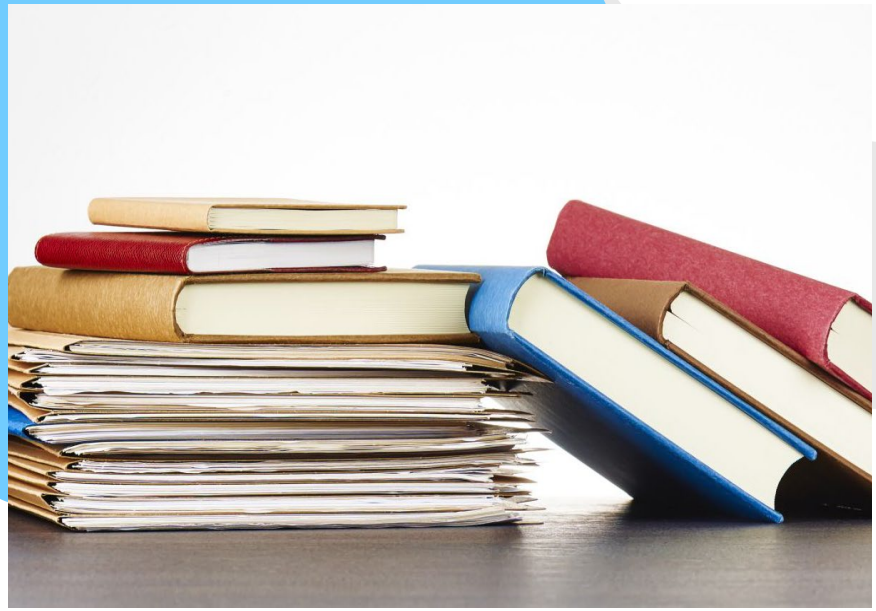
NJSBA's strategic planning processes work through consensus building.



The end result may not be your 1st choice, but let's support it!

Plumsted Township School District Mission Statement

The Plumsted Township School District shall inspire all students to realize their personal potential. A rich and challenging learning environment, in partnership with the community, will develop critical thinkers, lifelong learners and productive citizens in an emerging global society.



Goal Areas

Four Goal Areas Identified

1. Communication
2. Technology
3. School Culture and Climate
4. Student Engagement

Preparing for Tonight's Work

- Definitions of Terms
- Components of Goal Statement
- Process for Developing a Goal Statement
- Group Work
- Follow-up





Definitions



Desired outcomes necessary to fulfill the mission. They are positive, student-centered, and aspirational.



Objectives are the various means to accomplish goals. They are specific, tactical, and descriptive.



HOW – Specific tasks essential to carrying out the objectives. Written by administration.

Components of Goal Statement

TO

- **Action verb**
  - Increase, explore, obtain develop, research , etc.

To create

WHAT

- **Statement of nouns**
  - What you will impact

a safe and secure learning environment

SO THAT

- **What the outcome will accomplish**

equipped to deliver modern workplace programs.

Goal Writing Process
Sample Goal Area: Promote Lifelong Learning

Strengths (from Meeting 1)

- Academic offerings
- Student voices
- Faculty & staff
- Career counseling

Challenges

- Emotional safety
- Inclusion and belonging
- Safety and security
- Budgeting for increased costs

Essentials & Initiatives (from Meeting 2)

- Inclusion and belonging
- School-wide community service
- Expand school choice program
- Safe learning environment
- Public relations with all stakeholders
- State-of-the-art facilities
- All "green" facilities
- Increase participation in extra-curricular activities

Goal Writing Process
Sample Goal Statement/Objectives

Goal Area: Promote Lifelong Learning

Goal Statement: **Create a positive, open, and connected school environment that promotes lifelong learning.**

Objectives:

- Create productive citizens through school-wide community service projects
- Celebrate individuality through exposure, education, and acceptance
- Create an open-door sense of community and belonging within the schools
- Increase public relations with all stakeholders
- Increase participation in extra-curricular activities

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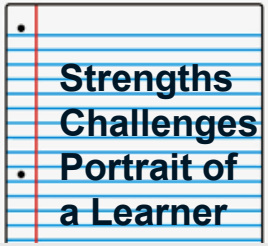
Small Group Activity

Tonight the groups are divided by goal areas:



Using data from meetings 1, 2

- Strengths
- Challenges
- Portrait of a Learner



Write one goal statement

- Broad
- Big-idea



Write 3 to 5 objectives

- Supports goal
- Still big-picture but adds some of the component parts to the goal

Report out at the end to the large group.

Next Steps - Delivery of Plan

NJSBA will deliver and present the final plan at an upcoming Board of Education meeting.



Next Steps – Action Plans: Reminders

Goal Statement:

Objective:

Major Activities	Staff	Resources	Timelines	Indicators of Success
1.				
2.				
3.				
4.				
5.				

Developed by Administration/Staff

THANK YOU

for your help and support in developing a strategic plan for the Plumsted Township School District



Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.

- Margaret Mead