

**If You Don't Know Where You  
are Going,  
How will You Get There?**

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**Fall Academy 2022**



association of  
**ALASKA**  
school boards

# The Importance Your Vision, Mission and Goals



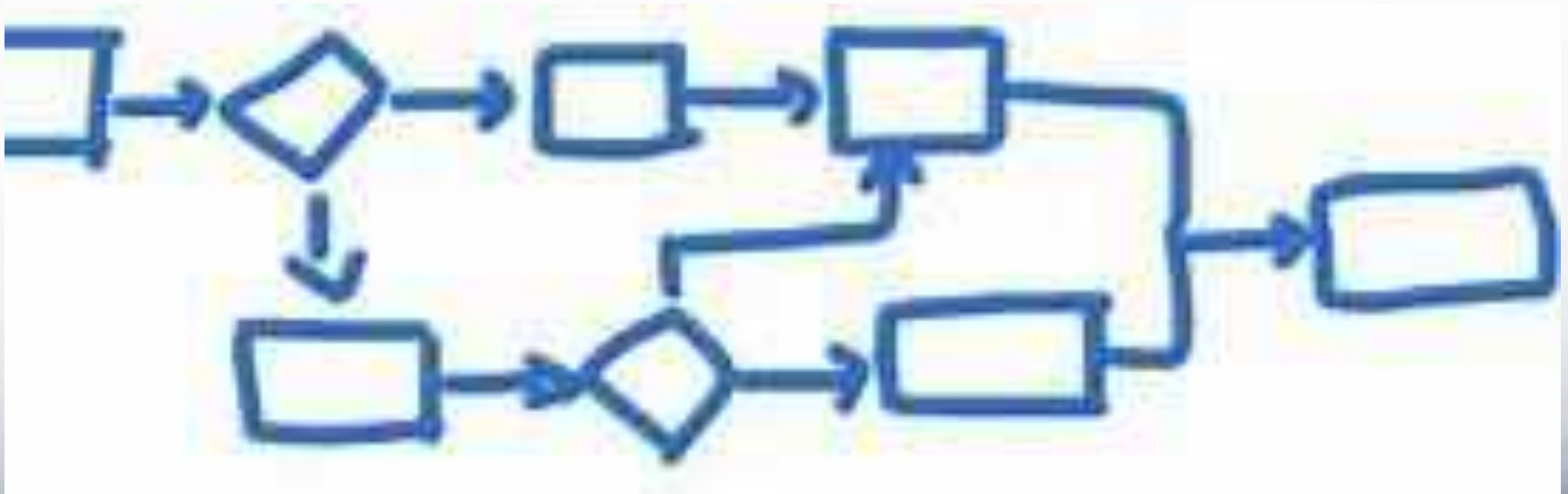
# Magic Wand

- You have decided you want to go on vacation, what steps do you need to take to make it happen?



# Steps???

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



# WHY Strategic Plan?

- Do your schools have a coordinated approach to improve student achievement?
- Does your community know what the schools are doing and why?
- Is your curriculum, instruction, staff development and assessment aligned to a set of recognizable standards?
- Are your efforts sustainable?

# Why Set Goal Areas and Objectives?

- ❑ Goal Setting is the process by which an a board and district exercises leadership.
- ❑ If the board doesn't set goals, special interest groups will!



- ❑ Offers a **solution** to disjointed planning
- ❑ Provides a **blue print** for the future
- ❑ Provides **information** to the community
- ❑ Provides a **focus** by linking everyone's work to **student achievement**
- ❑ Provides **continuity** over time
- ❑ Provides measures of **accountability**
- ❑ Not ***everything*** may be included in the system-wide plan

# For Example. . .

## GOAL AREA

“Student Reading”

OBJECTIVE (Ends):

“Improve all elementary reading scores by 15% over the next two years.”

*This is an “ends” statement*



# Implementation. . .

ACTION PLAN (means the HOW):

- Early intervention
- More ESL teachers
- Change the curriculum
- Increase reading time per day
- Start school reading competitions
- Increase teacher professional development

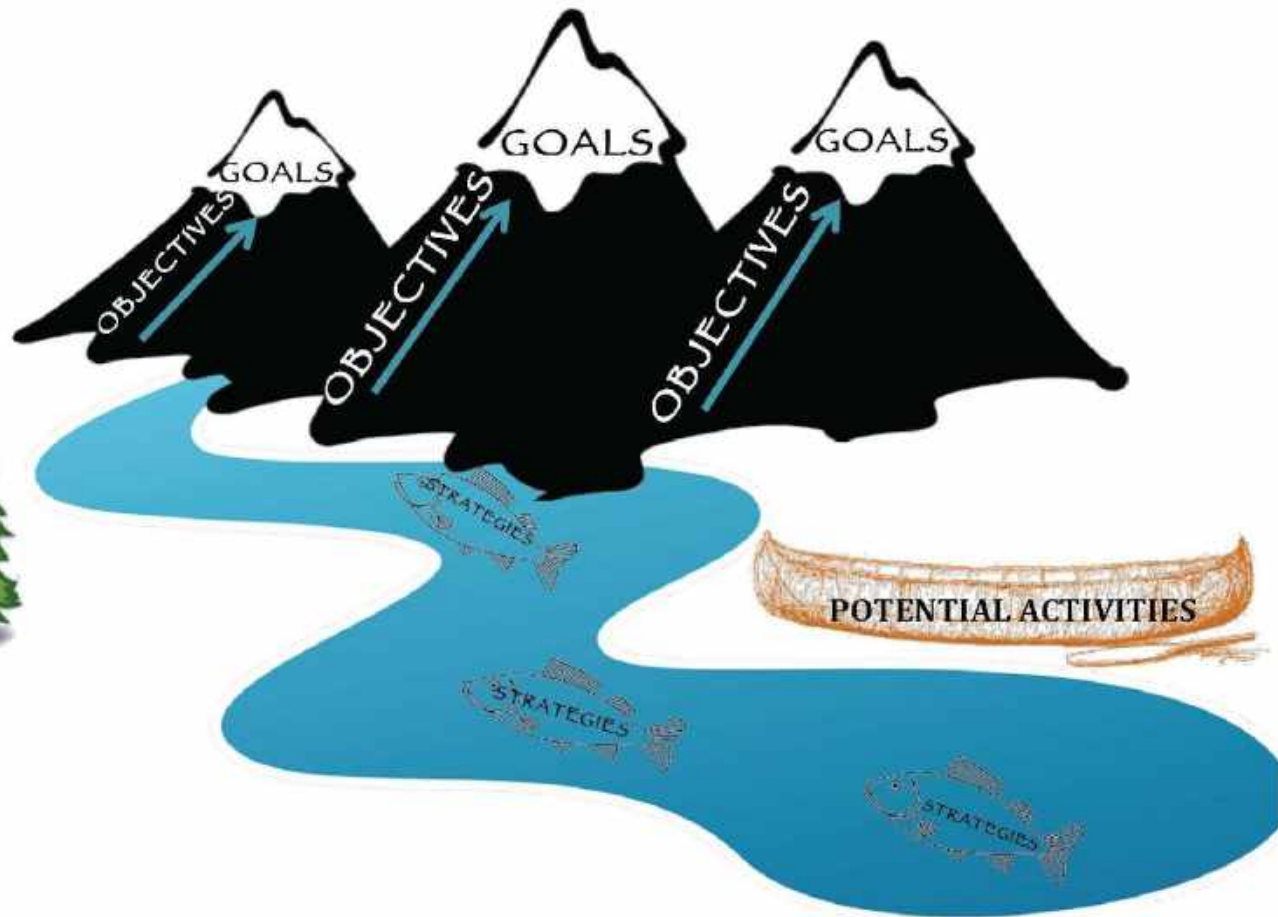
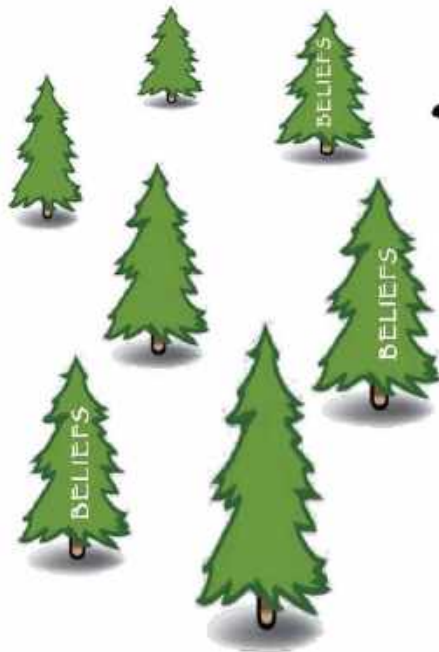
**\*\*\*\*\*DEVELOPED BY SUPERINTENDENT AND STAFF**

*This is the “means” to accomplish the “ends” (superintendent work).*





BELIEFS



VISION/MISSION  
BELIEFS



GOAL AREAS



OBJECTIVES



STRATEGIES/  
ACTION PLAN



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# Vision

(vīzh'ən) *n.*

1. An imagined idea or a goal toward which one aspires.



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# Goal Setting Process

- ❑ **Assess:** Where are we now?
- ❑ **Project:** Where do we want to be?
- ❑ **Implement:** How do we narrow the gap between where we are and where we want to be?



# SMART Objectives!

- Specific
- Measurable
- Attainable
- Results Oriented
- Time Bound



# New Goal Checklist

- \_\_\_ Is the goal area consistent with our mission
- \_\_\_ Can the objective be achieved with available resources
- \_\_\_ Will our school community embrace this goal
- \_\_\_ Have we established a way to measure success
- \_\_\_ How will this action affect student achievement



# WHAT NEXT?

- ❑ **Set a time** to meet and got through SWOT
- ❑ **Adopt Goals**
- ❑ Align Goals, Action Plan, so that community, board, staff and students are all working toward the same objectives
- ❑ **Publish Vision, Mission & Goals widely**
- ❑ Staff can get to work implementing Goals





# AASB's Steps

## when we work with districts

1. Developing and Collecting Responses for a community survey that will help participants understand the needs of the community.
2. A 2 day, on site facilitated workshop that can include up to 35 individuals.
3. Two (2), three (3) hour facilitated sessions after the onsite, goal development session to help map out the plan by developing Objectives, Metrics etc.
4. Development of a web ready brochure to use in publications.



# Graphic Representation of the Plan

## Bering Strait School District

### Strategic Plan



## Hoonah City School

### 2021 - 2026 Strategic Plan

#### Vision:

Tlingit Foundations our Tlingit way of inspires and challenges all students, families to become whole.

#### Mission:

Engaging students in a rigorous, diverse learning environment grounded in Tlingit Culture.



# END RESULT

- ❑ Foundation for annual Principal Evaluation
- ❑ Foundation for board Self-evaluation
- ❑ Leads to communication plan for District
- ❑ Develops topics for staff development
- ❑ Demonstrates LEADERSHIP to community and staff



# Questions!

Thanks for attending;  
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School Boards  
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Thank  
You



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