Overview of the CCSD 181 Strategic Planning Process

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ECRA Group is a national leader in educational research with a 35-year history of partnering with school districts in educational research and planning.

The foundation of ECRA is the expertise and quality of the company's associates. Many of ECRA's associates are national leaders in their fields, hold Ph.D.'s in their areas of expertise, and hold faculty appointments at prestigious universities.

From highly credentialed statisticians to experts in education and organizational change, ECRA can assemble a team of associates with the optimal blend of expertise to meet the unique needs of clients.
STRATEGIC PLANNING COMPONENTS

**Mission, Vision & Guiding Principles**
Articulate and document the organization's reason for being, its aspirations, core beliefs, and philosophies.

**Research Findings**
Research and synthesize the current state of reality in the context of the mission and vision.

**Strategic Goals**
Operationalize the district's vision and values into statements and metrics that reflect the desired future position of the organization.

**Objectives**
Determine leverage points and strategies necessary to accomplish the goals while staying true to the mission and values.

**Tactics & Implementation Plan**
Delineate specific steps and timelines necessary to implement each of the objectives.

**Execution**
Develop the information systems necessary to monitor adherence to tactics and action plans.
Phase I: Conduct Research
- Document the current state of reality and desired future position of the District.
  - Conduct individual Board member and Superintendent interviews
  - Conduct focus groups with stakeholder populations
  - Review mission, vision, and guiding principles of the District
  - Review archival data and reports provided by the District
  - Administer online surveys to stakeholder populations
  - Perform rigorous analysis of student achievement data

Phase II: Develop Strategic Plan
- Create a framework for broad direction and priorities for the future in a formal strategic plan document
  - Document mission and vision for the District, guiding principles for future decision making, and the future direction desired by stakeholders
  - Analyze and synthesize all data collected from Phase I
  - Develop the strategic plan document to serve as a broad framework to guide direction for the District. The strategic plan contains:
    - Mission, Vision, and Guiding Principles
    - Research Findings
    - Strategic Goals
    - Objectives

Phase III: Develop Implementation Plan
- Develop and document specific steps that will be taken in order to execute the objectives identified in the strategic plan
  - Facilitate planning meetings
  - Develop the implementation plan which contains the following:
    - Actions/Tactics
    - Metrics
    - Responsible Person
    - Timeline
    - Resources
  - Design a District dashboard to monitor progress toward goals
STAKEHOLDER ENGAGEMENT

- School level stakeholders will be engaged by conducting focus groups and surveys.
- Focus groups will engage stakeholders by allowing dialogue related to the District’s desired future, current state of reality, strengths, and challenges.
- Surveys will be administered to employees, parents, and community members without children in the District, allowing all stakeholders the opportunity to participate in the process.
- ECRA will provide the District various resources for stakeholder communication such as media releases and invitation templates.
ECRA facilitates the development of a multi-year implementation plan, which includes metrics to measure each goal area.

These key performance indicators are reported on the District dashboard, which is created in alignment with the strategic plan.
State Performance

This graph shows the percentage of students that met or exceeded standards on all state tests

(METRIC: PERCENTAGE)

In 2013, the State Board of Education raised performance expectations to improve alignment of ISAT scores with the more rigorous Common Core State Standards. This resulted in a downward shift in the number of students meeting or exceeding Reading and Math standards across the state.
*Timeline is flexible, given District requirements*
The ECRA Strategic Planning Process

- Provides a disciplined, research-based approach to facilitate decision making, in alignment with stakeholder values, expectations, and a common vision

- Provides a comprehensive process, from stakeholder engagement through implementation, including the development and reporting of key performance indicators

- Provides a vehicle to communicate the District’s initiatives
At ECRA, you can expect customized, creative services designed to meet your unique needs, delivered with exemplary client services.
**A THREE-PHASE PROCESS**

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