

DATA-DRIVEN STRATEGIC PLANNING



Elk Rapids Schools Final Report



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STRATEGIC PLANNING PROCESS

TIMELINE

Date	Activity
February 2024	Board Presentation
February 2024	Board Approval of the Process
March-April 2024	Data Collection & Stakeholder Input
August, 2024	Retreat
September, 2024	Implementation Workshop
November, 2024	Present Final Report to the Board of Education for Approval

10 MONTHS

STAKEHOLDER INPUT

PURPOSE

- Provide an opportunity for input
- Gauge values and perceptions of the community
- Gather data to use as a decision-making tool
 - Identify and assess strengths
 - Identify areas for improvement
 - Identify barriers of implementation
 - Identify a vision
 - Prioritize improvement efforts

374 RESPONSES

MICHIGAN ASSOCIATION OF SCHOOL BOARDS

PLANNING TEAM RETREAT

August, 2024

Agenda

- An overview of the strategic planning process and timelines
- An environmental scan
- A report of current and planned initiatives
- A review of current vision, mission and belief statements
- A review and analysis of stakeholder input data
- A review and analysis of demographic and district data
- Development of proposed vision, mission and belief statements
- The establishment of strategic goal areas, goal statements and identification of potential key objectives
- An overview of next steps

8 FULL HOURS

MICHIGAN ASSOCIATION OF SCHOOL BOARDS

PARTICIPANTS in Planning and Implementation

Bryan McKenna

Rob Payne

John Rice

Laurie McCann

Karen Miller

Kortni Huron

Jack Young

Amy Brady

Victoria Willson

Macy Piner

Kimberly Kramer

Corinne Prabhaker

Shelly Rybarsyk

Tim Hibbard

Tara Kribs

Samantha Abeel

Keith Childs

Josh Haggerty

Samantha Bissell

Jennie Brown

Karen Sniegowski

Melinda Smith

Julie Plum

Angie Nichols

Brett Graham

Lewis Bunting

Sherry Steffen

Martha McGuire

Sam Bueby

Tyler Wilson

Ann Grammer

Gene Davis

Rachael Birgy

Jenny Pike

Cherie Cooke

Paul Wonacott

Lisa Zipser

37 DEDICATED PARTICIPANTS

MICHIGAN ASSOCIATION OF SCHOOL BOARDS

RETREAT OUTCOMES

MISSION & VISION

The **MISSION** of Elk Rapids Schools -

Elk Rapids Schools equips every student to be an innovative problem-solver who succeeds in diverse communities.

The **VISION** of Elk Rapids Schools -

Exceptional education grounded in academic rigor, relationships, and community.

RETREAT OUTCOMES

BELIEF STATEMENTS

We believe:

- Collaboration among students, staff, parents, and the community builds trust and supports a high functioning school system.
- Connections and relationships foster growth for all.
- Support for the whole student enables learning.
- Individuals can thrive and make a positive impact.
- Excellence is important in all that we do.
- Staff are critical to our success.
- Safe environments are foundational to effective learning and a positive school culture.
- Facilities and resources will be designed to support district goals.

RETREAT OUTCOMES

GOAL STATEMENTS

Elk Rapids Schools will...

- **increase academic and SE growth within all student populations**
- **maintain a safe, inclusive, and responsive learning environment throughout the district**
- **increase family and community involvement through effective communication and engagement opportunities**
- **ensure facilities are well maintain, safe, and support the needs of the community**
- **retain and develop a high-quality staff**

IMPLEMENTATION WORKSHOP

September, 2024

Agenda

- ✓ Provide a review of the process
- ✓ Discuss Implementation Workshop handouts
- ✓ Review the vision, mission, and belief statements
- ✓ Review goal statements
- ✓ Determine potential objectives and finalize three objectives for each goal statement that could be accomplished in the first year
- ✓ Review action planning for selected objectives
- ✓ Review Strategic Plan monitoring processes

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GOAL STATEMENTS WITH FIRST YEAR OBJECTIVES

GOAL AREA 1:

ACADEMICS & PROGRAMS

STRATEGIC GOAL STATEMENT:

ERS will increase academic and SE growth within all student populations

Priority Objectives:

- Implement an aligned K-12 SEL program throughout the district.
- Continue to research, evaluate, implement, and strategically update curricular resources and best instructional practices.

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GOAL STATEMENTS WITH FIRST YEAR OBJECTIVES

GOAL AREA 2:

CULTURE & LEARNING ENVIRONMENT

STRATEGIC GOAL STATEMENT:

ERS will maintain a safe, inclusive and responsive learning environment throughout the district

Priority Objectives:

-Maintain a high level of safety and security for all stakeholders through proactive safety planning and targeted professional development.

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GOAL STATEMENTS WITH FIRST YEAR OBJECTIVES

GOAL AREA 3:

COMMUNICATIONS & COMMUNITY ENGAGEMENT

STRATEGIC GOAL STATEMENT:

ERS will increase family and community involvement through effective communication and engagement opportunities

Priority Objectives:

- Create opportunities for every parent to be engaged and involved.
- Increase engagement with community groups and organizations.

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GOAL STATEMENTS WITH FIRST YEAR OBJECTIVES

GOAL AREA 4: **OPERATIONS**

STRATEGIC GOAL STATEMENT:

ERS will ensure facilities are well maintained, safe, and support the needs of the community

Priority Objectives:

-Create, prioritize and share a sequential facility needs plan for the district.

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GOAL STATEMENTS WITH FIRST YEAR OBJECTIVES

GOAL AREA 5:

PERSONNEL & LEADERSHIP

STRATEGIC GOAL STATEMENT:

ERS will retain and develop a high-quality staff

Priority Objectives:

- Retain staff by advancing a culture of support, pride and belonging for all ERS employees.
- Develop staff by creating a K-12 staff mentoring and coaching program.

ASKING FOR BOARD APPROVAL

- MISSION** STATEMENT
- VISION** STATEMENT
- BELIEF** STATEMENTS
- GOAL** STATEMENTS

MASB RECOMMENDATIONS **ENSURING SUCCESS**

- ✓ Align the Strategic Plan with the District/School Improvement Plans
- ✓ Align the Strategic Plan with the 2024-25 Budget and beyond
- ✓ Develop and implement a reporting/Board monitoring calendar
- ✓ Develop and implement an internal/external communications plan
- ✓ Develop and implement action plans for each identified objective
- ✓ Create opportunities for stakeholder involvement
- ✓ Schedule a One-Year Renewal



FINAL THOUGHTS

“The strategic planning process demonstrated that Elk Rapids is a top-notch school system that is committed to continuous improvement. The board of education, administration and staff worked as one team during this process with a constant and deliberate focus on student safety and success.”

Brian Pearson
Consultant, MASB