



Strategy Development for Any Size District

Mrs. Nancy Hooker

Board Member, Cimarron Municipal Schools, MBM Candidate

Dr. Hugh Prather

Prather Consulting

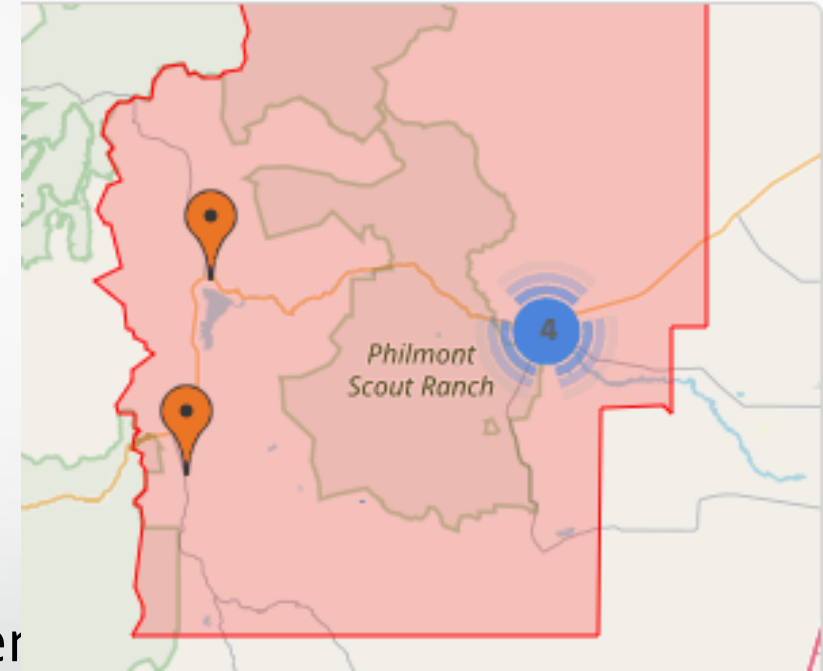


What we will cover

- Why we (Cimarron Schools) decided to develop a strategic plan
- How Dr. Prather can help
- What we did
- How it's working

About Cimarron Municipal Schools

- We have two campuses and a charter
 - Cimarron
 - Elementary/Middle School K-8
 - Cimarron High School 9-12
 - Eagle Nest Elementary/Middle School K-8
 - Moreno Valley High School (district charter)
- Total Student population of just over 400 students spread over a LARGE area
- We had no Strategic Plan, but did have a Mission and Vision statement that were several years old



Why strategic planning?

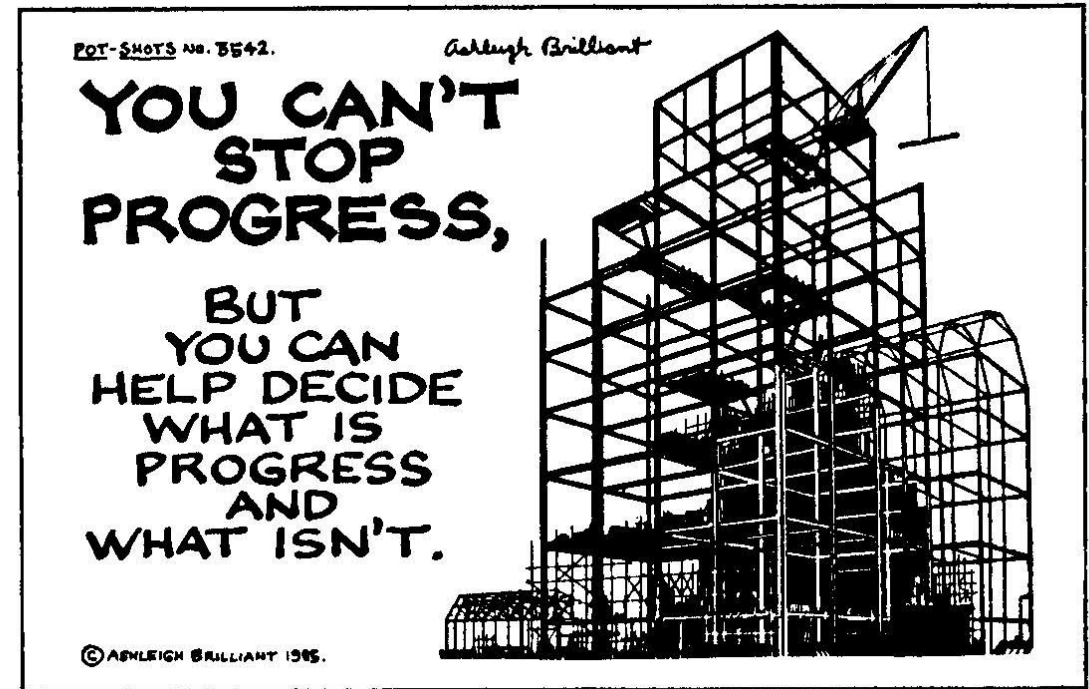
- We are a small district with resource constraints (sound familiar?)
- Everyone has great ideas, but we can't do everything
- To give our Superintendent clear guidance
- To build consensus on our goals to improve the district
- To address the challenge of being on the same page on both sides of the mountain

Getting Started

- We reached out to Dr. Prather for the NMSBA Superintendent/Board Training on Strategic Plan Development
- Received via a “Go To Meeting” session virtually
- Participated in the SPS Module and received training credit

How the SPS Project Came into Being

- Need for targeted Training Modules
- “Pro Bono” Offer from Your Presenter
- NMSBA Board Approved
- Piloted and field tested
- Modified and now available for all NMSBA Boards



Outcomes of the Strategic Planning Support Project

- **Facilitates** accomplishing a most important Board task.
- **Creates** a process which is owned by those who undertake it.
- **Integrates** all ongoing and existing planning efforts, e.g. Capital Facilities Master Plan, PED Requirements , Technology Plan, into one coherent path and process.
- **Defines** a relatively small set of key focus areas which make it strategic.

Outcomes of the Strategic Planning Support Project

- **Empowers** the school board and superintendent to conduct all the needed activities to create a strategic plan required by these key components.
- **Establishes** a dynamic process in which the strategic plan is never "finished"; a regular review process makes the strategic plan truly strategic.
- **Enables** the Board to set goals for accountability as it is implemented and monitored.

What the Strategic Planning Support Project Aims to Accomplish

- At the conclusion of the training your board can make an informed decision about the type of strategic planning process your district wishes to undertake
- Your board can also decide if resources are sufficient to conduct the planning internally or to seek the services of a facilitator

What a Board and Superintendent Experience During the Course of an SPS Training Session

- Scheduled to fit your schedule
- Delivered via GoToMeeting and PowerPoint
- Model for public sector planning is presented
- Key components are outlined
- Session is totally interactive

What we did

- Board and Superintendent decided to pursue
- Training
- Build a team
- Gather & analyze data
- Update Mission/Vision
- Develop Strategy Document
- Develop and track SMART Goals

Our Strategy Team

- Dr. Prather as Trainer and encourager and provider of templates and moral support
- Elizabeth LeBlanc from I4TL as a Consultant
- Ron Anderson and Nancy Hooker, Board Members
- Staff members – both teachers and support staff from all campuses
- Superintendent (as a participant not the driver)
- High school student advisors
- The drivers/facilitators were Elizabeth and Nancy

Activities

- The Strategy Team met several times to
 - Agree the deliverables
 - Develop the Elevator Speech
 - Draft the surveys. We had two surveys, one for parents and community members and one for internal staff.
- Data gathering
 - We used Survey Monkey to distribute surveys.
 - At the end of the school year, we did “Plus/Delta” meetings with all staff grouped by grade level and work group. Mr. Estrada facilitated and Nancy took notes on a visible screen

Activities

- Elizabeth and Nancy categorized the data and created
 - A one-page summary
 - An overview of the results by respondent group (parents, students, community, staff)
 - An Excel workbook that contained the responses to each question along with comments
- The Board used these deliverables to prepare the
 - Strategy Document, including Values, Belief Statements and the Strategic Goals.
 - SMART Goals for each Strategic Goal

How is it working?

- We have SMART goals for our strategic areas that we are tracking
- The top two areas we are focusing on in year one are
 - Communication
 - Collaboration
- We have seen great improvement in these areas – really because we called it out.
- Having the strategic areas and goals helps drive the Superintendent Evaluation



Updated Vision Statement

Inspiring our students to reach their individual potential in an ever-changing world.

Updated Mission Statement

Cimarron Municipal Schools will work hand-in-hand with our families and community to provide our students the experience of a challenging and safe educational environment through staff who know and nurture every child.

Our Values

Cimarron School District is a PREMIER school

Pride

Relationships

Empathy

FAMILIA

Integrity

Excellence

Respect

with familia at its core





Cimarron Municipal Schools

"A Legacy of Excellence"

CIMARRON, NM



Strategy Document

[Click here to view a copy](#)



**Cimarron
Municipal
Schools**

Five-Year
Strategic Plan
2018-2023

*Inspiring our students to reach their individual
potential in an ever-changing world.*



What do you really need to get started?


- Acknowledge the need
- Board/Superintendent Training
- Someone to be a driver
- Willingness to do things your way that work in your district

Contact Information

Nancy Hooker nhooker@cimarronschools.org

Hugh Prather hugh.h.prather@gmail.com

Elizabeth LeBlanc elizabeth@i4tl.org



Slides that follow
provide more detail

Our deliverables

- Elevator speech (to get the team on the same page, using same words)
- Timeline/Plan
- Survey(s) and Meetings
- Response Data & Analysis
- Strategy Document
- SMART Goals
- Quarterly SMART Goal Tracking Sheet

Resources

- Dr. Prather
- Ms. LeBlanc
- Two books by John M. Bryson
 - *Strategic Planning for Public and Nonprofit Organizations*
 - *Creating Your Strategic Plan Workbook* (Bryson & Alston)
- Strategic plan presentations and documents from
 - Los Alamos
 - Loving
 - Others via Google
- <https://instituteforteachingandleading.org>

Specific Resources

- Elevator Speech: Creating an Elevator Speech worksheet, *Creating Your Strategic Plan Workbook*, p 81
- Action Plan: Microsoft Project Schedule Template, *Creating Your Strategic Plan Workbook*, p 199.
- Surveys:
 - Template provided by Dr. Prather based on SWOT
 - Also reviewed some other surveys and incorporated those ideas, including
 - **Eunice Parent Vision-Mission Validation and Environmental Scan** and
 - **Community Survey for the Strategic Planning Process Marietta City Schools**
- Survey Monkey for survey distribution and data collection