

Strategic Planning And The Board

Tom Farrell
Ralph Wagoner

Planning - Oh My



- Is this something that your board does on a regular basis?
- How do you accomplish the planning?
- How do you measure the value of the planning you have done?

Planning Is Important



- Hope as you have your meetings for the 2014 – 2015 school year this is not what you as President nor your board is saying.
- Planning is important for any board that wants to to move forward.

Today We Are Planning To Buy Kayaks



- Is that the way that your board year seems to go?
- Do you start with one item, then not quite get the job done and move on to other items?

So Today We Will Decide Whether to Purchase A Single or Double Kayak



Certainly Not What This Presentation Is About



- But without planning truly that is how easily we as school board leaders are able to become distracted and get off course.
- There is no need to “Start Your Engines” unless we know where we are going.

Yes This Is What It Is About



About Your Presenters

- Tom Farrell, Current President of the Madison Central School District Board for 3 years
- Fifth year on the board
- Newest member appointed to ASBSD board
- Retired from DSU full time employment in 2009, but still teach some
- Ralph Wagoner, Former President at Augustana College in Sioux Falls and Western Illinois University
- College of education faculty member
- K – 12 teacher administrator
- Former school board member
- Trained facilitator

Leadership Philosophy Dictates



- If you fail to plan you will survive the year, however at the end of the year you may look back and say what did we accomplish?
- You as the Chairperson/President has to take to lead in the area of planning.

Planning Requires



- Team work
- Open minds with give and take is an important part of the process
- Much dialog and exchange
- Buy in

In The Madison Central School District



- We have planned
- We have taken action
- We have periodically assessed where we are with the plan
- Visited past plans to help with current plan

During Fall 2013 Planning

- Identified 10 short term items (to be accomplished within the year) 9 of those were addressed during the school year.
- We identified 11 mid and long term items 7 of them were worked on with 5 of them completed and in place for the current school year.

The Madison Planning Team

- The Madison Central School District has a seven person board
- One superintendent
- We have three building principals
 - Elementary – Middle School - High School
 - One Assistant High School Principal/Activities Dir.
- One special education director
- One part time curriculum director
- One tech director
- One business official
- One director of maintenance

The Expectation Of The Planning Process

- All will participate
- The facilitator will be certain that all have an equal opportunity to speak
- Decisions will be made by consensus
- No actions are able to be taken because this is not a meeting but rather a work session

The Role Of The Facilitator



Facilitator

- Meet in advance of the actual planning session(s) with at least board president and superintendent
- To be a guide and not a decision maker
- Provide equality of discussion times

Many Pieces For 21st Century Education

- Factors that make planning even more important/difficult today:
 - Limited resources
 - Limitations on time
 - Protection of turf
 - Many other factors



The Madison Method

- We use a facilitator, Ralph Wagoner.
- The facilitator, board president and superintendent meet about 4 to 6 weeks in advance of the first planning session.
- The agenda includes determination of the dates, locations, attendees and other logistics.
- At this time the e-mail correspondence is approved prior to sending out to participants.

Madison Method (continued)

- Each participant receives a personal e-mail using mail merge from the President requesting their input and announcing the date and time.
- The next slide describes what each participant is to complete no later than one week prior to the date of the planning sessions.
- Receipt is acknowledged and those who have not submitted are nudged to complete.
- We expect and get 100% participation.

Madison Method (e-mail excerpt)

- These topics should include short term (to be completed by the end of the current school year), mid term (to be completed by the end of the next 1 to 2 school years), long term (to be completed within the next 5 years).
- As we discuss the topics we will attempt to determine which of the above categories they fit into.
- No topic is too large or too small to be included in your list.

Madison Method (continued)



- All correspondence done through e-mail
- Lists compiled and distributed electronically
- Single electronic copy of decisions done by one of the group
- Cuts down on paper costs

Madison Method (continued)

Compiled List

Madison Central School District
Retreat Topic Tracking Sheet

Topic	Rank	Submitted By	Time Frame	Board or Admin	Item
Renew agreement with Diana Tyler for curriculum/staff development	1	Schaefer	Short	A	1 short
Making room for, but coming up with a solid solution for more students coming to the district. Do we need to restructure the pods, or the age groups that attend the elementary, middle and high school	1	Miller	Short	B	2 short
Implement a value added component to the Smarter-Balanced Assessment. I would like to use the Open Campus "Senior Privileges". Students must score proficient or advanced on their tests to qualify for the open campus (Has an attachment)	1	Shaw	Short	A	3 short
Funding--are we missing out on school funding opportunities anywhere in the system?	1	Moore	Short	B	4 short
Professional Development Plan for Special Education (See attachment)	1	Kingery	Short	A	5 short
Opt Out	1	Brooks	Short	A	6 short
Develop better policy for PR with public and media	1	Hegg	Short	B	7 short
Plan for building dedication -- Date -- Committee etc	1	Farrell	Short	B	8 short
Opt-Out	1	Thompson	Short	B	8 short
To continue to expand our knowledge as a school board: <ul style="list-style-type: none"> → Tour of Graceville Colony? → Tours at the schools? → Annual ASBSD Conference → ASBSD Regional Meetings → Understand how teachers are evaluated → Understand Common Core curriculum 	1	Sims	Short	B	9 short
How we are going to budget for and expand the needed technology for testing purposes?	1	Honomichl	Short	A	10 short

Madison Method (continued)

- The facilitator, superintendent and board president meet the week of the planning to once again be certain all on the same page with topics that have been suggested
- Provides time for some possible preparation for topics if needed
- Final procedures reviewed as to what the planning day will consist of

Madison Method (continued)

Compiled List

- Our first planning sessions have been done on a Saturday morning
- Usually scheduled for a maximum of 5 hours
- May provide snacks and sometimes even light lunch
- Need at least one more follow up session, but we have found the more times we complete the planning the more we accomplish in a shorter amount of time

Madison Method (continued)

- All topics make the preliminary list and that compiled list is sent to all participants in advance of the planning session.
- 2013 we had over 120 items that were submitted.
- Several items submitted were duplicates which easily were able to be combined.

Example of Short Term Goals

Term ¶

Opt out: -- \$250,000 that expires at the end of 2014; helps make up the shortage in our budget; can start making motion in January; need to start acting on this early 2014; we can simply go and then have the public refer it to a vote; last two times it has been for 4 years; we set the 1-99; in the past board has referred this; Vince advises that we not refer it but if it is referred votes needed to refer it); raised taxes .34 in recent year; would look to leave it the same; the completion of 8th year of opt out; need 50% to pass. ¶

Continue contract with Diana Tyler for training -- recommended by the whole administrative team; more accessible than ESA. ¶

Discussion about work session on Common Core and Smarter Balance (admin); all are in agreement that this would be beneficial -- we will do this on October 21st at 5:30 ¶

DIBELS -- Janel -- universal screener -- measures skills early on; start with language arts and moves on to math; MS is in favor of this as well; Adam implemented this in Marion; benchmark testing for every student; more diagnostic way of seeing where the kids are at; what does it need to do? -- may need to put more subs in so the classroom teachers can get the testing.

The Planning Process Requires
Someone To Wear This Hat



The Facilitator

- Helps us determine our priorities
- Use various methods but agreement is important
- Prior to completion of the final session we have established our Short/Mid/Long goals
- Include a who and if possible a when work is to begin

Planning Is Only The Beginning



- You can plan all you want but the plan must be put into action
- Must identify:
 - Who
 - When
 - Where
 - What
- Need to do periodic checks as to what has been done

Without Planning And Without Action
From The Plan This Is What You May Have



So



- Do you have a plan?
- Can you make a plan?
- Can you carry out that plan?
- Who will you involve?

Questions

- Thank you!



Contact Information

- Tom Farrell
 - E-mail:
tom.farrell@dsu.edu
 - Cell phone
– 605 480-3778
- Ralph Wagoner
 - E-mail:
wagoner@augie.edu
 - Cell phone
– 605 366-8294

