

Westbrook School Department Strategic Planning Process Information



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Community Information Meetings

- *November 11, 2009,
6:30-8pm at
Westbrook High
School Room 114*
- *January 19, 2010, 6:30-
8pm at the NEW
Westbrook Middle
School*

Strategic Planning Process Begins

The Westbrook School Department is seeking input to help set priorities, determine spending, and better serve students and the community. The School Committee has contracted with Good Group Decisions in Brunswick to guide us through the process as the school department reaches out to the whole community. Through information sessions, surveys, and focus group discussions, we hope to hear about things our schools do well as well as things we need to improve in the future. "We want the entire community to have ownership of the plan," says Dr. Reza Namin, superintendent of schools, as we reach out to school employees,

students, recent graduates, parents, community leaders, and members of the Westbrook community. School Committee chair Greg Smith says the process will help us all "figure out our top priorities and focus on doing them well." The school department will maintain a link on its website, www.westbrookschoools.org to keep everyone informed about the process. Newsletters such as this will be published throughout the process.

As a community, let's all look forward to shaping the future of the Westbrook Schools!

Participate in the Community Survey

The Westbrook School Department has published a survey for parents, students, educators, and other members of the Westbrook community to complete in order to provide input to the Strategic Planning process. Surveys will be sent home with all K-8 children at Parent-Teacher Conferences or in Thursday Folders and mailed to students in grades 9-12. Copies will also be available online and at local stores and businesses, City Hall, Walker Library, at community events, or by contacting the Superintendent's Office. It's a brief survey that will offer lots of information! Please take time to complete the survey. Thank you!

Strategic Planning Advisory Committee Members

A broad cross-section of people who are involved in the Westbrook Schools have formed a Strategic Planning Advisory Committee. They will be working with Craig Fresley and Kerri Sands of Good Group Decisions, a consulting firm from Brunswick, which has been hired to guide the process. Strategic Planning Advisory Committee members includes school employees, parents, community leaders, and community members. They are:

Deborah Peck, Janet Crawford, Peter Lancia, Marc Gousse, Todd Fields, Jon Ross, Cari Sbardella, Linda Bois, Jayne Barnes, Bruce Dyer, Joan Harmon, Reza Namin, Bruce Chuluda, Brendan Rielly, Mike Foley, Greg Smith, Colleen Hilton, Maria Dorn, Tim Driscoll, Katie Camplin, Rene Daniel, Mark Harmon, Odelia Harmon, Flynn Ross, Denise Corbett, and Roberta Morrill.

Strategic Planning Process – A Timeline

September 2009  April 2010

| Environmental Scan | Public Survey | Community Information Meeting | Focus Groups | Community Information Meeting | Advisory Committee Meeting | School Committee & Superintendent Retreat | Drafts and Final Plan |
|--|---|---|---|--|--|--|--|
| September - November | November - January | November 11 | November - January | January 19 | January 25 | February | March |
| A summary of school department hard data, such as operating costs, previous goals and results, operations, policies, laws, mandates, funding, demographics, etc. | 4-6 open ended questions in a written and online format distributed widely throughout the community | A chance to promote an awareness of the process and an opportunity to ask questions, offer general input, and suggest people to join focus groups | Conversations with specific groups of people such as senior citizens, school-age children, community leaders, parents, school employees, and young singles, business owners | Another chance to provide general information about the data that was collected through surveys and focus groups | Committee reviews preliminary results and has an opportunity to ask questions and give feedback before sending the information to the School Committee | School Committee reviews the results and establishes a strategic direction and roles | After a written draft is provided to the School Committee and superintendent, a second draft is released for public feedback. A final draft is published in April. |

About Good Group Decisions

Good Group Decisions, based in Brunswick, runs professional, high efficiency meetings and processes for groups of people making important decisions. Associates Craig Fresley and Kerri Sands have worked with a wide range of public groups and organizations, including individual schools, local school districts, businesses, and non-profit organizations to help them establish a vision, a mission statement of strategic priorities, and an action plan with specific timelines and responsibilities. In Westbrook, they have been hired to implement a neutral, objective planning process as they work with an advisory committee and policy makers to collect data on community perspectives on our schools, support our superintendent and School Committee in developing the strategic plan, and produce a sophisticated final document that will chart the course for the future of our school department. Specifically, they will:

- Provide a framework for making spending decisions
- Provide a broader framework for priority areas in individual schools
- Convey Westbrook's goals to the State of Maine
- Help recruit teachers and staff
- Provide a basis for both community outreach and response to concerns.

Would you like to be part of a **Focus Group Discussion**? Do you know of someone you'd recommend to participate in one?

Focus groups are small groups of similar people (such as teachers, high school parents, athletes, senior citizens, business owners) who meet to have a focused conversation led by the consultants from Good Group Decisions. Meetings will be held over the next few months. People interested in participating should contact Craig of Kelli at Good Group Decisions at 729-5607 or FocusGroups@GoodGroupDecisions.com.