



Baldwin County Board of Education

**GET READY FOR
STRATEGIC PLANNING:**

PHASE 1

September 9, 2013

Geneva Braziel, Superintendent

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Strategic Planning: Phase I

Step 1:

- ☐ **Orientation Meeting on the Strategic Planning Process - GSBA staff meets with district staff and/or board of education to explain process.**
- ☐ **After the orientation and if the district agrees to proceed, a contract is agreed upon and signed by the district and GSBA.**



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Step 2:

Local Facilitator - The district appoints a local facilitator who has the primary responsibility for all logistics associated with the process. For example, planning for the community conversation, assisting with marketing the event, putting together material for the strategic planning team members, setting up for the meeting, etc.



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Strategic Planning: Phase I

Step 3:

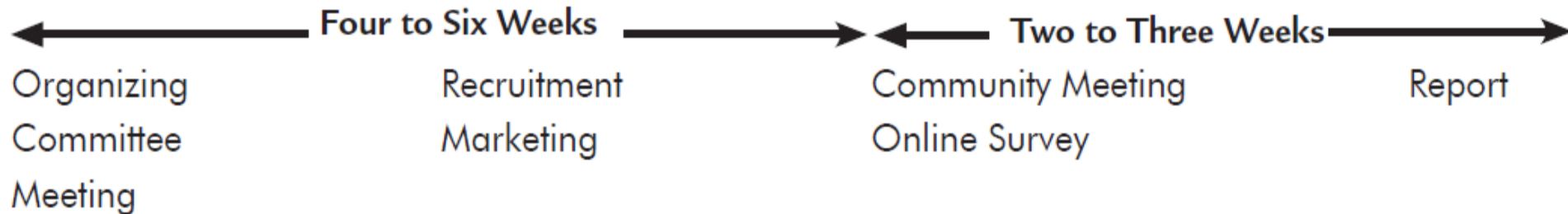
- ☐ **Appointing the Planning Team Members (This is sometimes done after the community meeting) - the district names up to 25 people to serve on the Strategic Planning Team (half from the district and the other half from outside the district).**
- ☐ **The stakeholder group for the Planning Team will be a representation of the following groups:**
 - 1. District and School Governance board members (1 to 2 board members, parents, teachers, administrators, local business leaders, ministers, politician)**
 - 2. Classified Staff**
 - 3. Students (2-3)**
 - 4. Chamber of Commerce representative**

Strategic Planning: Phase I

Step 4:

Community Engagement - GSBA staff will explain and help plan this event and the online survey.

Timeline for Community Engagement Component:



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Step 4:

Community Engagement- Recruit facilitators - We need one facilitator for every 10-12 participants at the meeting. Ideally, these are individuals who can maintain a neutral position while leading a group discussion. Try to recruit people who are not school system employees. GSBA spends time training facilitators prior to the meeting and on the day of the meeting.



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Step 4:

Community Engagement Session- The meeting is usually 3 hours long (6:00 p.m. – 9:00 p.m.).

The typical agenda looks like this:

5:00 p.m. - GSBA meets with facilitators

6:00 p.m. - Meeting begins in a general session

7:00 p.m. - Participants break into small groups

9:00 p.m. - The meeting adjourns



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Step 5:

- **Planning Team Kickoff Meeting –**
- Prior to the planning team meeting date, the planning team members should have been named and invited to the meeting.
- This meeting is a two-day event.
- GSBA staff will facilitate the strategic planning meeting.



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Step 6:

Appointment of Action Teams - The district names members to the action teams. The make up of the action teams depends on the goal areas that they will be working on. For example, if the goal area has to do with curriculum and instruction, the team would be composed of teachers and other curriculum specialists.



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Step 7:

Training the Action Teams - GSBA and the Georgia Leadership Institute for School Improvement (GLISI) trains the action teams.



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Step 8:

Action Team Meetings - GLISI and the district work on scheduling and managing these meetings.



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Step 9:

Planning Team Meeting - the same team reconvenes for a day to hear reports by the action teams and culminates in the team approving the action plans.



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Step 10:

Presentation of the Draft Plan to the Board of Education - GSBA and the superintendent work together on this.



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Step 11:

Adoption of the Plan by the Board of Education



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Plan Development

