



One Key to Success in Goal Setting and Strategic Planning

MSBA 2025 Leadership Conference – Workshop
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Welcome!

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Having up-to-date Goals and a Strategic Plan in place is a first step in focusing on student success. Doing so establishes a commitment from the entire school community to place their number one priority on what is best for every student as well as creating the supports needed to accomplish this.

Let's discuss how your school's Goals and Strategic Plan can set the roadmap to student success in place.



Creating the Roadmap

- **Board's Role**
- **Why do you need Goals and a Strategic Plan?**
- **Board Development - Board Governance Model**
- **Board Leadership - Five Standards and Strategic Governance Framework – Goal Alignment**
- **Importance of Stakeholder Engagement**



The Board's Role in Goal Setting and Strategic Planning

The School Board's role is to govern. The school district's Goals and Strategic Plan are the Board's visionary roadmap for governing while focusing on student success for all. To govern successfully, MSBA recommends the School Board utilize their district's Goals and Strategic Plan regularly when making decisions, especially during challenging times.

It is important to have up-to-date, easy to follow Goals and a Strategic Plan that sets the district's direction. Once the strategic direction and goals are in place, the School Board can align district goals with the Superintendent goals and Board goals. MSBA is available to assist school districts with this process.



Why Strategic Planning?

Sets strategic direction and goals:

- 1. Meets legal requirement – Striving for Comprehensive Achievement and Civic Readiness formerly WBWF (M.S. 120B.11, Subd. 2) and READ Act (M.S. 120B.1117)**
- 2. Builds Board-Superintendent Team relationships**
- 3. Creates clear expectations for operations**
- 4. Drives continual pursuit of excellence**
- 5. Provides clarity for school staff**

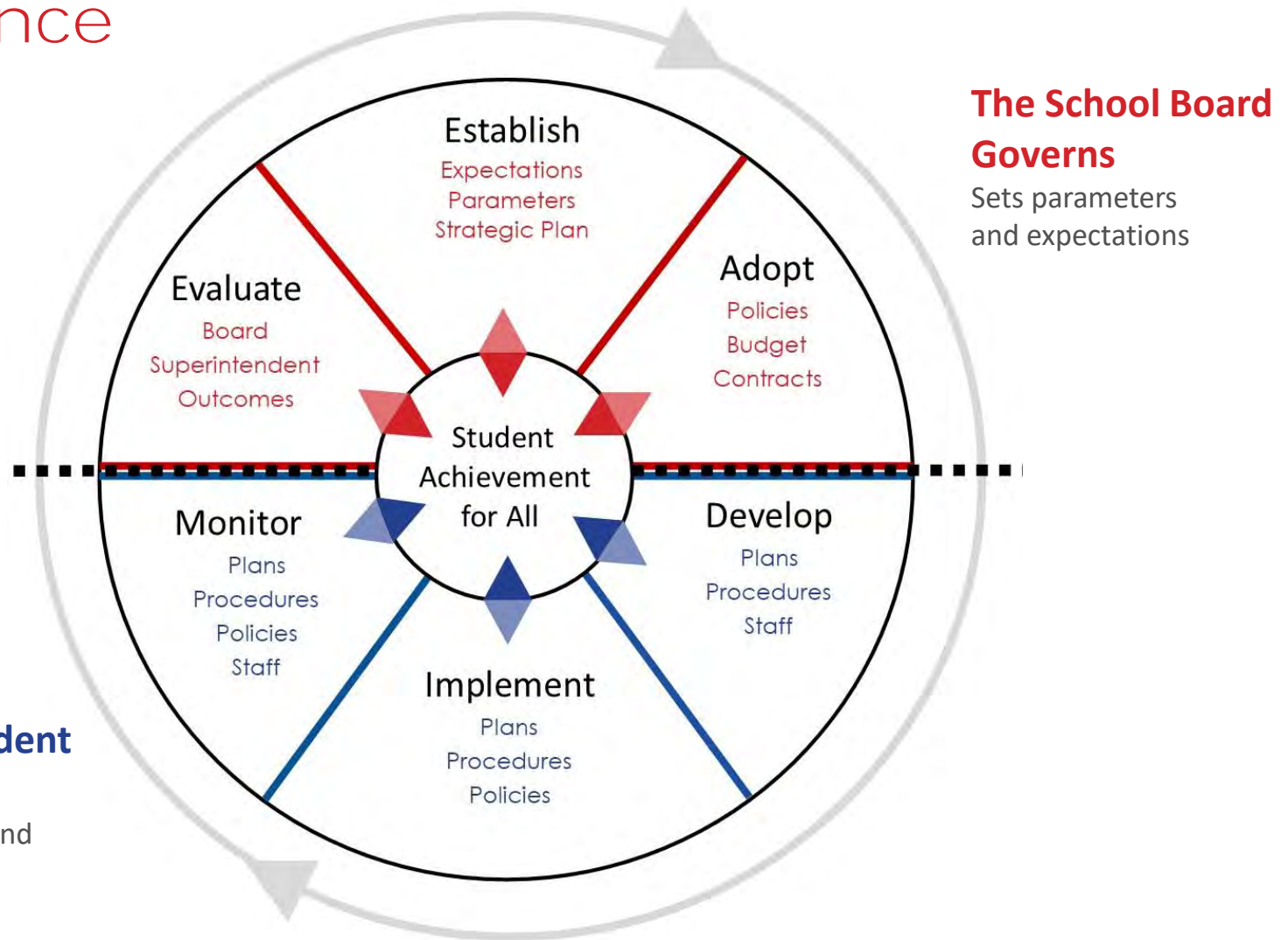


Why Strategic Planning?

(continued)

- 6. Enables performance monitoring and evaluation**
- 7. Ensures School Board speaks for community**
- 8. Aligns community values and district operations**
- 9. Embeds current Initiatives**
- 10. Establishes a Strategic Governance Framework**

The Board Governance Model





Role of the School Board

5 Standards of Leadership

**CONDUCT &
ETHICS**

VISION

STRUCTURE

ACCOUNTABILITY

**ADVOCACY &
COMMUNICATION**

School District Goal Alignment Strategic Governance Framework





One **Key** to success when creating
your **School's Goals and Strategic Plan**

STAKEHOLDERS!!



Why should Stakeholders be involved?

For school districts, Stakeholder Engagement is not an “event,” it is a way of doing business. Stakeholders are an integral part of your school community. Their input ensures all values and voices have been heard and carefully considered.

More importantly, Stakeholder Engagement ensures the School Board speaks for the entire school community when making the tough decisions, the “big” decisions, and the challenging decisions.



Stakeholder Engagement:

- Provides two-way communication between a school district and its community.
- Connects schools with other public agencies.
- Builds understanding and support for the education of children in the community.





Stakeholder Engagement:

**Communicating with the community
is crucial for a school board
for several reasons:**

- **Transparency**
- **Representation**
- **Informed Decision-Making**
- **Legitimacy**
- **Accountability**
- **Public Education**



Who are your Stakeholders?

Students
Licensed Staff
Non-licensed Staff
Food Service Staff
Paraprofessionals
Administration
Transportation Staff
Food Service Staff
Technology Staff
Community Education Staff
Contracted Services Staff
Parents of Current Students
Parents of Former Students
Parents of Future Students
Guardians
Former School Board Members
Alumni
Grandparents

Community Members
with/without connections to the
school
Business Owners
Elected Officials at all levels –
Township/City/County/Regional
Development Commission/Soil &
Water Conservation District
Older Adults
Taxpayers in the School District
Residents in the School District
Faith Community
Service Organizations
Open Enroll In Students/Parents
Open Enroll Out Students/Parents
Home School Students/Parents
“Nay-Sayers”
Others??



Where do you “Meet” Stakeholders?

How strong are your PTAs? Booster Clubs?

- **Do you make Parent Teacher Association meetings educational, or do you use parents and boosters like an instant cash machine?**

Is your Superintendent, Board Chair, and other Board Members involved in civic groups?

- **To those groups, can you present your community efforts and what you do to help kids?**

Where else do you meet or interact with Stakeholders?



Where else do you “Meet” Stakeholders?

Are you going to the same people for opinions?

- **Are you building authentic relationships with immigrant families and communities? What efforts are being made to incorporate the voices of families whose first language is not English? How are you assessing and responding to their needs?**
- **Are you connecting with people from all backgrounds who reflect your student population? How are you ensuring diverse perspectives, especially those from under-represented groups, are being considered and included?**
- **Do you meet with critics? Their point of view is good to know, even if you can’t change their minds.**
- **Who are the other Stakeholders you can/should involve?**



Strategies for Connecting with ALL Stakeholders within your School Community

Look at where Stakeholders touch your school community:

- **Classes on English as a Second Language**
- **Any type of Community Education class**
- **Early Childhood Education**
- **YOUR students can be your best ambassador**
- **Your Board's Student Representative(s)**
- **Community events and activities**
- **Others??**



Where Else Do You Connect with Stakeholders?

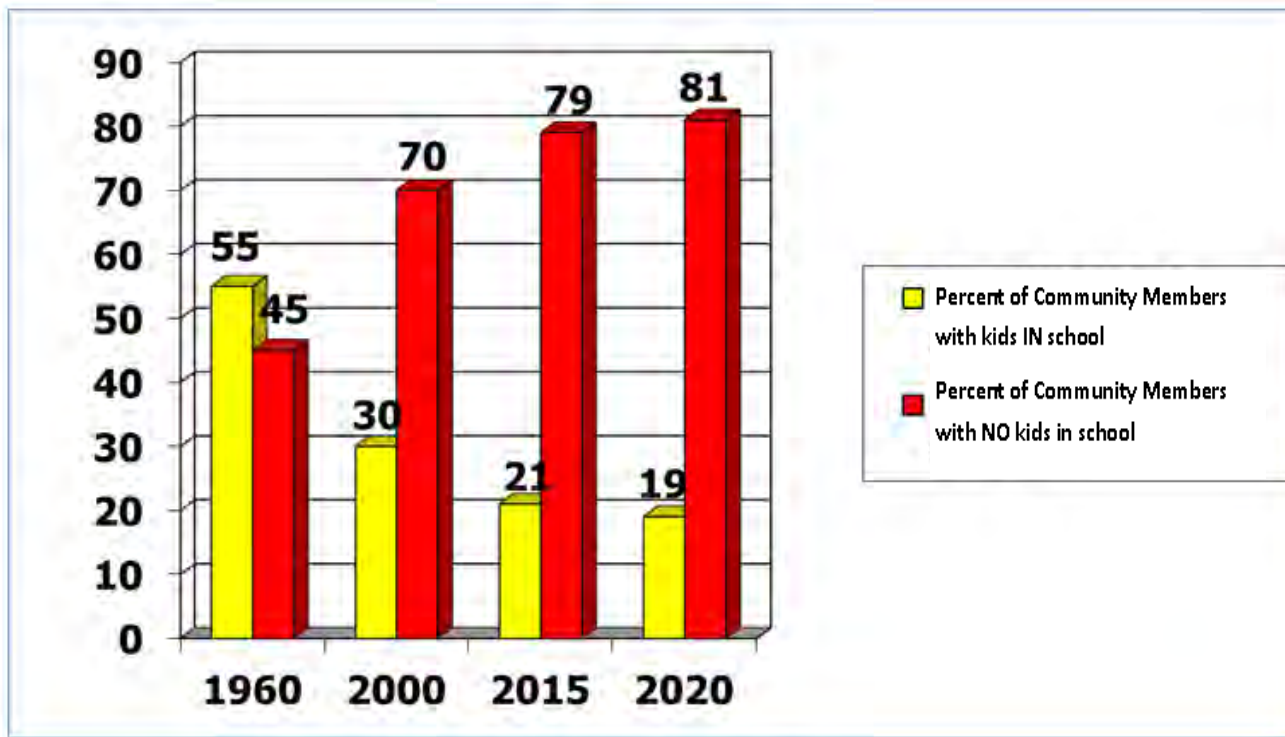
If people don't have kids in school, find ways to get them back INTO the school. Things have changed and they may not really know or understand all the changes.

- Do you open up athletic facilities/weight rooms to the community?
- Do you have PRODUCTIVE volunteer opportunities for people?
- Do you hold any concerts/arts outside the school at malls? Festivals? Parades?
- Do you let senior citizens into sporting events for free?



Why Invest in Community Engagement?

Households with Kids in School





Support for Student Success:

Stakeholder Engagement in developing your school's Goals and Strategic Plan



When do you Involve Stakeholders?

- ✓ **Goal Setting and Strategic Planning *as well as:***
 - **Major Budget Cuts/Budget Realignment**
 - **Preparing for Bond Referendums (Growing populations in school community; Enrollment increases; Increase student-staff ratios; adding school space; building new school space)**
 - **Redesigning Enrollment Boundaries**
 - **Long-Term Planning to match future skill sets of workers with school curriculum to meet employment market**
 - **School Safety**
 - **Administration (Input when hiring a new Superintendent)**
 - **Others??**



The Roadmap to Student Success begins with:

Commitment to the following agreements:

Student Success = Doing what's best for ALL students not just select groups.

- ❑ Determine what's best for achievers at all levels.**
- ❑ Give each student the experiences that prepares them for what's next.**
 - ✓ Grades K-5 – Foundational experiences/Relationships.**
 - ✓ Grades 6-12 – Skills to pursue the “pathway” they need and desire (college, technical school, workforce, armed forces).**

**Student Success = Board, Superintendent, Administration,
Student, Staff, Parents, and Community Collaboration,
Agreement, Support, and Commitment.**



During Goal Setting and the Strategic Planning Process

Identify and Agree Upon:

- **Is your number one priority and focus on Student Success?**
- **What is your desired portal/path to student success?**
- **What do your stakeholders want students to know and do?**
- **How do you ensure ALL students feel a sense of belonging?**
- **Do the goals of your Strategic Plan touch all staff and systems of your school district?**
- **Do the goals of your Strategic Plan reflect current strengths along with opportunities for growth?**



The Importance of Stakeholder Engagement in Creating your School's Goals and Strategic Plan

- **Stakeholder Engagement is not an “event,” it is a way of doing business.**
- **Stakeholder Engagement is all about developing relationships. Relationships are year-round and ongoing, not just when you need something.**
- **Stakeholders are an integral part of your school community.**
- **Stakeholder input ensures all values and voices have been heard and carefully considered. If we fail to listen to them there will be no buy-in, no trust, and eventually no support.**

Stakeholder Engagement ensures the School Board speaks for the entire school community when goal setting in preparation for making the tough decisions, the “big” decisions, and the challenging decisions that support student success.



Results of Stakeholder Engagement in Creating your School's Goals and Strategic Plan

Your school's up-to-date Goals and Strategic Plan developed with Stakeholder Engagement and input is essential to student success as it provides a cohesive and structural framework that:

- ✓ **Aligns educational goals,**
- ✓ **Allocates resources effectively, and**
- ✓ **Ensures unbiased focus on improving learning outcomes.**

for *ALL* students.



Questions?

Thank you!

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**MSBA President and
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For questions or more information, contact:

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