Inclusive, Inspired, and In-House: 

**Strategic Planning 101**

FAYETTEVILLE PUBLIC SCHOOLS  2019-2023

**STRATEGIC PLAN**
Introductions

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Secretary

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Superintendent

Holly Johnson  
Director of Communications & Public Relations
PATIENCE YOU MUST HAVE.

-Yoda
● 300+ Community Members
● A Dedicated School Board
● Invested District Leadership

One Great Strategic Plan!
Start with the Community

- 2014-2015
- 300 plus community members
- Lengthy Report and Mission Statement
- 10 Goals/Strategies
Framing Our Future

Initial Report
Framing Our Future

Final Report: 129 pages

Strategy Number: 2 - Phase II Implementation
Plan: C
Date: June 10, 2016
Team Leaders: Sara Alderson & Kelly Buckley

STRATEGY: We will implement a district-wide assessment system aligned with standards to effectively analyze student performance data at frequent intervals in order to improve instruction and ensure that all students meet or exceed district standards.

SPECIFIC RESULT: Administer assessments in a planned and purposeful manner at consistent intervals across the district.

<table>
<thead>
<tr>
<th>COSTS</th>
<th>BENEFITS</th>
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<td>Tangible:</td>
<td>Tangible:</td>
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<td>• Cost of nationally sanctioned standardized tests.</td>
<td>• A nationally ranked, norm-referenced assessment is essential for the district to assess how it compares to other districts and other states.</td>
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<td>• Cost in terms of time and money to develop district assessments.</td>
<td>• With a clear standard used from year to year, teachers will be better able to evaluate what is needed to improve student growth.</td>
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<td>• Cost of teacher training.</td>
<td>• Federal dollars.</td>
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<td>• Costs associated with substitute teachers that enable classroom teachers to collaborate during contract time to plan for the development of and administration of formative, interim, and summative assessments.</td>
<td>• Benchmark results competitive with other districts.</td>
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Intangible:
- Teacher stress and usefulness of assessments, particularly as a result of inconsistent assessments from one year to the next.
- More teacher buy-in if the test remains consistent over a number of years.
- Frustration if the assessment is better for one age group than other age groups.

Intangible:
- Less stress if the testing scheme is not changed from year to year.
- More pride in Fayetteville Public Schools as students demonstrate growth from one year to the next when compared to other districts.
Identify the Mission, Vision, and Core Values

2016 - Board Members/District Leaders

Vision:

Questions We Asked:

- What is the broad impact we want to have as a district?
- What is the end result we are after?
- Simply stated, Why do we do what we do?
Our Vision

Fayetteville Public Schools is the trusted leader in Arkansas public education where every student achieves his or her full potential.
Mission Statement:

Question we asked:

What is it that we do as a district that allows us to accomplish our vision?

Look for inspiration.
Our Mission

We will personalize learning and exceed expectations every day in an inclusive and safe environment.
Core Values Will Inform Your Goals

**Excellence**
outstanding quality and value

**Leadership**
intentional initiative and influence

**Inclusion**
variety and diversity

**Community Engagement**
community connection and involvement

**Integrity**
internal consistency and sincerity
Don’t Forget Your Logo

Simple change - big impact

FAYETTEVILLE PUBLIC SCHOOLS
Since 1871
Retreat #1: Pool the Feedback

Retreat One: September 2017

- Listen & Learn
- Administrative Top 25
- Cabinet Priorities/Board Expectations
- Result: A really, really long list and a board “point person”
Introduce Your Progress

Convocation 2018
Workshop #1: Sort Goals & Objectives

Workshop #1: October 2018

- Distillation of Data
- Commonalities
- Teaching & Learning, Student & Faculty Support, Facilities & Systems
- Result: Draft of Goals & Objectives
Retreat #2: District Leadership Reports

Retreat Two: February 2019

- District leadership input
- Offsite meeting (Fayetteville Public Library)
- Board-provided list of questions
- Results: More information, **beginning metrics**, district “point person” - Communications Director
Delegate, Articulate and Communicate

- School Board Liaison(s)
- Director of Communication
- Director of Assessment & Accountability
- Director of Professional Learning
- Superintendent & Administrators
Be Yourself

- Learn from your friends!
- Stick to your Vision
- Use local experts
- All copy & photographs produced in-house
Deadlines are your friend.

Team completed the final drafts of goals, objectives and metrics.
Workshop #2: Present the Metrics

Summer 2019

Final design delivered to the board

Public meeting - teachers and staff in attendance
Make it a Living Document

- School Improvement Plans aligned (as we worked)
- Focus at District Leadership Retreat (August 2019)
- Introduced at Convocation (August 2019)
- Toolkit for Teachers/Staff to Gather Metrics Produced
- Reinforced at Fall District Inservice (September 2019)
Keys to Success:

- A high level of trust between the board and the superintendent
- Utilization all of the resources at hand - look to past efforts
- Open workshops that show transparency to district and community
- Friends and allies
Keys to Success:

- A school board/administrator team dedicated to concentrate on the effort
- Utilization of in-house expertise
- Patience to revise, revise, and revise again
Introducing to the Community

- Board Presentations
- PTOs/PTAs
- Local foundations
- City of Fayetteville
- Chamber of Commerce
- And More...
The Bonus

The work fostered a renewed relationship between the Board of Education and the Administrative Team: integrity, trust, professionalism