

Ashland Public Schools Planning Meeting

Ashland Public Schools

April 28, 2022

6:30 pm

HYA | HAZARD
YOUNG
ATTEA
ASSOCIATES

Planning Meeting Agenda

1. Introductions
2. Review strategic planning purpose & process
3. Create calendar for the strategic planning
4. Schedule time frame for Board interviews
5. Identify stakeholder focus groups
6. Make technical decisions for online survey
7. Data collection decisions
8. Review communication kit & media strategy
9. Communication with administrators
10. Wrap up – next steps

Planning Meeting Deliverables

- Completed strategic planning calendar
- Identification of stakeholder focus groups
- Data collection decisions
- Communications Kit



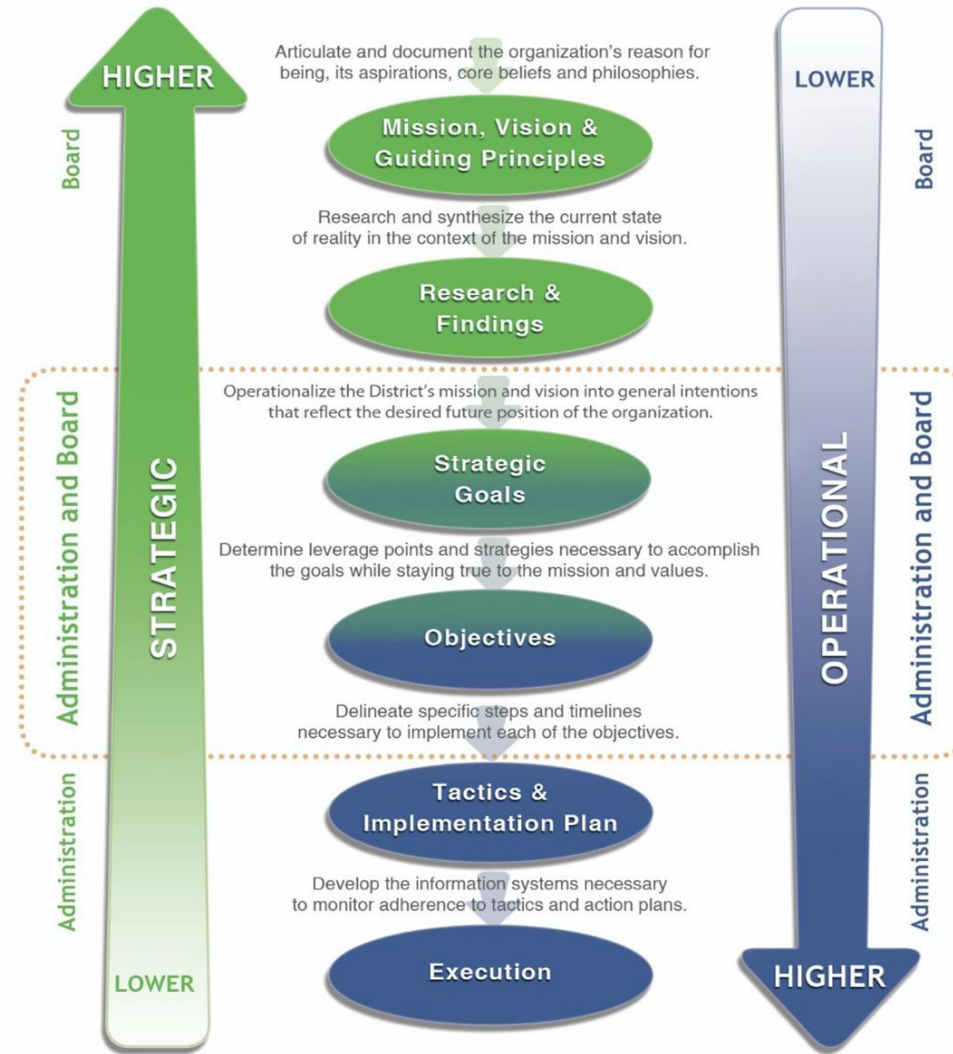
Introductions

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Why Strategic Planning?



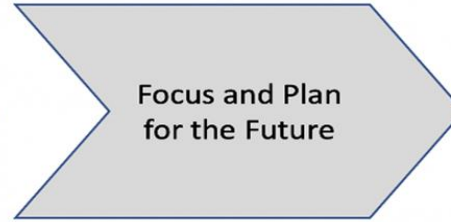


Phase I



- Engage the **community** to establish the current state of reality and shared vision for the future:
- Plan the process & timeline
 - Conduct individual Board and community leader interviews
 - Facilitate stakeholder focus groups
 - Administer stakeholder survey
 - Review prior strategic plans and other relevant documents

Phase II



- Facilitate **board or planning committee** sessions to develop the strategic plan, which includes:
- Portrait of the graduate
 - Mission/Vision
 - Guiding principles
 - Strategic goals
 - Objectives

Phase III



- Facilitate **educator** workgroups to develop:
- Strategic dashboard
 - Strategic indicators
 - Action plans
 - Timelines
 - Responsible administrators
 - Resources needed

PHASE 1: INCLUSIVE ENGAGEMENT

- Planning meeting
- Engagement sessions: focus groups, interviews (up to 32)
- Community survey
- Work with leadership team to assemble existing data reports
- Data analysis
- **Deliverable: Needs Assessment Report**



PHASE 2: FOCUS ON STRATEGY



- Facilitate Board one work session to review findings of Engage Phase – Needs Assessment report
- Facilitate three Board work sessions to consider and revise drafts of strategic plan including
 - Vision
 - Core Beliefs
 - Mission
 - Goals
 - Objectives
 - (existing Portrait of the Graduate will be included in the plan)
- Support district leaders as they present the strategic plan to the Board for approval
- **Deliverable: Board approved Strategic Plan**



PHASE 3: IMPLEMENT & EVALUATE



- Facilitation of up to two planning meetings with the leadership team to guide implementation planning and delivery.
- Provision of templates and guidance to further refine action plans, metrics, timelines, roles, and responsibilities.
- Provision of the Strategic Dashboard will be housed on the district website so that the district can publicly tell its story and monitor adherence and progress towards realizing its strategic plan.
- Train district leaders in the use and upkeep of the Strategic Dashboard.
- **Deliverable: Strategic dashboard**



Draft Timeline

PHASE	ACTIVITY	Mar. '22	Apr. '22	May '22	June '22	July '22	Aug. '22	Sept. '22
Preplanning	Meet with Superintendent to review scope							
	Introduction to Superintendent's Cabinet							
Phase I: Inclusive Engagement	Planning Meeting with School Board							
	Perception Data Collection:							
	Interviews							
	Data Collection							
	Community Survey							
	Focus Groups							
	Data Analysis							
	Delivery of Needs Assessment Report							
Phase II: Focus on Strategy	Work Session: Needs Assessment Report							
	Work Sessions:							
	Vision							
	Portrait of a Graduate							
	Core Values							
	Strategic Goals							
	Strategic Objectives							
	Strategic Plan presented to School Board							
Phase III: Implement, Evaluate & Communicate	Work plan development:							
	Strategies							
	Metrics							
	Timelines							
	Persons Responsible							
	School Improvement Plan Alignment							
	Strategic Dashboard Training Session							
Post Plan Support	Begin quarterly check in							

Identify Engagement Sessions DRAFT

Interviews

- Superintendent
- Assistant Superintendent
- Director of Finance
- Director of Student Services
- Director of Athletics
- Director of Facilities
- Director of Pre-School
- Director of Media and Communications
- Building Principals
- 5 board members

Focus Groups

- Central office
- 3 parent groups
- Middle School students
- High School students
- Alumni
- 2 teacher focus groups
- Staff focus group



Focus Groups – Logistics

- One hour – 15-20 participants
- Location – District responsible for arranging facilities
- Virtual groups? In-person groups?
- Administrators – during the workday
- Parents and community members – evening
- Teachers – ideally during the workday or immediately after school
- Staff – during the day or immediately after school
- Students – during the school day
- District sends invitations



Decisions for Online Survey

- 6 categories of participants
 - Parent
 - Student
 - Teacher
 - Staff
 - Community member
 - Other?
- Languages?
- Dates for survey to be open and closed (may be approximate for now)
- Additional questions?



Data Collection

Gathering of existing data. Administrators will not be asked to create new reports.

- Student achievement data
- Financial data
- Talent management data from HR
- Special Education data
- Progress towards previous strategic plan
- Climate and culture
- Other?



Communication Tool kit

- Communication timelines for each phase
- Sample press releases
- Sample focus group invitations
- Sample community updates



Media Protocol

- Focus groups are public meetings
- Media may be present
- Every member of a focus group must give consent to being taped or recorded



Communication with district and school leaders

- Purpose of strategic planning
 - Where are we now?
 - What is our ideal future?
 - How do we get there?
- The primary purpose of a school is to ensure student learning
- Functions that support learning must also be examined (finance, HR, facilities, student wellness, community engagement, etc.)
- Strategic planning creates alignment of efforts & guides decision making
- Administrators will be asked to participate in an interview and/or focus groups
- All data collection will be limited to existing data, no new reports made or generated
- Implementation plans/strategies driven by educators



Next Steps & Questions

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