

Don't Waste Your Time On Strategic Planning

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Strategic Planning:

- ≠ Magic
- ≠ Difficult
- ≠ Mysterious
- ≠ Accidental
- ≠ Permanent

Strategic Planning

= An informed choice
regarding steps that will be needed
and the costs that will be incurred

in order to reach one or more
selected goals.

Step 1

You probably already have a published

- Mission Statement
- Vision Statement
- School Philosophy

(While you might want to review, refine, or update it, it is not necessary, or even best, to start from scratch.)

Step 2

Select* 3 – 5 Areas of Focus / Attention

* This is a shared faculty activity!

(It is also the hardest part of planning.)

Step 2: Areas of Focus

- Broad goal areas
 - Faculty
 - Programs – New, expanded, revised, collaborative
 - Curricular
 - Extra- or co-curricular
 - Facilities
 - Financial position
 - Niche

Step 3

Describe how each area of focus would appear to an outside observer

if

you were doing as well as you would like to be doing.

Step 4

Honestly* determine how well you are doing in each area now.

* Use data and/or external input.

Data Sources:

- Commercial surveys that you already use
- Focus groups
- Reports that you already generate
- Balance sheets
- Informal surveys of students, parents, etc. (e.g. Church bulletin technique, invoice inserts)
- Participation numbers
- Other?

Benchmarks / Scorecard / Dashboard Indicators

Goal: *We will be widely known in the community as the STEM school that attracts and supports high performing students.*

Indicators	Annual Measurement and Trends					2016 Goal	Action Plan / Use of Results
	11-12	12-13	13-14	14-15	15-16		
1 <i>Percentage of students earning C or better</i>	<i>50</i>					<i>85%</i>	
2 <i>At least some type of active learning each class</i>	<i>30</i>					<i>100%</i>	
8 <i>Test scores</i>	<i>82</i>					<i>85%ile</i>	

Step 5

Decide how you will get to there

from here.

Benchmarks / Scorecard / Dashboard Indicators

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	11-12	12-13	13-14	14-15	15-16		
1 <i>Percentage of students earning C or better</i>	<i>50</i>					<i>85%</i>	<i>1. Celebrate GPAs at assembly 2. Involve parents by . . . 3. Obtain grant . . . 4. Hire a 2nd science teacher</i>
2 <i>At least some type of active learning each class</i>	<i>30</i>					<i>100%</i>	<i>1. Solicit science equip from universities & local labs. 2. In-services on active learning 3. Teacher evals emphasizing . . .</i>
8 <i>Test scores</i>	<i>82</i>					<i>85%ile</i>	<i>1. 30 – 60 min of homework 3 days per week. 2. Quizzes and tests in same format as standardized tests 3.</i>

Step 6

Go public. *

* with care

Step 7

Take your document to every significant committee meeting, and refer to it when making decisions.

Step 8

At the end or beginning of each year,
set aside time to review and update.*

* This is a shared faculty activity.

Step 9

Plan Celebrations