STRATEGIC PLANNING
AN ESSENTIAL COMPONENT OF SUCCESS

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PRESENTERS

JULIE KILDEE
Administrator at Holly Academy (Holly, Michigan)  |  KildeeJ@HollyAcademy.org

BARB ZEILE
Deputy Director for School Performance at The Governor John Engler Center for Charter Schools at Central Michigan University  |  BZeile@TheCenterForCharters.org
EXAMINING THE MISSION
IDENTIFYING GOALS

HOLLY ACADEMY EXAMPLE

STRATEGIC GOAL: Academics – Holly Academy will enhance its position as a frontrunner in academic excellence in the state of Michigan and beyond.
OBJECTIVE: 80 percent of students at Holly Academy will achieve an individual gain equal to a minimum of one year’s growth per one year of education.
ACTIONS: Analyze MPG/MAP data to ensure one year’s growth per one year of education
TIME FRAME: Annually, throughout plan
RESPONSIBILITY: Director, Curriculum Director, Student Director, Special Education Director and academic coaches
PROJECT COST: None

STRATEGIC GOAL:

OBJECTIVE:

ACTIONS:

TIME FRAME:

RESPONSIBILITY:

PROJECT COST:

STRATEGIC GOAL:

OBJECTIVE:

ACTIONS:

TIME FRAME:

RESPONSIBILITY:

PROJECT COST:

STRATEGIC GOAL:

OBJECTIVE:

ACTIONS:

TIME FRAME:

RESPONSIBILITY:

PROJECT COST:
HOW THE MISSION RELATES TO THE STRATEGIC PLAN AND SCHOOL IMPROVEMENT PLAN

Charter Contract/Authorizer
Baseline for setting goals
Source of data

Strategic Plan
Board of Directors & Administration
Road map for School

School Improvement Plan
School Management Team & Administration
Road map for Teachers

Holly Academy’s Mission
RELATING BUDGET ITEMS TO STRATEGIC PLAN

HOLLY ACADEMY EXAMPLE

STRATEGIC GOAL: Academics – Holly Academy will enhance its position as a frontrunner in academic excellence in the state of Michigan and beyond.

OBJECTIVE: Ensure the continuance of a state of the art technological environment.

ACTIONS: Replace one quarter of staff laptops (or provide Chromebooks)

TIME FRAME: By fall 2016

RESPONSIBILITY: Technology Manager, Curriculum Director, and Finance Director

PROJECT COST: $13,000

How could some of your objectives relate to budget items?
ROADMAP FOR STARTING STRATEGIC PLANNING PROCESS

☐ Reach consensus that a plan is needed

☐ Invite stakeholders and accept all input

☐ Identify goal areas

☐ Identify authors of the plan

☐ Plan for the amount of time that will be needed to complete the plan

☐ Reach consensus on how the plan will become the foundation of daily operations

☐ Establish timeframe for review of the plan – monthly at board meetings and semi-annually by administration

☐ Establish annual process for revisions of objectives, initiatives and action items

RESOURCES TO ASSIST YOU IN DEVELOPING YOUR STRATEGIC PLAN

“Being Strategic: Plan for Success; Out-think Your Competitors; Stay Ahead of Change” by Erika Andersen

“Execution: The Discipline of Getting Things Done” by Larry Bossidy and Ram Charan

“Leading to Change/Making Strategic Planning Work” by Douglas Reeves, Educational Leadership Volume 65, Number 4

“Start With Why” by Simon Sinek

“Strategic Planning for Schools” by Robyn Collins

“The Seven Outs: Strategic Planning Made Easy for Charter Schools” by Brian Carpenter

“The Strategic Planning Book” ISM Publications, ISM Independent School Management Store