

# The Importance of Long Range/Strategic Goals & Annual Board Priority Setting

Timi C Tullis~Association of Alaska School Boards



*“The team that’s been pulled together to plan the district strategic plan are the architects. The board and the staff are the team that put forth the effort to make it happen, i.e. ‘build the house.’” ~former superintendent in Alaska*



# MAGIC WAND

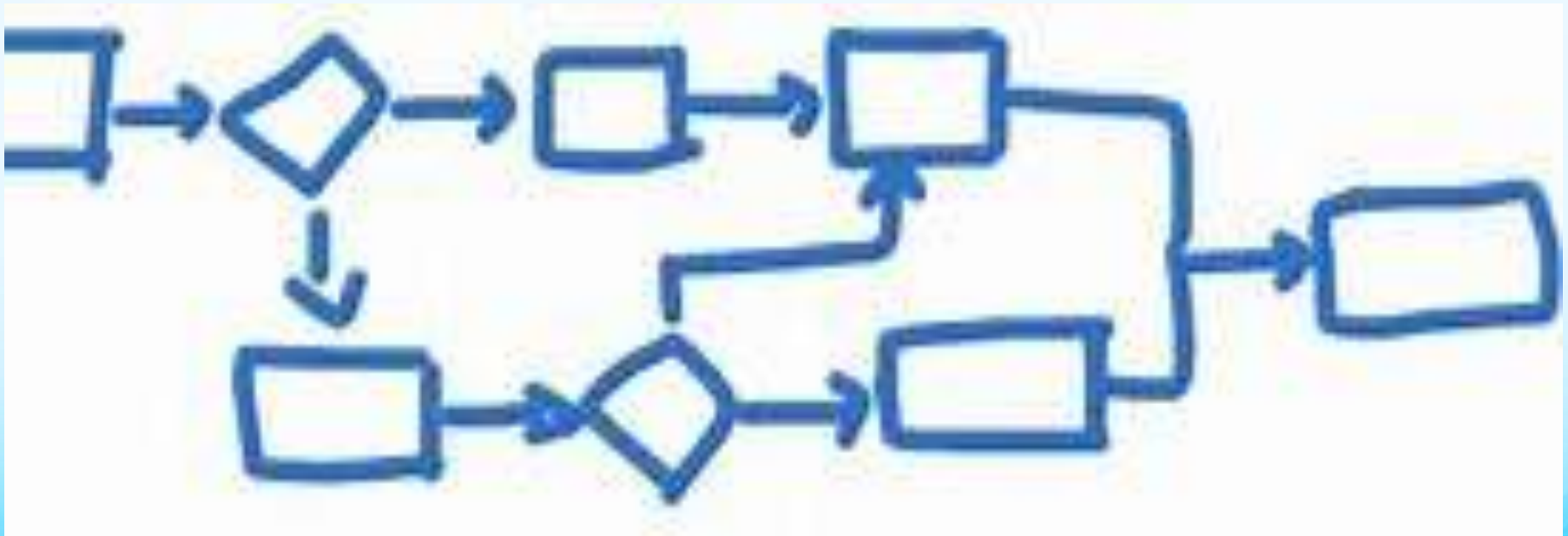


You have decided to go on vacation; what steps do you start with?



# STEPS ?

What did you come up with  
that you need to do?



# WHY Plan?



Board exercises its  
leadership

If the board doesn't  
push for a plan and  
vision, others will

# GOAL ALIGNMENT



## Mission/Vision/Beliefs Strategic Plan

Alignment



- **District Annual Priorities**  
-Set by Board
- **Superintendent Goals**
- **Board Self-Improvement Plan**
- **Principal Goals**
- **Classroom/Teacher Goals**
- **Student Goals**



association of  
**ALASKA**  
school boards



association of  
**ALASKA**  
school boards

MISSION



BELIEFS

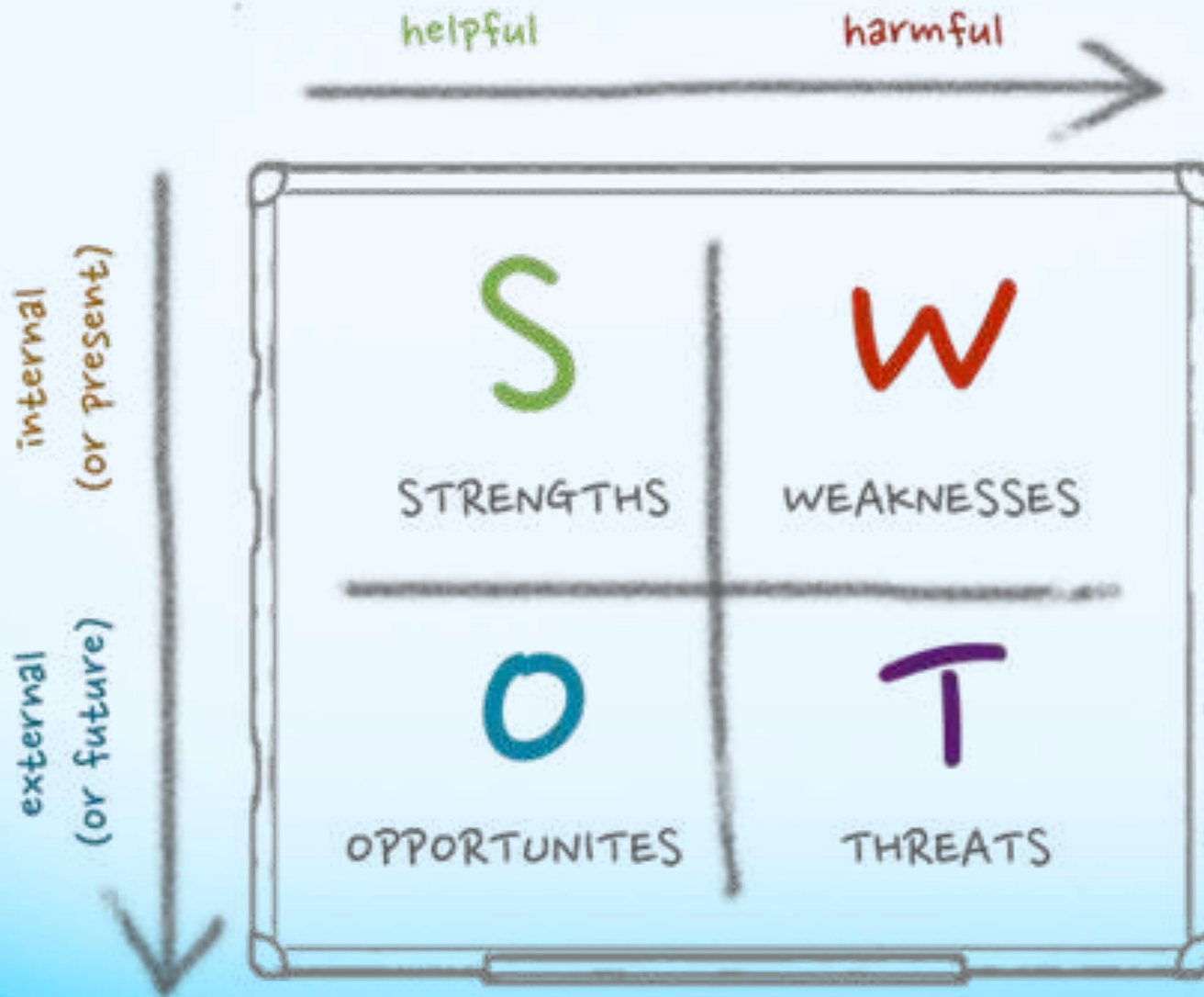


# Strategic Planning Cycle





# Assess - Project - Implement -



# Annual Planning

- Provides
  - continuity
  - measurement
  - accountability



# The Greater the Participation the Greater the Buy-In



- shared expectations
- level of support
- consistency continuity
- accountability

VISION/MISSION  
BELIEFS



GOAL AREAS



OBJECTIVES



STRATEGIES/  
ACTION PLAN



# End Results

- Foundation for the Superintendents annual Evaluation
- Foundation for boards's Self-evaluation
- Develops topics for staff development
- Demonstrates **LEADERSHIP** to district community and staff

NOTHING WILL  
CHANGE  
IF YOU KEEP DOING  
THE SAME THING

IF YOU WANT  
CHANGE  
DO  
SOMETHING  
DIFFERENT!



association of  
**ALASKA**  
school boards

# NORMS



Replace  
**CLASSROOM**  
with  
**BOARDROOM**

- **Identify successful norms based on your past experience.**
- **Break down the norms into behaviors.**
- **Commit to five norms or fewer.**
- **Practice them regularly.**
- **Create a recurring plan.**
- **Create a system of mutual accountability.**

**If AASB can help  
be sure to Reach out!**

Timi Tullis

[ttullis@aasb.org](mailto:ttullis@aasb.org)



association of  
**ALASKA**  
school boards