**Q1) Student Assessment**

Harmonizing educational standards and student assessment In standards-based systems that are increasingly common across countries, governments set standards for student acquisition by clearly defining the knowledge and skills students are expected to acquire at different stages of their education.

We made this assessment to examine students' motivation, effort, learning styles and self-efficacy, as well as teaching practices and teacher-student relationships.

Part of the strategy may include reliability (i.e. consistency and stability of results across student populations) from developing large-scale standardized tests with a high degree of validity 4 (i.e. the degree to which assessments and assessments measure what they want to measure). ) and usability (ie how policy makers, school leaders and teachers make sense of and react to assessment and evaluation results).

In this way, we have seen the efficiency of our students in harmony with our education.

Integrating student formative assessment into the assessment and evaluation framework

In classroom-based assessment, student progress needs to be assessed frequently to identify learning needs and to tailor teaching.

Strategies to achieve this type of integration involve a closer interface between formative evaluation and summative evaluation.

Closer integration of formative assessment can also be achieved by enabling teacher assessment and school assessment, respectively, to evaluate teachers 'ability to participate in student formative assessment and schools' formative assessment approaches.

We implenet this evaluation and assesment as this: speeding up external assessment of schools with assessment for school There has been a movement in many countries school shooting away from assessment Adaptation to central policies and processes towards a much greater stress schools should consider themselves part of broader school development strategies. As a result, self-assessment is more of a tool more development management for challenging tasks making assumptions or conclusions threatening key actors at school hierarchy.

**TEACHER EVALUATION**

Teacher evaluation typically has two main goals. The first aims to improve the teacher's own practice by identifying strengths and weaknesses, namely the improvement function, for further professional development. It includes helping teachers learn about, reflect on and change their practice.

When assessment is geared towards improving practice in schools, teachers are typically eager to reveal their self-identified weaknesses in the expectation that passing on this knowledge will lead to more effective decisions about developmental needs and education. However, when teachers are confronted with the potential consequences of assessment on their careers and salaries, the tendency to reveal weaker aspects of performance is reduced, ie the improvement function may be compromised.

**System Evaluation:**

It usually starts with emphasis high-level goals for the education system and then mapping its feasibility measurements in all areas.

Policy should be informed by number one quantitative and qualitative measures.

This challenge measures to ensure system performance is wide enough capture the entire student learning spectrum target.

**Integrating student formative assessment in the evaluation and assessment framework:**

Strategies to achieve such integration include a closer interface between formative evaluation

and summary evaluation. Another priority may be to strengthen potential of standardized assessments we officially used in the classroom. More in general, it should be assumed that it is in distinction between two classes forms of evaluation are often blurry and it depends on each teacher's classroom practice.

**Q2) COULD YOU IMPLEMENT Educational Planning Models by Ahmad Al Lababede for your term Project? Why or why not?**

We consider the strategic planning appropriate according to our project. This is our preference. In this process, it is very important for us to find problems with our school, to determine our goals, to appoint our institutional roles and teachers at our school. Therefore, strategic planning is very advantageous for us. We always talk about the importance of our vision and mission everywhere. We strive to increase our performance, we evaluate feedback from parents, record all of them and strive for improvements. We have a system that delivers feedback to us. This situation is of interest by our parents.

Our Vision: Respectful to himself and his environment. to be a pioneer in the creation of individuals with advanced environmental awareness and morality and to raise individuals who will carry the republic forward.

Our Mission: To raise healthy children under the roof of the school and to be a guiding institution for families by combining the concepts of school - family - environmental awareness - responsible.

The processes under strategic planning are identification of problems, definition of policy objectives, and assignment of institutional roles and resources.

We have some strategic goals. We want to be the best known and known kindergarten in this environment. This is one of our main goals. We want to have branches in other provinces and districts after being well known Our aim is for children in all provinces to benefit from our education. Plus, one of our goals is to enable children to discover their confidence and abilities. When a student comes to our school, our aim is to share our goals with the student and their parents. Except those; We constantly analyze in our meetings. We are especially working on SWOT analysis.

**Q3) https://ack2012ack.wixsite.com/dusleratolyesi**

**A. DEVELOP YOUR POLICIES IN YOUR TERM PROJECTS IMPLEMENTATION STAGE. HOW COULD SUCH POLICIES ASSIST AND MOTIVATE YOUR IMPLEMENTATION STAGE?**

As an institution, we have rules for children and our employees.

Our rules for our employees are as follows:

* Our teachers are obliged to greet the child who comes every morning and to see him in the evening.
* Teachers must inform parents on a daily basis.
* Parents of a child cannot leave school until they arrive.
* Teachers cannot leave children alone. He has to be with him for toilet etc. needs.
* Teachers cannot take lunch at the same time. He cannot leave the classroom without a observer.
* The teacher should be with the children at meal times and check what they eat.
* Managers are responsible for the administration of the school. Every manager has a role.
* They have to keep track of the expenses and needs of the school.
* They should follow the behavior and actions of teachers and control the quality of education.
* Event calendar, lesson plan, trip etc. they have to adjust
* They must meet the standards for a safe education at school.
* In our school, it is obligatory to hold meetings 3 times in the semester and to attend each parent.
* No one can take the student out of school except his mother and father.

**B) HOW TO OVERCOME RESISTANCE TO CHANGE IN OUR EDUCATIONAL ORGANIZATION?**

As a school, we are an institution open to changes and innovations. We provide our students the only one international in innovation and education can not continue their education in Turkey. Therefore; we follow the agenda closely. We examine closely all areas such as technology, foreign language, education and we are open to innovation.

Sometimes we come across parents and students who oppose these innovations. There may be individuals who want to continue with only their mother tongue, and there may be those who want to be limited in this area. We consider all the possibilities in such cases, and every students create altarnets. I think this is one of our biggest advantages. Because we examine each student individually.

We are developing a different strategy to prevent change, there are some steps for this, and the most important step is the implementation part. Although theoretically told, the changes we make to the child in practical ways become more permanent, and parents look at it more positively. First, we ask the child's parent's thoughts and develop a change strategy by taking care of their ideas. And when we think of each child as a separate individual, we approach them all differently and adopt a reliable strategy principle that does not undermine their values and beliefs.

**QUALITY RESULTS**

We are ready to do our best to improve ourselves. First of all, we collect the weaknesses and strengths of our institution at every meeting. We especially emphasize the weaknesses. We are also concerned with identifying corporate opportunities and threats on the basis of stakeholder views. We determine our mission, vision, core values and policies by constantly updating them. Our mission and vision are very important to us. We have strategic goals and goals. Stakeholder views are also very important. Opportunities and threats come from them too. We always emphasize our core values and policies. We have strategic goals and objectives. We also look at the simplicity of our goals and strategies, and their appropriateness to the fields of activity of other institutions. We have some criteria when setting goals. For example, we make sure that it is a viable target and measurable. This is important to us. Of course, it is important for us to meet the expectations of parents and students. We try to comply with the opinions of our stakeholders.

Our opinions as a stakeholders

Just like Educational strategic planning 2019-2023 in Turkey.pdf, we can make some analysis, determine our employee quality and develop policies for our deficiencies. We had already done a SWOT analysis and saw our weaknesses. With such studies, we can turn our kindergarten into a successful institution that achieves its goals. Physical and institutional resources can be used optimally with the work done.

Quality policy is very important to us. We try to provide quality education to our students, for example, we teach new languages, we educate students who are responsible and know how to share. We try our best to meet the expectations of our parents. We prepare a friendly environment for our students to come to school willingly every day.We ensure that all students participate in every activity that happens at the school.Every day we improve ourselves and are known for it.We have foreign teachers for quality education.In order for our students to discover their talents,we focus on classes such as physical education,music, painting. If there are ideas from our parents, we always evaluate them and we are constantly evolving in this way.

**VISION**

Respectful to himself and his environment. to be a pioneer in the creation of individuals with advanced environmental awareness and morality and to raise individuals who will carry the republic forward.

**MISSION**

To raise healthy children under the roof of the school and to be a guiding institution for families by combining the concepts of school - family - environmental awareness - responsible.

Our training model comes from the education discipline we call Reggio Emilia.

If I would briefly mention this education discipline, in the 1970s, women living in Reggio Emilia, a town in the north of Italy, wanted to create an environment where children can happily receive education.

**Core Values**

* ethical behavior
* gender equality
* transparency
* Innovation

**Our opinion as a stakeholders**

We use media and communication tools to promote a quality culture in our kindergarten. providing internal evaluation training to members of the Internal Audit Unit, strategy

we set up department and Quality Commission to increase in-house awareness and motivation

we identify guidance and information manage**QUALITY RESULTS**

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we set up department and Quality Commission to increase in-house awareness and motivation

we identify guidance and information management systems and strategic planning and performance management systems of institutions.

Apart from their classic missions, we adopt innovative areas of expertise

Our goal is to contribute to national and international competitiveness through quality processes

We organize regular, periodic Organization of institutionalization and activities such as projects, conferences, meetings.

We share the content of trainings related to corporate self-assessment and external evaluation processes

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If I would briefly mention this education discipline, in the 1970s, women living in Reggio Emilia, a town in the north of Italy, wanted to create an environment where children can happily receive education.

They are believed to be symbolic tools such as painting, sculpture, music, dramatic plays and they are believed to have many languages that they use. Through these languages, children's symbolic thinking improves creativity and communication skills.

In this educational discipline, the classroom, school and garden are in favor of naturalness as much as possible.

**EFE MATRIX**

|  |  |  |  |
| --- | --- | --- | --- |
| **Opportunities** | **Weight** | **Rating** | **Weighted Score** |
| Increasing need for kindergarten due to increasing working population. | 0.05 | 1 | 0.02 |
| People living in the location of the kindergarten are mostly young and working people, so they need a school for their children | 0.15 | 3 | 0.52 |
| there are quite a lot of work places around our kindergarten parents feel close to their children and can control them | 0,08 | 2 | 0.12 |
| The location of the school is close to public transportation and the center of the region. | 0.10 | 4 | 0.32 |
| Parents are now in need of kindergarten as their goal is to increase children's competencies at an early age. | 0.22 | 2 | 0.48 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Threats** | **Weight** | **Rating** | **Weighted Score** |
| There are other kindergartens in the region that provide education other than us. | 0,15 | 1 | 0.12 |
| Increasing school fees due to rising inflation. | 0,10 | 2 | 0.25 |
| Parents not wanting to send their children to school due to the pandemic | 0,06 | 2 | 0.13 |
| limitation of school quotas according to square meters and number of teaching staff | 0,09 | 3 | 0.18 |
| **TOTAL** | 1.00 |  | 2.14 |

**IFE MATRIX**

|  |  |  |  |
| --- | --- | --- | --- |
| **Strengths** | **Weight** | **Rating** | **Weighted Score** |
| Our native English-speaking teachers and highly educated teaching staff | 0.20 | 2 | 0.57 |
| Strong and experienced management staff | 0.15 | 1 | 0.26 |
| Have a strong capital | 0.17 | 2 | 0.32 |
| Have a variety of teaching materials | 0.13 | 2 | 0.25 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Weaknesses** | **Weight** | **Rating** | **Weighted Score** |
| Competition based on prices | 0.15 | 2 | 0.27 |
| Failure to make much profit from school fees. | 0.08 | 1 | 0.13 |
| Costs arising from our teachers' high-salary work and fringe benefits | 0.12 | 3 | 0.17 |
| Total | 1.00 |  | 1.97 |

KEY FACTORS    -----------ALTERNATIVE 1 -------------------  ----ALTERNATIVE 2-------

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Strenghts | weight | Attractiveness  Score | Total Attractiveness  Score | Weight | Attractiveness  Score | Total Attractiveness  Score |
| Our native English-speaking teachers and highly educated teaching staff | 0.20 | 3 | 0.60 | 0.18 | 3 | 0.54 |
| Strong and experienced management staff | 0.15 | 2 | 0.30 | 0.12 | 1 | 0.12 |
| Have a strong capital | 0.17 | 1 | 0.17 | 0.20 | 2 | 0.40 |
| Have a variety of teaching materials | 0.13 | 2 | 0.26 | 0.15 | 4 | 0.60 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Weaknesses** | Weight | Attractiveness  Score | Total Attractiveness  Score | Weight | Attractiveness  Score | Total Attractiveness  Score |
| Competition based on prices | 0.15 | 2 | 0.30 | 0.17 | 3 | 0.51 |
| Failure to make much profit from school fees. | 0.1 | 3 | 0.30 | 0.09 | 2 | 0.18 |
| Costs arising from our teachers' high-salary work and fringe benefits | 0.1 | 4 | 0.40 | 0.09 | 2 | 0.18 |
| **SUM WEIGHT** | **100%** |  |  | **100%** |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Opportunities** | weight | Attractiveness  Score | Total Attractiveness  Score | Weight | Attractiveness  Score | Total Attractiveness  Score |
| Increasing need for kindergarten due to increasing working population. | 0.05 | 2 | 0.1 | 0.08 | 3 | 0.24 |
| People living in the location of the kindergarten are mostly young and working people, so they need a school for their children | 0.15 | 3 | 0.45 | 0.11 | 2 | 0.22 |
| there are quite a lot of work places around our kindergarten parents feel close to their children and can control them | 0.08 | 4 | 0.32 | 0.09 | 1 | 0.09 |
| The location of the school is close to public transportation and the center of the region. | 0.10 | 2 | 0.2 | 0.20 | 4 | 0.8 |
| Parents are now in need of kindergarten as their goal is to increase children's competencies at an early age. | 0.22 | 4 | 0.88 | 0.23 | 2 | 0.46 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Threats** | Weight | Attractiveness  Scores | Total attractiveness Score | Weight | Attractiveness Scores | Total attractivness  Score |
| There are other kindergartens in the region that provide education other than us. | 0.15 | 2 | 0.30 | 0.12 | 1 | 0.12 |
| Increasing school fees due to rising inflation. | 0.10 | 1 | 0.10 | 0.03 | 0 | 0,00 |
| Parents not wanting to send their children to school due to the pandemic | 0.06 | 3 | 0.18 | 0.06 | 2 | 0.12 |
| limitation of school quotas according to square meters and number of teaching staff | 0.09 | 4 | 0.36 | 0.08 | 4 | 0.32 |
| **SUM** | 100% | 3.27 |  | 100% | 4.9 |  |

2) When examining the development goals of the two countries in education, although there is a parallelism, they are not exactly the same. Although the needs of countries differ, especially the number of students is very different. One aspect that can be considered as common is the goal of digital, contemporary and developed society. Turkey, the ability to create clusters in schools and aims to design skills workshops. Considering this character of the ministry, we plan to carry out studies in our kindergarten to reveal the talents and abilities of children.

We intend to guide children and encourage development by their own efforts. this teacher acts as a supervisor and guide in the classroom.

In this way, both the self-confidence of the children and their abilities increase. the child learns to do his own thing. turkey also different age groups in contemporary technology following individuals to the growing demand from our kindergarten children in kindergarten adequate and effective level of education - students with technology, we plan to develop our association. Therefore, we planned to establish technology classrooms, taking into consideration the health of children. This education will be kept at a minimum level by age. Of course, due to the small age group, our school can only be involved at the beginning of the development process, but again as a goal of the report, environmental and social awareness, desire to be a good person, moral and responsibility desire and consciousness can be taught. We saw the goals of china turkey joint statement we read in the third and seventh goals kindergartens and pre-school related to the period.

**STAR**

* Products in high growth markets with high market share.
* Can be the market leader though require ongoing investment to sustain. They generate more ROI than other product categories.
* Monopolies and first-to-market products are frequently termed stars.
* Because of their high growth rate, stars consume large amounts of cash. This generally results in the same amount of money coming in that is going out.
* Stars can eventually become cash cows if they sustain their success until a time when a high growth market slows down.
* A key tenet of BCG strategy for growth is for companies to invest in stars.

Our kindergarten's components hold a high share in a high-growth market. Schools in this field need investment to maintain their position and differentiation in both mature and emerging markets. We also attach great importance to investment.

**CASH COWS**

* These brands are important because of their cash-generating potential. This means they have a higher market share in a slow growing industry. Very little investment is required for these brands, and funds from them are used to feed the Stars or Question Marks.
* The cash cow is a market leader that generates more cash than it consumes. Cash cows are business units or products that have a high market share but have low growth prospects. According to NetMBA, cash cows provide the money needed to turn a question mark into a market leader, cover the company's administrative costs, fund research and development, cover corporate debt, and pay dividends to shareholders.

Companies are advised to invest in cash cows to maintain their current level of productivity or passively "milk" earnings.

**QUESTIONS**

* We have a low market share position but they are competing in an industry with a high growth rate. In general, these companies have high cash needs and low cash production.It's normal to have question marks if you have a low Sunday share in a fast-growing market.
* In such cases, the competition is not very fierce. Because it is a growing Sunday, the players in it get their share of this growth. We are making a good investment in our kindergarten for children. For example, we make playgrounds where children of all ages can have fun and learn.

**DOGS**

* The term of Dog may also refer to an underperforming stock in general, and thus a stock that affects the performance of a portfolio. does not generate strong cash flow as cash cow.
* In most cases, because a dog operates in a typically mature industry, management will not be justified in allocating more capital to it to expand its Sunday Share. A dog is a logical candidate for sale or disposal , as it connects valuable capital and resources that can be used more effectively elsewhere in the company.

As we are a newly established company, our future situation is uncertain. In the future, we can turn into a cash cow, or we can grow and become a star.

Due to the fact that there are so many schools in this sector, our brand is in the development stage and has a growth potential.

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**LEARNING TEAM ASSIGNMENT WEEK 5**

**Ezgi Özarın**

**Aleyna Kaya**

**Seray Vatan**

**Beyza Döger**

**Ata Can Kara**

We attach great importance to marketing strategy. Advertising is very important to us. We want to be known more. Therefore, besides advertising on TV, we also take actions such as taking place on billboards and distributing brochures. We agreed with a PR agency. We also work with them. Sending SMS and e-mails to parents of students is also part of our advertising strategy. We strive to introduce ourselves well in order to be a good school. Our parents should know us well. Apart from what we have mentioned above, social media is also very important to us. Facebook, Instagram, Twitter etc. We are also on social media sites such as. We care about our posts and posts. It is one of the most important points in the new generation. Activities we do, moments we spend on special days etc. we share all of them on our social media accounts.

Children who learn one or two foreign languages besides their mother tongue at an early age can switch from one language to another when necessary.From the age of two, a larger part of our brain is used for the newly learned.German language English is the most common language in the world, which is why we decided to give German language lessons in addition to English language lessons so that our children can develop more. In this way, they will have more ideas from a young age in terms of language.

At a time when artificial intelligence is growing and everything is based on technology, we give children basic IT lessons, give each child the opportunity to give a computer, and we do the training on an application basis so that our training is permanent, we keep the theoretical part small and pass our instructors first through practical exams, so that we measure whether they have enough knowledge.

We decided to give gymnastics training to children as sports in our school.

We added a part-time gymnastics teacher to our training staff. In this way, we will offer the opportunity to do sports two days a week. It will be a good alternative for parents who care about their children doing sports.

We will make special sports outfits for children and we will set up a gym downstairs in our school. This will be a good addition to education

We provide education with our ecology classes and lessons in order to raise awareness of ecology to children at a young age. In ecology lessons, we are laying the foundation for educating exemplary citizens by educating children on environmental awareness, keeping nature clean, sowing seeds, and irrigation of saplings. In ecology lessons, our children grow up with nature by spending time in the classroom or in the schoolyard..

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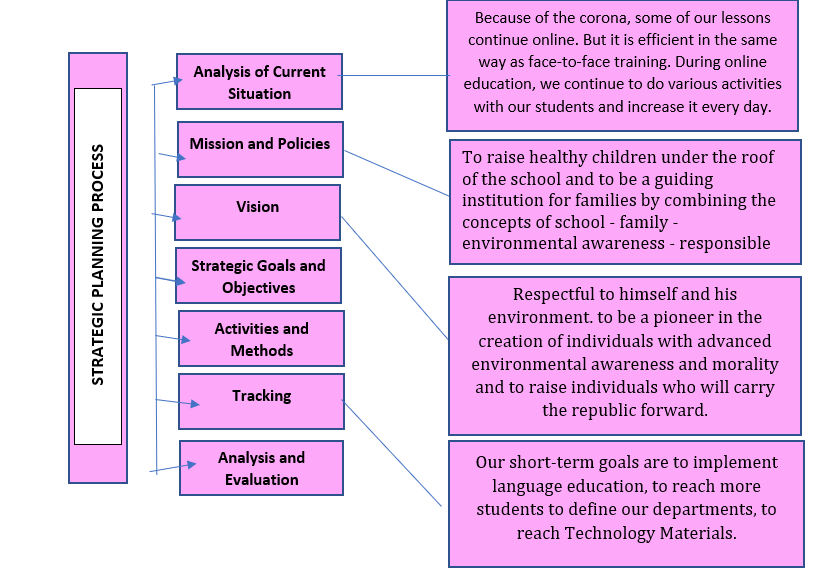
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WEEK 12 TEAM ASSIGNMENT

1. https://ack2012ack.wixsite.com/dusleratolyesi



2)

The article shows several different examples of failures and their reasons. The author used a previous article for the article and focused on the reasons for the failure. He wants to benefit from the examples he used and take lessons from his previous research, which provided data such as:

1. Project initiation-related causes of failure 40%
2. Project mgt. operational-related causes of failure 30%
3. Organizational leadership-related causes of failure 15%
4. Project mgt. leadership-related causes of failure 9%
5. Other (externally-related) causes of failure 6%

These data are divided into many subgroups, but what draws our attention the most and what we make inferences for our own company.

* Funding difficulties: Cash flow is as important to businesses as blood. Our school is experiencing a loss of income due to the coronavirus. Some parents picked up their children from school and some are unable to pay. Cash flow is crucial to realizing our plans and meeting the needs of the school. In this process, unlike the article example, we cannot receive aid donations. In the future, a loan may be required, but if the pandemic continues, we are afraid of having problems at the payment point. For this reason, our choice now is to save money and reduce expenses.
* Unrealistic expectation: It is very important to analyze the conditions and environment well while setting goals and planning for the future. At this stage, being dreamy, not accepting the facts, may lead to utopian plans. Our thoughts should be contemporary, innovative, but truthful. Our expectations should also be in line with these thoughts and plans and within a logical framework. To give an example: we are far from implementing the five-year Strategic plans we made before the coronavirus. We cannot insist on implementing these plans. This screw us up. We must revise our expectations and create new plans. We should also evaluate these plans at regular intervals or according to the agenda. The expectations must be realistic.
* Poor project definitions: Without undertaking new jobs, development and progress cannot be achieved, but projects should not be done just to be made. For this reason, the road plan should be well detailed. It should be reviewed and revised frequently. No matter how well a plan is made, it is only valid until the beginning of the event, no matter how well the plan is made, monitoring is a must. We do not tolerate cursory plans during project execution and school administration.
* Project management issues: Project management questions can come from many different reasons. These are:

A) Manager sourced

B) Employee sourced

C) Outsourced

D) Contact sourced

E) Economicall sourced.

If all parts work in harmony with each other, the machine works. If an orchestra is in harmony, there will be music that can be listened to. For this reason, we are in constant contact with the management level, teachers and other employees at our school: we hold meetings every Wednesday, after work, and talk about problems, projects, general situation analysis and suggestions.Learning from mistakes is the main source of development, and we wanted to develop the kindergarten economically and administratively by drawing on the examples in this article.

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TEAM ASSIGNMENT WEEK 10

We have observed the British International School Houston as an example, it is a very good school for kindergarten students to discover their own abilities, to grow up well. Because they are the foundations of student success and access to more educational opportunities for students, they continue to do so.They prepare students with contemporary skill qualities and concept understanding that prepare them for their ambitious and technology-rich future. Their mission is to educate responsible, creative, self-developing students.

One of our biggest goals is the changes we want to make to our curriculum. We wish to become a school that offers a modified British National Curriculum and the IGCSE and International Baccalaureate Diploma Program. Our research and studies on this subject continue. Of course, while trying to continue the Turkish National Curriculum, we will not neglect to provide opportunities for Turkish families looking for an international dimension to the education their children receive.

We organize some competitions for all our students of all ages. But we do not want this to be limited to our own country. We also want to have the chance to compete in leagues where the international school is located and represent our community in volleyball, football, basketball, swimming, table tennis, badminton cross.

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Our Mission: To raise healthy children under the roof of the school and to be a guiding institution for families by combining the concepts of school - family - environmental awareness - responsible.

The processes under strategic planning are identification of problems, definition of policy objectives, and assignment of institutional roles and resources.

We have some strategic goals. We want to be the best known and known kindergarten in this environment. This is one of our main goals. We want to have branches in other provinces and districts after being well known Our aim is for children in all provinces to benefit from our education. Plus, one of our goals is to enable children to discover their confidence and abilities. When a student comes to our school, our aim is to share our goals with the student and their parents. Except those; We constantly analyze in our meetings. We are especially working on SWOT analysis.

**Our 5-Years Strategic Planning**

1-reaching more students from different cultures

2-improvement and development of Education and training staff

3-increase in school income level

4-recognition and leadership in the Istanbul European side region

5-promoting all activities in English

6-increasing the number of our branches and students

7-increasing the support of the Pdr Department to the student and his family

8-increasing the number of foreign instructors

9-updating classrooms by following technologies and innovations

10-increasing teacher salaries

ment systems and strategic planning and performance management systems of institutions.

Apart from their classic missions, we adopt innovative areas of expertise

Our goal is to contribute to national and international competitiveness through quality processes

We organize regular, periodic Organization of institutionalization and activities such as projects, conferences, meetings.

We share the content of trainings related to corporate self-assessment and external evaluation processes

**EFE MATRIX**

|  |  |  |  |
| --- | --- | --- | --- |
| **Opportunities** | **Weight** | **Rating** | **Weighted Score** |
| Increasing need for kindergarten due to increasing working population. | 0.05 | 2 | 0.04 |
| People living in the location of the kindergarten are mostly young and working people, so they need a school for their children | 0.12 | 2 | 0.52 |
| there are quite a lot of work places around our kindergarten parents feel close to their children and can control them | 0,11 | 1 | 0.16 |
| The location of the school is close to public transportation and the center of the region. | 0.10 | 2 | 0.32 |
| Parents are now in need of kindergarten as their goal is to increase children's competencies at an early age. | 0.22 | 3 | 0.48 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Threats** | **Weight** | **Rating** | **Weighted Score** |
| There are other kindergartens in the region that provide education other than us. | 0,10 | 2 | 0.12 |
| Increasing school fees due to rising inflation. | 0,15 | 1 | 0.25 |
| Parents not wanting to send their children to school due to the pandemic | 0,09 | 3 | 0.13 |
| limitation of school quotas according to square meters and number of teaching staff | 0,06 | 2 | 0.18 |
| **TOTAL** | 1.00 |  | 2.14 |

**IFE MATRIX**

|  |  |  |  |
| --- | --- | --- | --- |
| **Strengths** | **Weight** | **Rating** | **Weighted Score** |
| Our native English-speaking teachers and highly educated teaching staff | 0.15 | 3 | 0.57 |
| Strong and experienced management staff | 0.20 | 2 | 0.26 |
| Have a strong capital | 0.15 | 2 | 0.32 |
| Have a variety of teaching materials | 0.15 | 2 | 0.25 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Weaknesses** | **Weight** | **Rating** | **Weighted Score** |
| Competition based on prices | 0.08 | 2 | 0.27 |
| Failure to make much profit from school fees. | 0.15 | 1 | 0.13 |
| Costs arising from our teachers' high-salary work and fringe benefits | 0.12 | 3 | 0.17 |
| Total | 1.00 |  | 1.97 |

ACTIONS.