

Westbrook Schools Strategic Planning Process Overview

Revised and Approved by Strategic Planning Advisory Committee on October 14, 2009

September 2009



April 2010

Environmental Scan	Advisory Committee Meeting	Initial Public Awareness	Community Outreach Meeting	Public Survey	Focus Groups	Community Outreach Meeting	Advisory Committee Meeting	School Committee and Superintendent Meeting	Drafts and Final Plan
September-November	October 14, 2009	October 21 onward	November 11, 2009	October 21-December 11	January	January 19, 2010	January 25, 2010	February	March-April
Summary of: <ul style="list-style-type: none"> • department goals/results • personnel • costs • operations • processes • laws • government mandates • funding • demographics • etc. 	<ul style="list-style-type: none"> • 3- hour meeting; 6-9 pm • Discuss and refine strategic planning process • Define roles of the Advisory Committee 	<ul style="list-style-type: none"> • Press Release - Explain why we are doing strategic planning - Explain benefits to the school district and the community - Explain how the public can be involved 	<ul style="list-style-type: none"> • 1.5 -hour meeting; 6:30 – 8 pm • Generate awareness • Invite people to focus groups and survey • Gather initial feedback on survey questions • Held at High School (Room 114 or Auditorium). Broadcast on local access channel. 	<ul style="list-style-type: none"> • 5 open ended questions plus 3 demographic questions • Written and online • Distributed at: <ul style="list-style-type: none"> - Groceries - Coffee shops - City Hall - Library - Schools - Parent-Teacher conferences 	Interview specific groups:* <ol style="list-style-type: none"> 1. Senior citizens 2. Older students 3. Younger students 4. Dropouts 5. Potential educators and employers of students 6. Parents 7. Employees of School Dept. <p>*Integrate immigrants and ESL speakers into every group.</p>	<ul style="list-style-type: none"> • 1.5 -hour meeting; 6:30 – 8 pm • Share preliminary results of focus groups and survey • Get additional feedback • Held in new middle school auditorium 	<ul style="list-style-type: none"> • 3- hour meeting; 6-9 pm • Further review of preliminary results • Questions and feedback before sending to School Committee and Superintendent 	<ul style="list-style-type: none"> • 6-hour retreat • Review results • Establish strategic direction and roles 	<ul style="list-style-type: none"> • First written draft to School Committee and Superintendent • Second draft to the public for feedback • If necessary, a final meeting of the Advisory Committee • Final draft complete and circulated