

# STRATEGIC PLANNING

A strategic plan provides a framework that enables a school district to align efforts to improve overall operations and services. It connects strategic goals and objectives to actionable plans, so decisions can be made in alignment with work that focuses on student improvement and success.

Strategic Resources West (SRW) guides school districts through the entire strategic planning process, including implementing a plan of action, and conducting competitive positioning and marketing for the school district. This case study provides an example of how SRW can help:

**Problem:** A school district in Northern Colorado was struggling to achieve district-wide performance improvement. Its improvement efforts occurred randomly in individual classrooms, schools or departments, and were lacking the organizational structure needed to clearly align improvement efforts with overall goals and objectives.

**Solution:** SRW guided the district through a comprehensive strategic planning process, which involved working with a committee of community and district stakeholders to accomplish the following:

First, SRW worked with the committee to establish a framework for improvement, which included a **mission**, a **vision** and **guiding principles**:

**Mission:**

The committee created a mission statement that represented the district's purpose:  
Preparing students for a successful future.

**Vision:**

The committee articulated its hopes for building a strong and successful school district.

**Guiding principles:**

The committee defined the guiding principles, or core values, of the district to guide its work in every aspect.

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## STRATEGIC RESOURCES WEST

After establishing the framework, SRW helped the committee determine the strategic direction that would ultimately align their mission, vision, and guiding principles. Then the plan was formulated, stating goals, objectives, and measurable deliverables as they related to the strategic direction.

Finally, SRW guided the district's implementation of the strategic plan through the use of an action plan. All schools, departments and individual staff members used the action plan template below to plan annual activities that link with the district's specific objectives and goals. The document became something that is revisited regularly so as to maintain relevancy and track progress. Additionally, the action plan became a key part of the annual appraisal process to encourage stakeholders to focus on alignment and ongoing improvement.

ACTION PLAN			
School Year			
Strategic Direction		School	
Strategic Plan Objective		Department	
Individual (Department) Objective		Measure	
Strategy	Responsibility	Timeline	Indicators of Completion

**Conclusion:** As a result of completing the strategic planning process, the district established the structure necessary to align its improvement efforts. In addition, the district developed and implemented a plan with strategic goals, objectives and measurable deliverables that focused daily work toward achieving district-wide improvement.

