

Stakeholder Driven Strategic Planning



INTRODUCTION – STAKEHOLDER STRATEGIC

PLANNING COMMITTEE

In October of 2014 the Burlington Area School District School Board selected the Wisconsin Association of School Boards (WASB) to conduct the Stakeholder Strategic Planning process in early 2015. The process required approximately 30 committee members represented by half school district employees and half multiple areas of the community. The Stakeholder Driven Strategic Planning process involved five meetings which included data gathering and reporting, district reports and studies, and goal writing and refining. The process was facilitated by Louis Birchbauer, Phd., of the Wisconsin Association of School Boards.

This report includes the committee members, the process followed, and goals developed and refined by the committee during the process. The volunteer committee worked extremely hard to develop the goals contained in this report and their hard work is appreciated.

COMMITTEE MEMBERSHIP

Rick Allen - Parent
Christine Anderson - Principal, Cooper Elementary School
Jim Bauman - Finance Direct, Love, Inc.
Steve Berezowitz - Guidance Counselor - Karcher Middle School
Eric Burling - Principal, Burlington High School
Lois Cramer - Secretary, Burlington High School
Ruth Dawidziak - City of Burlington - Councilwoman
Josh Dow - Teacher, Burlington High School
Rick Fettes - Community State Bank
Rosanne Hahn - School Board Clerk
Kelly Iselin - Parent/Attorney
David Kmetz - Chamber President
Roger Koldeway - School Board Member
Bradley Lois - Bear Realty
Jamie Mangold - Mangold Insurance
Jim Martin - Martin Construction
Gary Olsen - Director of BASD Buildings and Grounds
Mark Pieters - Custodian, Burlington High School
Ruth Schenning - BASD Business Manager
Lara Shepherdson - Teacher, Waller Elementary School
Barry Schmaling - Citizen Representative
Terry Simmons - GTC Dean of Service Occupations
Peter Smet - BASD Superintendent
Todd Terry - School Board Member
Amanda Thate - Teacher, Karcher Middle School
Peter Turke - Parent
Lisa Wasik - Parent
Penny Yanke - Choral Director, Burlington High School
Connie Zinnen - BASD Assistant Superintendent

COMMITTEE PROCESS

The first meeting of the committee included:

- A. Welcome and Introductions
- B. Overview of Stakeholder Strategic Planning
- C. Data Presentations - Demographic Data Only
- D. SOAR (Strengths, Opportunities, Aspirations, and Results) Discussions
- E. Introduce Community Survey

The second meeting included:

- A. Review of SOAR Data Collected to Date
- B. Data Presentations - Continued
- C. SOAR Discussion
- D. Community Survey - Finalize
- E. Review Community Distribution Plan
 - a. Process
 - b. Publicize

The third meeting included:

- A. Review of SOAR Data Collection
- B. Review Community Survey Results
- C. Affinity Process for Open-Ended Survey Questions
- D. Mission and Vision

The fourth meeting included:

- A. Present the Draft Strategies and Objectives to the Steering Committee
- B. Gather the Group's Feedback

The fifth meeting included:

- A. Present the Final Draft Strategies and Objectives to the Steering Committee
- B. Gather the Group's Feedback
- C. Committee Endorses the Plan Concept for Submission to the Board
- D. Board Monitoring Process

STAKEHOLDER DRIVEN STRATEGIC PLANNING GLOSSARY

- A.P. Advanced Placement - High school courses approved by the College board that if students score high enough on final exam day, they can earn credit at colleges and universities.
- 4K Kindergarten for four-year old students.
- G.T Gifted and Talented programming for advanced students.

Inquiry Based Learning:

Is a complex process where students formulate questions, investigate to find answers, build new understandings, meanings and knowledge, and then communicate their learning to others.

- RTI Response to Intervention
- S.O.A.R. A brainstorming and analysis process that looks at the Strengths, Opportunities, Aspirations and Results of an organization.
- STEM Science, Technology, Engineering & Math - Can be programs, courses or activities.

FINDINGS

STRATEGIC GOAL I: ACADEMIC PROGRAM

To achieve our mission we must provide a sound academic program at all levels to all students.

Strategic Goal I: Academic Program - Learning Target

- 1.1. By December 1, 2015 a study committee will determine the best grade configurations from an educational standpoint that includes a recommendation if the Burlington Area School District 4K-6 Montessori program should be housed in one building.
- 1.2. Continue character education at all levels to further develop 4K-12 work ethic, life and social skills, and civic responsibility.
- 1.3. By the fall of 2016 complete a study of innovative methods to meet the needs of all 4K-12 students and their learning and technology needs (i.e. AP, summer school, STEM, inquiry, GT, RTI, middle "average", problem solving, project based, careers, trades, and technology skills, etc).
- 1.4. By December of 2016 complete and examine a cost analysis of the types of charter and virtual school options for Burlington Area School District to allow for academic opportunities for 4K-12 students.

Strategic Goal I: Academic Program - Evaluation

Quarterly review of goals to determine if progress is being made.

STRATEGIC GOAL II: EXTRA CURRICULAR PROGRAM

A successful school district provides extra curricular opportunities for all students.

Strategic Goal II: Extra Curricular Program - Learning Target

- II.1. By January 1, 2016 evaluate current and potential 4K-12 extra curricular offerings to determine whether opportunities are limited by facilities, cost, staffing, program alignment, interest trends, and transportation accessibility.

- II.2. By March 1, 2016 develop an action plan to address the findings of the extra curricular evaluation done in II.1.

Strategic Goal II: Extra Curricular Program - Evaluation

Quarterly review of goals to determine if progress is being made.

STRATEGIC GOAL III: FACILITIES

A successful school district provides and maintains a quality learning environment.

Strategic Goal III: Facilities - Learning Target

- III.1. By October 2015 the school board will appoint a construction management firm to develop a list of needed facility repairs and enhancements and the associated costs.

- III.2. By April 2016 the school board appointed construction management firm will present a completed study of needed facility repairs and enhancements, with the associated costs, to meet the identified academic and extra curricular programming needs of the district.

Strategic Goal III: Facilities - Evaluation

Quarterly review of goals to determine if progress is being made.

STRATEGIC GOAL IV: FUNDING/TAXES

To be successful we need to provide the necessary resources.

Strategic Goal IV: Funding/Taxes - Learning Target

- IV.1. Starting April 1st each year the management team will investigate grants, sponsorships, advertising or other funding opportunities that are available to support our education initiatives within the district.

- IV.2. By July 2016 a financial firm will identify financing plan options for all facility repairs, maintenance and improvements that Burlington Area School District needs for the next 20 years.

Strategic Goal IV: Funding/Taxes - Evaluation

Quarterly review of goals to determine if progress is being made.

STRATEGIC GOAL V: STAFF/EMPLOYEES

To be successful we need to attract, retain and develop outstanding employees and demonstrate their excellence to the community.

Strategic Goal V: Staff/Employees - Learning Target

- V.1. By November 1, 2015 develop a district wide communications plan to inform the community of positive things happening in the school district.
- V.2. By May 15, 2016 district administration will conduct the Comprehensive Assessment of Leadership for Learning (CALL) survey to ascertain areas of strengths and weaknesses in order to improve communication, professional development and district culture.
- V.3. By September 1, 2015 create an exit employment survey for all staff leaving Burlington Area School District.
- V.4. By September 1, 2017 analyze the current calendar/schedule to increase the amount of time provided to teachers for training, preparation, and professional growth.

Strategic Goal V: Staff/Employees - Evaluation

Quarterly review of goals to determine if progress is being made.