



# New Jersey School Boards Association

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## **Creating a Five-Year Strategic Plan For the West Long Branch School District**

### ***Mission Statement***

***Our mission for the West Long Branch School District is to put students first!  
In collaboration with all stakeholders, we will provide a safe and  
secure learning environment free from bias, increased academic  
rigor, cutting edge technology, and state-of-the-art facilities***

### **Vision Statement**

***Our vision for the West Long Branch School District is to produce socially  
responsible students who are life-long learners equipped with the  
necessary skills to succeed at the next level of secondary education.***

### **Meeting # 1**

### **Strengths & Challenges**

On February 17, 2022, West Long Branch school administrators, staff, board of education members, parents, and community members, a total of thirty-three (33) in person attendees came together for Meeting #1 of the strategic planning process. We began with a welcome and introductions by Mrs. Christina Egan, Superintendent of Schools and Mrs. Christine Skellinger, Board President. Mrs. Christina Egan, Superintendent of Schools, presented the State of the School report. Kathy Winecoff then gave a review of New Jersey School Board Association's (NJSBA) strategic planning process.

We reviewed the consensus process utilized in strategic planning. The topic for the first evening focused on identifying district strengths and challenges. Participants were asked to brainstorm on the strengths and challenges of the West Long Branch School District. Participants gathered in randomly assigned groups, four (4) groups in total, engaged in brainstorming the strengths and challenges. After group discussion, each group identified their consensus points and presented those to the full group of meeting participants.

The information that follows is a summary of the work of the small groups. As discussed with the meeting participants, all consensus points are recorded and posted on the district website to share the group work during the course of the strategic planning process.

**West Long Branch Strategic Planning Meeting #1 Outcomes**

**Group Consensus  
District Strengths & Challenges**

**Bright Green Group:**

<b>Strengths</b>	<b>Challenges</b>
Faculty & Staff	Teacher retention
Small district	Comparative preparedness for HS among sending districts
Family & community involvement	Communication – happy medium b/w paper and paperless, intercommunication b/w support staff to teachers to parents
Rec programs	Website
District leadership	Facility improvements
Student experience - extras	Opportunities for non-athletes
Technology	Re-establishing positive community relationships post-pandemic

**Dark Blue Group:**

<b>Strengths</b>	<b>Challenges</b>
Dedicated staff	Limited opportunities
Caring community involved	Small district
Extracurricular / intramural activities	Staff retention
Wilson reading program	Diverse staffing (need more)
Traditions	Evaluating effectiveness of contracted services
Added counselor	Scheduling
Beautiful facilities	

**Fuchsia Dot Group**

<b>Strengths</b>	<b>Challenges</b>
Size	Schedule vs. physical space
Community involvement	Shared services – spread too thin, sufficient support
Teachers and parents	Support for educ. technology
Standardized scores exceed state average	Lack of extra-curricular opps for K-4
Middle School extra-curricular opportunities	Budget – PD, tech, benefits for new staff
1:1 technology	Dual language opportunities
Retention of quality staff	Website / communication
Physical space (also see challenges)	
Shared services (see also challenges)	

**West Long Branch Strategic Planning Meeting #1 Outcomes**

**Orange Group:**

<b>Strengths</b>	<b>Challenges</b>
Family involvement	Learning loss due to the pandemic
Open and friendly environment	Communication - website
SPARTAN Character Ed program	Social skill deficiencies due to pandemic
Multi-tiered instruction	Promoting SPARTANS program with students – monthly highlights
Technology	ELL population growing and need for additional teacher to provide intervention
Consistency	Staying on the cutting edge of technology
Community & school traditions	Maturity
Partnership between school & community	Teaching acceptance
Dedicated staff	Additional opportunities
Feeling of home away from home	
Beautiful facility K – 8	
Inter-town connections and sports – additional opportunities	
8 <sup>th</sup> grade Math placement	
Spanish K-8	

**Common Themes**

Following reporting out of the small groups, the common themes identified by the large group are:

**Strengths:**

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Great teachers / staff</li> <li>• Small town size</li> <li>• Community involvement</li> <li>• Traditions</li> <li>• Facilities</li> </ul> | <ul style="list-style-type: none"> <li>• Technology</li> <li>• Extra-curriculars</li> <li>• Leadership</li> <li>• Spartan Character Ed.</li> </ul> |
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**Challenges:**

- Staff retention
- Communication / Website
- Scheduling
- Increasing bilingual population
- Declining enrollment
- Opportunities for non-athletes
- Budget
- Shared services

*West Long Branch Strategic Planning Meeting #1 Outcomes*

**The second strategic planning session is scheduled for:**

**Thursday, March 31, 2022**

**Betty McElmon Elementary School Gymnasium**

Meetings are scheduled to begin promptly at 7:00 pm  
(6:45 pm Sign-In)

The topic / activity for the 2<sup>nd</sup> meeting will be to:

- Review the outcomes from Meetings 1
- Develop a Vision for the West Long Branch School District

*Bring a friend / colleague to our next meeting!*

*We look forward to seeing you!*