Strategic Planning Services

MSBA MINNESOTA SCHOOL BOARDS ASSOCIATION

Where School Boards Learn to Lead

Set your direction with MSBA's Strategic Planning Services

Effective school boards and superintendents provide leadership to set high expectations for student achievement and learning. School board teams accomplish this by clarifying the school district's purpose and direction. MSBA's experience and knowledge can help you put your district's strategic plan on the right course.

Contact Gail Gilman today at 800-324-4459 or ggilman@mnmsba.org and ask about MSBA's Strategic Planning Services.

Gail Gilman

Testimonials

"Without hesitation, I would recommend any district in need of positive change, a new direction, or simply an updated vision to contact the MSBA for assistance. MSBA worked with parents and community members in our district to formulate a plan that will no doubt bring prosperity to our school."

- Superintendent

"For strategic planning, this was probably the best process I have participated in."

- Board Member

The Minnesota School Boards Association Strategic Planning Services are exclusively endorsed by the Minnesota Service Cooperatives.

How does your district benefit from doing this work?

Setting the school district's strategic direction and goals:

- Helps meet the legal requirements for a school board to adopt a comprehensive, long-term strategic plan to support and improve teaching and learning (M.S. 120B.11, Subd. 2).
- Builds strong school board and superintendent relationships by clearly stating expectations.
- Creates clear expectations for school district operations.
- Drives the school district to continually improve in pursuit of excellence.
- Provides clarity for the school district's staff.
- Enables performance monitoring and evaluation.
- Ensures the school board speaks for the community.
- Guarantees alignment between community values and school district operations.
- Meets Striving for Comprehensive Achievement and Civic Readiness plan requirements.
- Establishes a Strategic Governance Framework.

How much does this cost? What does this service include?

Generally, there are five meetings.

- One Listening Session Meeting.
- Three meetings to create the district's belief statements, mission statement, vision statement, goals and objectives.
- One meeting to clarify the Strategic Planning Committee's work.

There is a base fee for this service that includes MSBA's expenses, materials and follow-up reporting. MSBA can customize a model to meet your school district's needs.

What are school district goals?

- Goals are the desired end result of the school district's efforts.
- Goals specify what the school district wishes to accomplish.
- Setting school district goals is about working on ends.

In a school district, ends are composed for five components:

1. Mission: What is our purpose? Who are we?
2. Vision: Where do we want to go? What will it look like when we get there?
3. Beliefs: What do we care about regarding public education in our community? What guides our decision-making?
4. Goals: What do we need to do to get there? What does the school district need to achieve to get there?
5. Objectives: What steps do we have to take to meet the school district's goals?

The role of the school board

- School boards are the entity legally charged with governing a school district.
- One of the school board's duties is to clarify the school district's purpose and direction.
- School boards convey the school district's direction by setting clear, well-crafted goals.
- School district staff is responsible for developing the action plans to achieve the school district's goals.
- School boards give final approval of the strategic plans, designate funding to support the school district's goals, and develop a monitoring and evaluation plan to measure improvement.

The role of the staff and community

MSBA will facilitate community engagement-related activities to gather stakeholder (internal and external) feedback to help shape school district priorities. School districts can use a survey to solicit input from stakeholders about school district strengths and needs. Survey responses are confidential. All responses will be collected and analyzed by MSBA. The information collected through the survey will help shape the strategic plan priorities. MSBA will share key themes with the school board and superintendent.

Benefits of MSBA Facilitation

MSBA brings expertise about the school board's role in setting school district direction and goals. MSBA has assisted groups – both large and small – composed of board members, school district leaders, students and community members, in studying specific school district topics. MSBA guides the process for managing group input and decision-making so that decisions can be reached and all school board-superintendent team members can participate. MSBA will record the work in a report format that can set the stage for further strategic planning by school district staff. And, as MSBA member school districts, school boards can access these services for

Districts that have used the service include:

Big Lake
Blue Earth Area
Dassel-Cokato
East Grand Forks
Fairmont Area
Floodwood
Forest Lake Area
Granada-Huntley-East Chain
Kerkhoven-Murdock-Sunburg
Mahtomedi
Maple River
Marshall
Milaca
Minnesota Transitions Charter School
Minnesota Valley Education District
Moorhead
New London-Spicer
Paynesville Area
River Bend Education District
Staples-Motley
United South Central
Westbrook-Walnut Grove
And more