



New Jersey School Boards Association



Strategic Planning:

**A Critical Endeavor
in Student Achievement**

Mansfield Township School District Board of Education

April 7, 2022

Presented by Kathleen Helewa, Field Service Representative



Student Achievement: A LOT of Work





A Long-Lasting Impact





Strategic Planning - Questions Every BOE Needs To Ask

**Where are
we now?**

**Where do
we want to
be in 5
years?**

**How are we
going to get
there?**

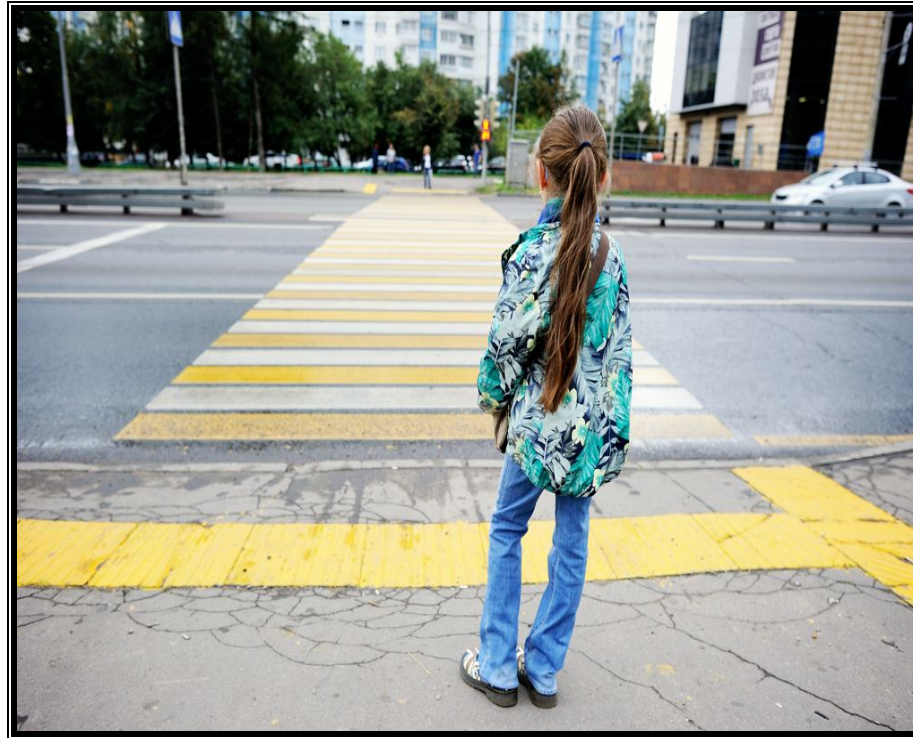


Purpose of Strategic Planning

Creating an organization-wide mission--

a vision

--that directs, motivates and inspires all members of the educational community to work together for the common good.





Advantages of Strategic Planning

- Proactive & flexible
- Provides a forum of participation for a complete cross section of the community
- Creates an ongoing cycle of planning, assessment and decision-making
- Optimizes limited resources





Waterfall Effect of a Strategic Plan



From the Goals & Objectives of a Strategic Plan flow:

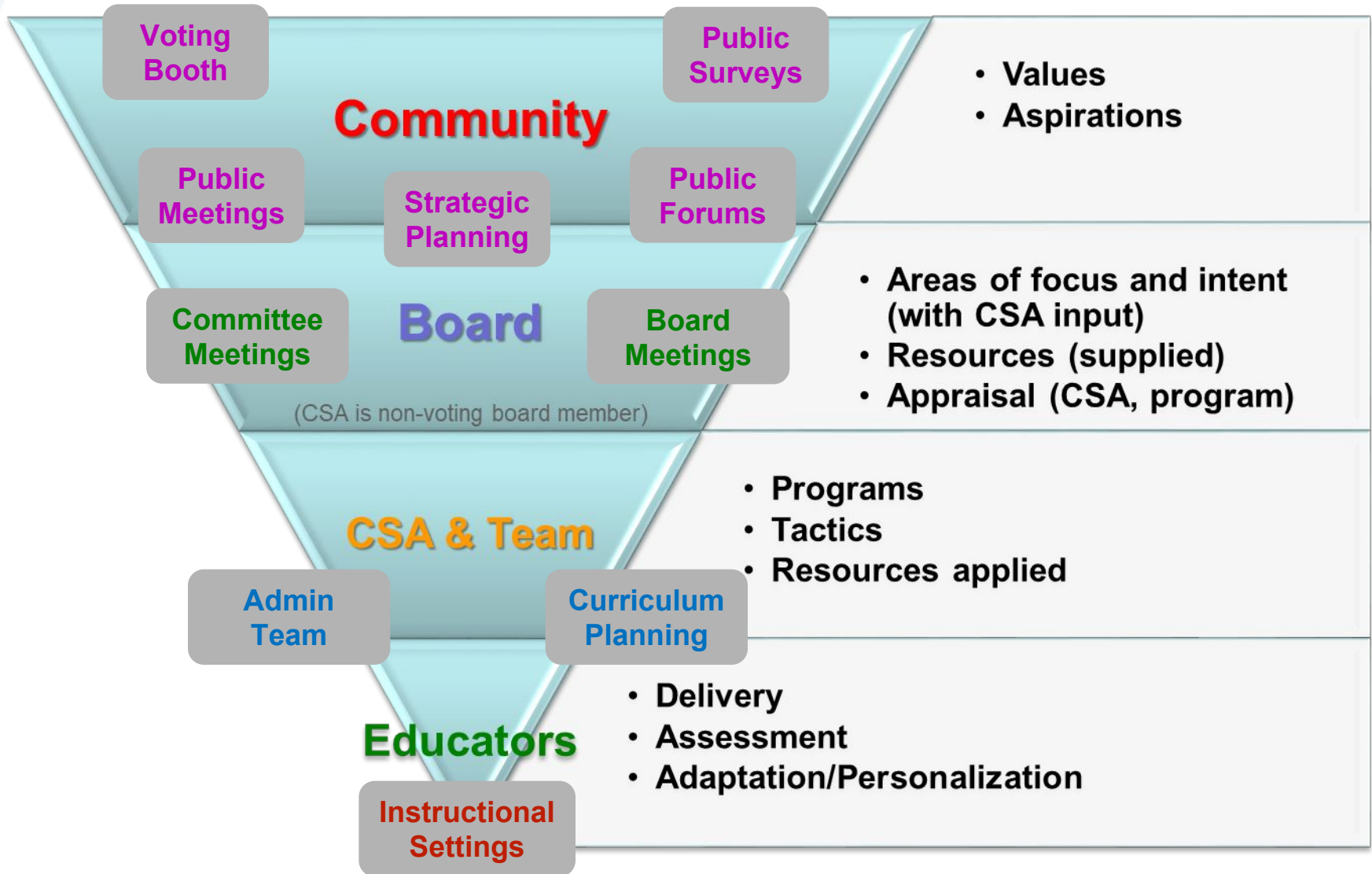
- District Goals
- BOE Goals
- Administrators' Goals
- Building Goals
- Department Goals
- Staff SGOs
- Staff PDPs

all of which ultimately flow into—

Student Achievement



How Groups Contribute To Goals





Mansfield Township School District Mission Statement

The Mansfield Township Elementary School District **collaborates with the community** to provide a meaningful and rigorous education that instills the value of lifelong learning. We strive to empower all of our students to reach their full potential and become productive citizens, in accordance with the comprehensive standards of our state.





Components of Strategic Planning





NJSBA 3D Strategic Planning Process

Three Community Meetings	Meeting Agendas
Meeting #1: Where We Are Now	<ul style="list-style-type: none">• Superintendent prepares and presents a “State of the District” Report• Small groups discuss district strengths and challenges
Meeting #2: Our Visions for the District	<ul style="list-style-type: none">• Small groups brainstorm five-year, no-holds-barred visions for the school district• Identification of common threads; basis for Goal Areas
Meeting #3: Big Ideas and Supporting Ideas	<ul style="list-style-type: none">• Self-selected small groups articulate Goal Statements (“Big Ideas”) and Objectives (“Supporting Ideas”) for the Strategic Plan



Action Plans: Written by Admin

Goal Statement:

Objective:

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



Potential Stakeholders in the Process

- Families
- Staff, PEA
- Students
- Community Members
- Business Owners
- PTAs
- Police/Fire Officials
- Municipal Government
- Community Leaders
- Board Commissioners
- Alumni
- Senior Citizens
- Sports Organizations
- Chamber of Commerce
- Community Alliances
- University / College Representatives
- Religious Leaders



Strategic Planning

How can you participate?





Strategic Planning





If everyone is moving forward together,
then success takes care of itself.

~ Henry Ford

Thank you for all the good work

that you do as a Board / Admin team to move your school forward and positively impact student achievement.