

Strategic Planning

Summary
July 11, 2011

“Strategic Planning is the process of determining what an organization wants to be at some point in the future, and how it will get there. In the current environment where school districts are challenged to do more with scarce resources, planning for the future is more important now than ever. An effective strategic planning process results in stakeholders focusing on critical priorities that will meet the mission of a quality educational program for all students.” (MASB, Oct., 2009)

On June 14, 2010, the Superintendent presented the Strategic Plan for BSCS for the years 2010-2015 to the Board of Education. Board members have been provided with a copy of the Strategic Plan. Administrators have discussed the expectations of the strategic plan with the superintendent during monthly meetings. Dr. Mark Rainey presented the Strategic Plan and spoke to the staff on the opening day of school, 2010.

The primary areas indicated by the Strategic Plan were:

- Student Achievement
- Safety
- Finance
- Public Relations/Communication/Parent-Community Involvement
- Technology

Extra-curricular opportunities and innovative projects were designated, also.

'Student Achievement' is our primary responsibility. Therefore, as suggested in the proposal, administrators and their school improvement teams began the implementation process and aligning goals within their building school improvement plans. These sessions were on-going throughout year, facilitated by building principals. Then, staff and community members came together as a District School Improvement Team near the end of the year.

'Safety' is always a priority. Neither instruction nor learning can take place in an unsafe environment. Without the benefit of an action group, several practices were put into operation at the beginning of the school year. One was the school resource officer and the other was installation of camera on each of the buses. Building administrators, in cooperation with critical incident management procedures and the Bridgeport Township Police Chief, have worked with on school safety.

An invitation went out to the staff and community to participate in the action groups. However, due to budgetary constraints, there was no funding to provide to the groups for a cost-benefit analysis of the items they thought would make BSCS a better place to learn.

Despite the monetary condition, the student achievement/school improvement groups continued to work as well as the district school improvement team. Members of the district School Improvement/Student Achievement action team were: Marsha Burk, Tonya Particka, Devi Johnson, Jill Rotunno, Jennifer Morrison, Jan Alderton, Steve, Baker, Candace Casey, Gretchan Rynearson, Pat Prescott, Tina Gray, Mike Gall, and Gloria Rubis.

In addition, the Finance Action Team was established. Members include Tina Szrenski, Jason Kowalski, David Hall, Darrell Thayer, Kevin Lade and Matthew Hickson. It was reported after group discussion that the district is in financial difficulty and that the district needs to generate revenue. This team recommended that the Board of Education open enrollment as a potential way to increase revenue. This was there main goal. If there is a additional source of revenue, this group would set a date to get back together to discuss other items on the community list that require funding. (The Board of Education voted to open enrollment at the May meeting.)

The Public Relations/Communications/Parent-Community Involvement Action Team has begun discussion. No goals have been set to date. Initial members of this group include (yet we are looking for more members) Stephanie Popp, Christina Licht, Kathy Hoekstra, Eric Rutherford, and Gloria Rubis. If you notice, each of these members has an affiliation with another organization or business which will help with the communications-community involvement into which we must tap. I will be accepting/contacting other individuals/organizations to be stakeholders in this action team.

It should be noted that not all areas designated in the strategic plan were initiated. This is due mainly to financial reasons. However, the staggering of committees was considered to be more effective and timely. Committees for technology, extra-curricular opportunities, and innovative projects will be started during the 2011-2012 school year.

In conclusion, educationally, we must be clear and specific about the school district. We need a plan that includes finance, curriculum, and public relations. There must be communication among the stakeholders. Strategic planning can be the vehicle n which this communication can occur. Strategic planning allows progress/success to be measured and/or lack of progress to be monitored/corrected. Strategic planning provides a picture...a vision...for the community to see that is clear, specific, and understandable.