MASB LeadershipServices
Data-Driven Strategic Planning

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Problem:
Lack of Shared Vision

The landscape of education is continually changing. In the face of this change, school boards can either be totally reactive—simply responding as best as possible to the socioeconomic forces at work, or proactive—identifying forces at work both within the school system and external to it and developing a deliberate, well-thought-out plan for dealing with those factors. As leaders of your school district, it's important for the board of education—in concert with district leaders and community members—to anticipate opportunities and roadblocks for preparing your students to be successful.

Solution:
Strategic Planning and Goal-Setting Options

MASB offers a wide range of strategic planning and goal setting services to school districts. From comprehensive processes that include full community input, use of strategic planning teams representing all stakeholders and use of district educational data. Each process is customized to your local district needs and challenges. MASB facilitators have extensive experience working with K-12 planning processes and working with board/superintendent teams. They can help develop a process to meet the needs of your district, large or small.

Results:
What Strategic Planning/Goal-Setting Can Do For You

Every school district can benefit from educational strategic planning. Benefits include:

- Provide a framework to intentionally and collaboratively seek and use the input of stakeholders.
- Create an opportunity to develop, or renew the mission, vision and beliefs of the district.
- Share a process for establishing both long- and short-term goals that are based on data and that drive decisions focused on increasing student achievement.
- Create a plan of implementation, evaluation and improvement that's system-wide and continuous.
- Serve as the foundation for policy and financial decisions of the board.

Contact

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