



New Jersey School Boards Association



**West Long Branch School District
Strategic Planning
March 31, 2022**

Determination, Dreams and Destiny by Design

Facilitated by NJSBA Field Service Department

Kathy Winecoff, Field Service Representative

Mary Ann Friedman, Field Service Representative



3-D Strategic Planning



Creates an
organizational

Vision . . .

that will direct, motivate
and inspire all members
of the community to
work together to
advance student
achievement.



Waterfall Effect of a Strategic Plan



From the Goals & Objectives of a Strategic Plan flow:

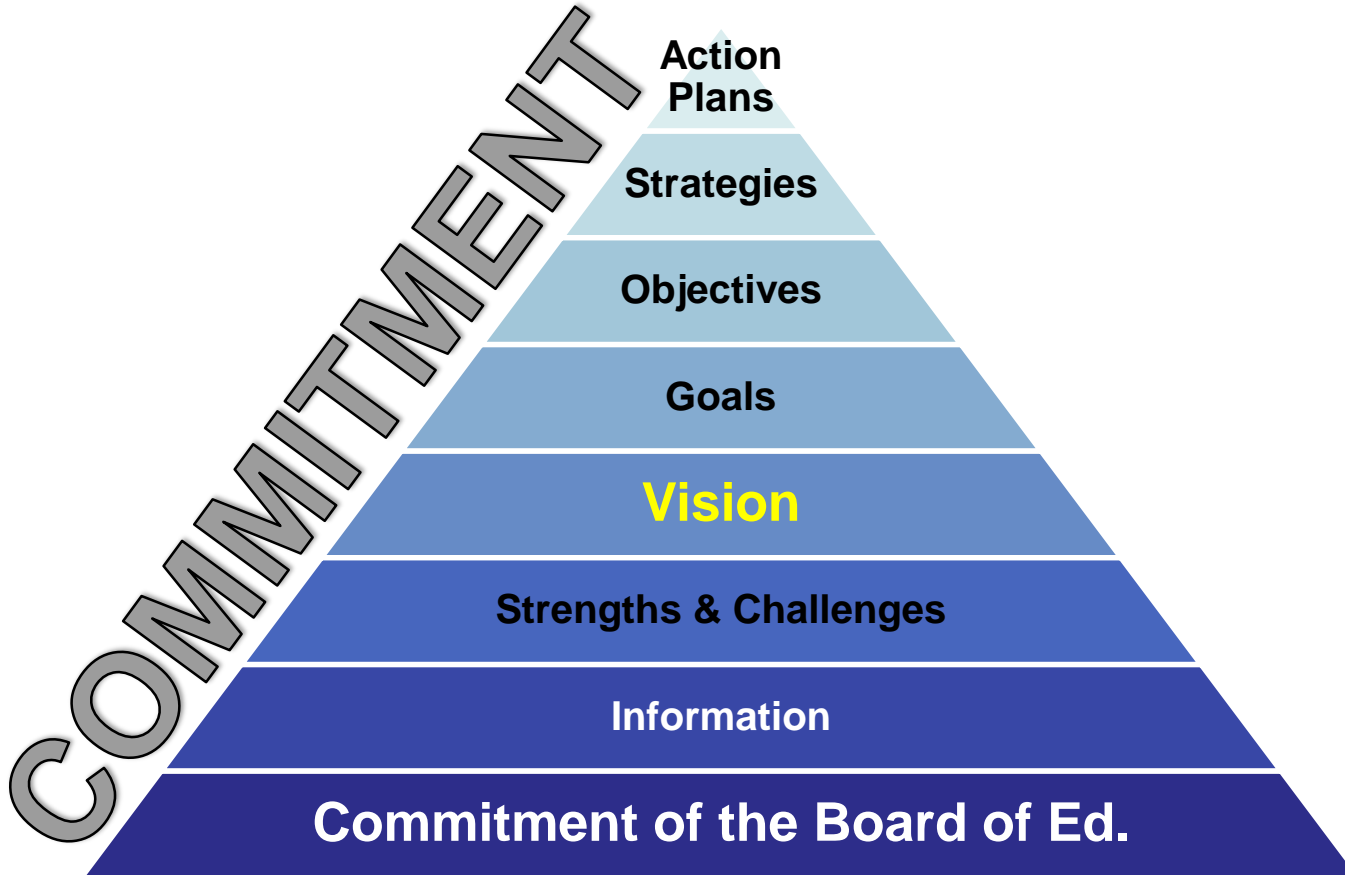
- District Goals
- BOE Goals
- Administrators' Goals
- Building Goals
- Department Goals
- Staff SGOs
- Staff PDPs

all of which ultimately flow into—

Student Achievement



Components of Strategic Planning





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.



West Long Branch School District 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.



Consensus

NJSBA's strategic planning processes work through consensus building.

Consensus is everyone:

- Sharing / Participating
 - Paraphrasing
 - Accepting

The end result may not be your 1st choice,
but you can live with it and support it!



Steps to Reaching Consensus



Brainstorm (everyone shares / participates)



Discussion (paraphrasing and accepting)



Reaching agreement on items



Consensus is achieved!



Small Group Activity

Review task at hand &
select recorder for group

Select spokesperson for
group

Begin and accomplish
activity

Consensus is achieved

Spokesperson reports out
for group



TIME



Schools that Succeed!



Visioning Activity

You have just returned to West Long Branch after having been away for a few years. You pick up a copy of TIME magazine at Wawa and see that the West Long Branch School District is pictured on the cover. The heading reads, “Schools that Succeeded!”

In addition to the current programs that you already have, what programs / services / curriculum / student outcomes / best practices / facilities would you expect to see in this article that heralds that your school is succeeding?

Think big picture!



Identified
From the
Visioning Exercise





Examples of Goal Areas

- Student Learning / Achievement

- College & Career Readiness
- 21st Century Skills
- Technology
- Professional Development

may be included in a Student Learning goal or may be separate

- School Culture & Climate
- Safety & Security
- Health & Wellness
- Communication
- Community Engagement
- Facilities & Finance

3 • 5
Goals



Goal Areas Identified



Watch the district website for posting of tonight's outcomes

Meeting #3 – developing Goal statements and objectives for the district

Meeting #2 –

Monday, April 25th at 7:00 pm

(Sign-in at 6:45 pm)

