



New Jersey School Boards Association



West Long Branch School District Strategic Planning February 17, 2022

Determination, Dreams and Destiny by Design

Facilitated by NJSBA Field Service Department

Kathy Winecoff, Field Service Representative

Mary Ann Friedman, Field Service Representative



Welcome Remarks

Welcome!

To our
Strategic Planning Meeting!



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.



Advantages of Strategic Planning



Proactive, creative and flexible



Provides a forum for community participation



Continues an ongoing cycle of planning, assessment and decision-making that will optimize limited resources and increase communications



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



Strengths & Challenges Activity

Consider the strengths and challenges of the district

- Select spokesperson to report out to larger group
- Brainstorm strengths and challenges of the district
- Reach consensus on a “Top 10 List” of strengths and a “Top 10 List” of challenges and write up on poster sheet
- Each small group will report out to the larger group on their consensus “Top 10 List”
- As a large group, common themes will be identified and recorded





Small Groups Report Out



COMMON THREADS

Identified
From
Strengths & Challenges



Strength & Challenges Common Threads

Strengths

Challenges / Opportunities



Watch the district website for posting of tonight's outcomes.

Meeting #2 – developing a vision and goal areas for the district

Meeting #2 –

Thursday, March 31, 2022

7:00 pm – 8:30 pm

**Betty McElmon Elementary School
Gymnasium**

(Sign-in at 6:45 pm)



*for attending tonight's meeting
and helping to create the Strategic Plan
for West Long Branch School District!*

We hope to see you on Thursday, March 31, 2022!