

A decorative vertical band on the left side of the slide features a pattern of stylized flowers and leaves. The flowers are rendered in bright blue and lime green outlines against a dark grey background. Some petals are filled with solid colors, while others are just outlines. Small white and blue dots are scattered throughout the pattern.

Strategic Planning for Student Achievement & Success

NMSBA BOARD MEMBER TRAINING
JULY 2026

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DEVELOPMENT

COOPERATIVE EDUCATIONAL
SERVICES



Welcome and Introductions

- District
- # of years as a Board Member
- Brag on your district
- What is your SuperPower?

What actions has your board taken in the past year that directly impacted student achievement?



What is your level of familiarity with strategic planning?



“The trouble with not having a goal is that you spend your life running up and down the field and never score.”

-Bill Copeland





COMMITMENT

Set the Course for the Future

- Identify district needs through multiple lenses

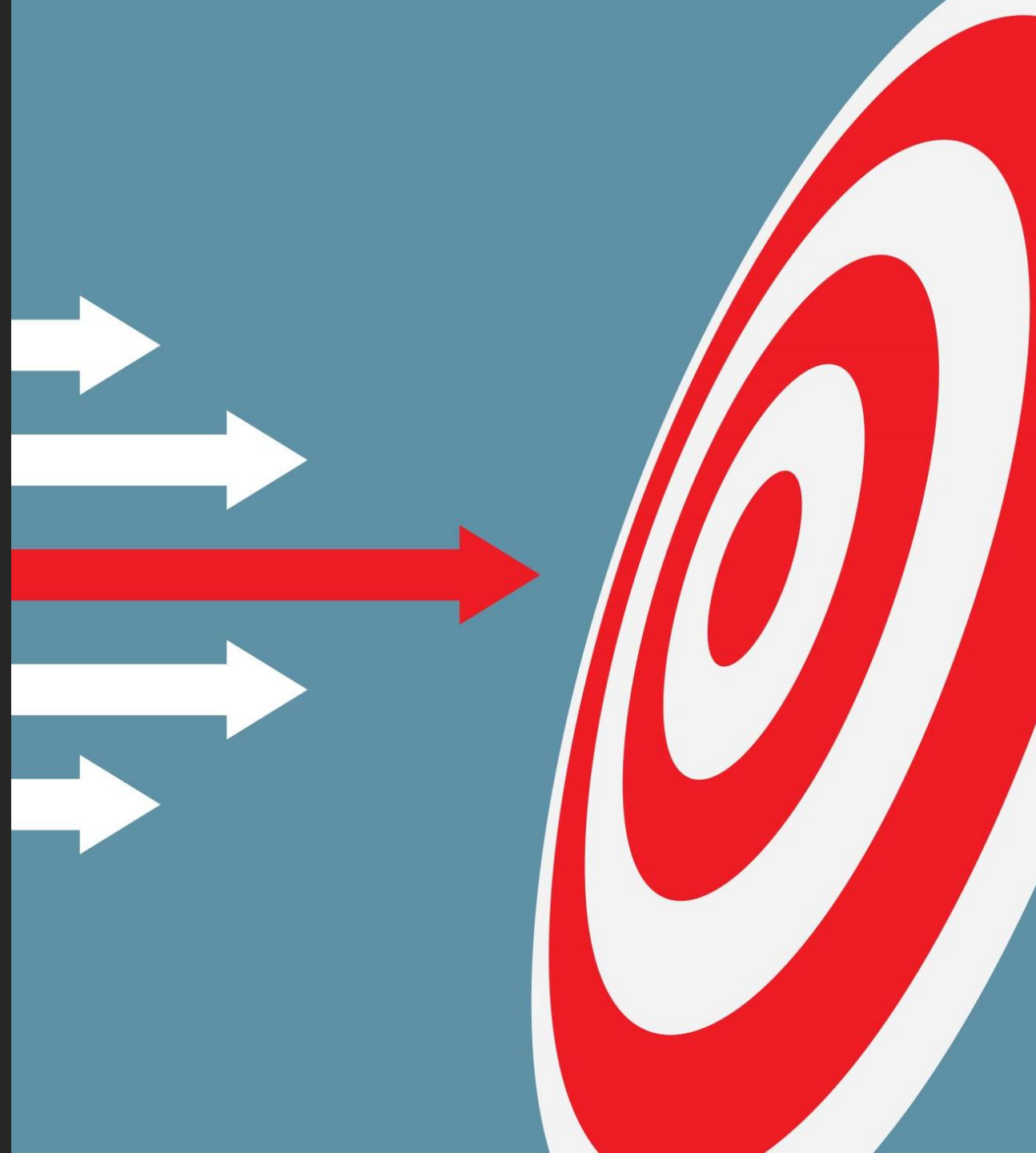
Consider different perspectives

- Students
 - Staff
 - Parents
 - Community
- Unlock possibilities for students



Strategic Planning Process

- Establish Norms
- SOAR
- Community Needs Assessment
- Mission and Vision
- Core Values
- Determine Strategic Priorities
- Develop District Goals and Action Plans



Strategic + Planning

- Plans describe short-term goals
Objectives with actionable steps
Report quarterly
- Strategy is focused on long-term goals
Reflection
Vision
Anticipate and mitigate potential challenges
Forecast 3-5 years
Review annually





Tenets of Strategic Planning

- Involve cross-functional teams
 - All departments contribute to shaping the direction of the organization
- Align leadership with direction of district
- Engage employees across all departments and levels
- Continually communicate your goals
- Allow as many people as possible to take action toward district goals



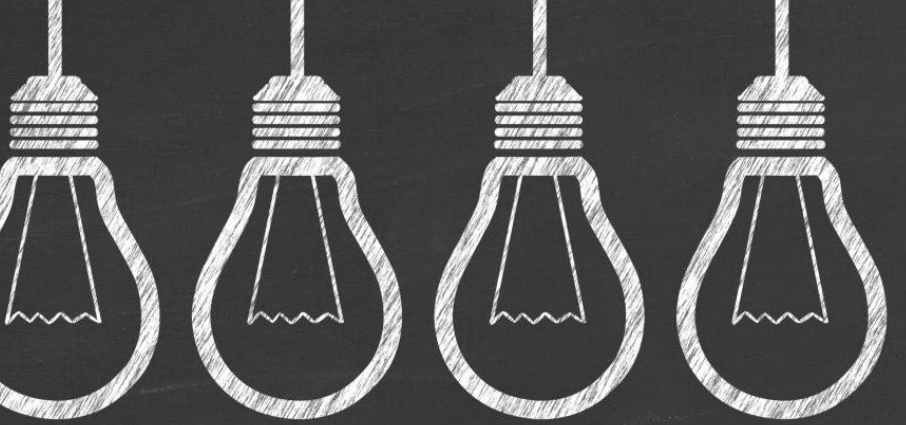
Considerations

- Allow time for big picture thinking together
- Ask the hard questions
- Embrace honesty and discomfort
- Focus energy on key decisions that will positively impact student success
- Keep it simple
- Make strategy a habit
- Have fun



Why Norms?

- Norms are rules that guide behavior among members of a group to support collaborative work
- Think of the worst team you have ever been a part of where members are dependent on each other
What made this experience bad?
- Think of your best team experience
What made this experience good?
- What behaviors make for a good team experience



SOAR

- Strengths
 - Opportunities
 - Aspirations
 - Results
-
- A process for appreciative inquiry
 - Focuses participants on contributory aspects of issues



S O A R Process

- Assemble cross-functional team representing leadership from all district departments
- Divide leadership team into smaller groups
- Brainstorm the district's strengths, opportunities and aspirations
- Use positive questions to generate images of possibility and potential for the district
- Small groups reconvene to report out to larger group
Summarize the organization's positive core – the total of unique strengths, resources, capabilities and assets
- Individuals each rank their five highest priority strategies
- Determine district's top priorities

Community Needs Assessment

- Community voice is essential
- School district accountability
- Develop and strengthen partnerships for student benefit
- Build support
 - Activities and initiatives
 - Mill levies and bond issues



Community Needs Assessment

- Strategically invite participants to represent various categories
- Provide each participant with a name tag that includes a letter and a number

Students

Certified staff

Non-certified staff

Business community

General support individuals

Parents

Elected officials

Administration

Board of Education



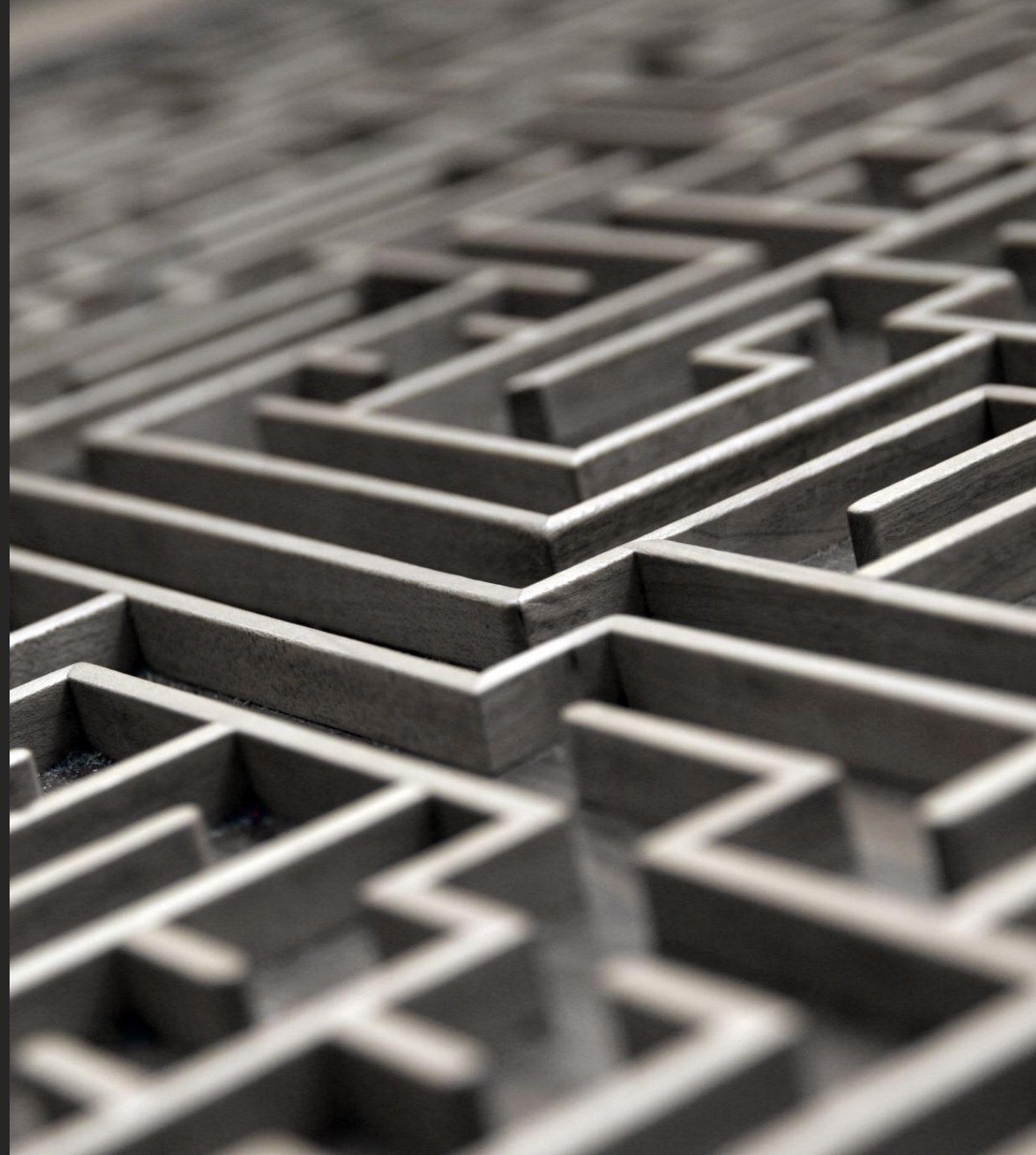


Community Needs Assessment, cont.

- Large group is asked to identify current needs (desired change)
- Divide group into like peer groups
Group will rank needs identified previously
- Divide group into stratified groups with representatives from each peer group
Group will prioritize the most highly ranked solutions
- Reassemble large group and report priorities identified in the session explain how these priorities will be considered in the development of the district's strategic plan

Vision

- Creates a mental picture of what our organization strives to look like in the future
 - *Clear*
 - *Descriptive*
 - *Empowering*
 - *Understandable*
- What is it we aspire to?





Mission Statement

- Core purpose of the organization and its contribution to society

Memorable

Inspiring

Short

Simple



Core Values

- Values guide the behaviors or actions one would expect to observe or feel within the organization
- Values are special and unique to the organization and shared by all
- Values are what the organization holds true and should endure or last no matter the challenges faced

Identify District Strategic Priorities

- Utilize information gathered from the SOAR process and the Community Needs Assessment to identify strategic priorities
- Develop goals and specific action plans to achieve the district priorities





Planning Considerations

- What will we need to do to accomplish our goals? (strategies)
- How will we measure our progress and determine whether we achieved our goals (key performance indicators)?
- How will we report/track progress?



Develop District Strategic Plan

- Action plan for each strategic priority
- Strategies to accomplish each strategic priority
- Measures of success (Evaluation)
- Completion date
- Responsible party
- Develop monitoring/reporting mechanism



SMART Goals

- Clarify your ideas
- Focus your efforts
- Use your time and resources productively
- Increase your chances of achieving what you want for your students



SMART Goals

- **Specific**
Simple, sensible, significant
- **Measurable**
Meaningful, motivating
- **Achievable**
Agreed, attainable
- **Relevant**
Reasonable, realistic and resourced, results-based
- **Time bound**
Time-base, time limited, time/cost limited, timely, time-sensitive

School Board Retreat

- Team building activities with board members and superintendent
- Establish group norms to guide how the group will work together cohesively
- Review/revise the district vision and mission
- Review results of Community Needs Assessment
- Review leadership SOAR





School Board Retreat

- Leadership team joins work session
- Take Flight with DISC assessment debriefing
- Strategic plan review
- Norms
- Collective commitments

Strategic Plan Adoption



- School Board reviews and approves revised draft of strategic plan
- Ongoing monitoring and quarterly reporting of progress
- Community follow-up to present strategic plan

Implement and Monitor

- Use your vision, mission statement, and established priorities to say “no” to initiatives that won’t enhance your long-term strategic position
- Maintain a long-range perspective and make decisions that stay the course for success for years
- Monthly reporting to school board
[Strategic Reporting Tool](#)
- Superintendent evaluation based on progress in achieving the priorities outlined in the Strategic Plan

Closing Discussion

The Most Important Leadership Question

"How will we know our decisions are improving outcomes for students?"

High-performing boards maintain an unwavering focus on student achievement, use data to drive decisions, support effective systems of intervention, and create safe learning environments where every student can succeed.

Action Commitments and Reflection

- ✓ *One governance practice I will strengthen:*
- ✓ *One question I will begin asking:*
- ✓ *One student outcome I will prioritize:*
- ✓ *One action our board should take in the next 90 days:*



Thank you!

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