

KEY ELEMENTS IN THE STRATEGIC PLANNING PROCESS

- 1. Strategic Planning Team:** the development of a core team of leaders/thinkers is necessary for the effective creation of a strategic plan. Each member should represent a key function and/or interest group to ensure the plan has comprehensive input and buy-in. The team should meet periodically and have clearly defined tasks to accomplish both in and out of the meetings.
- 2. Core Values:** are a district's fundamental beliefs (gained in part from the use of focus groups) in how it wants to operate. Values provide a guideline for board and staff to demonstrate desired district behaviors that directly relate to the preferred district culture.
- 3. Mission Statement:** is a brief definition of why the district exists.
- 4. Vision Statement:** is what the district wants to become in the next three to five years. It should be challenging and memorable.
- 5. Strategic Goals:** are broad-based strategies needed to achieve the district's vision.
- 6. Performance Indicators:** are specific, measureable, and realistic targets that achieve strategic goals. The indicators are assigned to individual leaders who are personally accountable for them throughout the implementation process.
- 7. Implementation Strategy and Metrics:** once the elements above are completed, a series of strategies are built that prioritize strategic goals and align district resources. Each year a new set of accountability measures is put in place to ensure realistic implementation progress can take place over the life of the plan.
- 8. Monitoring the Plan:** during implementation district leadership must periodically monitor the success and challenges of strategic goals, performance indicators, and the accountability system. It may be necessary from time to time to retool the plan and its assumptions if any of the plan's elements are not showing satisfactory progress.