



## **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 # 2 Developing a Vision for the West Long Branch School District**

On March 31, 2022, West Long Branch Public School District administrators, Board of Education members, staff, parents, and community members, twenty-six (26) participants in all, came together for Meeting #2 of the strategic planning process. The topic for the second evening focused on the developing a vision for the West Long Branch School District. The meeting began with a welcome and introduction by Dr. Christina Egan, Superintendent of Schools and Mrs. Christine Skellinger, Board President. Kathy Winecoff, Field Service Representative for New Jersey School Boards Association, reviewed the strategic planning process.

We reviewed the consensus process utilized in strategic planning. The topic for the evening focused on creating a shared vision for the West Long Branch School District. Participants were asked to picture themselves, having been away from the district for 5 years, returning to West Long Branch and seeing their school on the cover of TIME magazine. The article is about Schools that Succeed. In addition to the current programs already in place in West Long Branch Public Schools, what programs/services/curriculum/student outcomes/best practices/facilities would you expect to see in your school that is succeeding? Participants were encouraged to think “big picture.”

Participants gathered in randomly assigned groups, four (4) groups in total, to develop a shared vision and initiatives. The small groups reviewed the outcomes from Meeting #1, strengths, and challenges, and then began brainstorming on their vision for the district. 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 web to share the group work during the course of the strategic planning process.

## **Group Consensus: Vision & Initiatives**

### **Red Dot Group**

**Article Title:** “WLB – Where Leaders Are Born”

**Vision:** To develop independent, critical thinkers through the expansion of programming Pre-K through 8

#### **Initiatives**

- Expand preschool
- Increased extra-curricular opportunities
- Opportunity for choice: Passion projects
- Additional STEM at Elementary School
- Outside classroom space
- Increasing summer opportunities
- Student learning service projects

### **Purple Dot Group**

**Article Title:** “Big Changes in a Little School District”

#### **Initiatives**

- Robust Programs
  - AT, Music lab, STEAM lab, expanded ELL program, SEL immersed throughout
- Staff Retention
  - Fulfilled teachers, autonomy, not spread too thin, competitive contracts
- Innovative Facilities
  - Flexible seating
  - Lab / SIM / Specialized spaces
  - Blue Ribbon / Award winning
- New / Updated Website
  - Mobile friendly updates

### **Light Blue Dot Group**

**Article Title:** “S.P.A.R.T.A.N.S. – Courageously redesigning student learning”

#### **Initiatives**

- **S**tudents first always
- **P**erseverance
- **A**cademic rigor

## ***West Long Branch School District Strategic Planning Meeting #2 Outcomes***

- Real world experience
- Thinking critically
- Awareness of self
- Non-traditional classroom design
- Service through community-based experiences

### **Fuchsia Dot Group**

**Article Title: “All Students Succeed in WLB”**

**Vision:**

#### **Initiatives**

- Commitment to meet needs of all learners:
  - ESL, Basic Skills, Intervention, Advanced learners
- Motivating environment:
  - Clean
  - Flexible seating
  - Technology
- Community relationships:
  - Communication
  - Transparency
  - Multi-lingual liaison
- School Culture:
  - Teacher retention
  - Substitutes
  - Peer mediation
  - After School programs

\*Continued Increase in Enrollment\*

#### **Common Themes:**

- Non-traditional classroom
- Building interactions between the school and the community
- Expanding ESL services
- Before and After School enrichment – and summer
- Staff retention
- STEM / STEAM programs and facilities
- Award winning – Blue Ribbon
- Service learning – passion projects
- Expanding Pre-School program

**West Long Branch School District Strategic Planning Meeting #2 Outcomes**

- Robust academic programs and practices

**Goal Areas:**

1. Facilities & Finance
  2. Community Engagement & Outreach
  3. Learner Success
  4. School Culture & Climate
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The third strategic planning session has been **re-scheduled** for:

**Monday, May 16, 2022**

**Betty McElmon Elementary School Cafeteria**

The meeting will be scheduled to begin promptly at 7:00 pm  
(6:45 pm Sign-In and Refreshments)

During the this meeting, we will review the outcomes from Meetings 1 & 2 (strengths & challenges, vision & initiatives) and develop strategies for the strategic planning goals for the West Long Branch School District.

Please join us. Everyone is welcome! We look forward to seeing you!

Please RSVP by emailing [sgrimm@wlbschools.com](mailto:sgrimm@wlbschools.com)

Or calling 732-222-5900 x1302