For Action: Approval of revised Strategic Plan (per Governance Committee recommendation)

Background / Description –
The 2013-2018 Strategic Plan was revised by the Governance Committee and members of the Strategic Planning Committee, based upon updated information since the plan was enacted. There were also changes made based upon the progress of implementing the plan.

Recommendation –
The Superintendent recommends approval of the revised Strategic Plan.

Attachments – Strategic Plan Framework 2013-2018
ACHIEVING QUALITY

All students can learn what they need if we have high expectations and they have the right support from us. We must help our students love learning and make them ready for college, careers, and life-long education.

ACHIEVING EQUITY

Social and individual differences must not determine achievement. Each and every student deserves equal access to support and resources necessary for learning.

Building Our External Relationships

Our district is vibrant. We must engage the energy and powerful resources of our community and its institutions for the benefit of our students.

Building Our Internal Relationships

Successful schools require cooperation. We must build a culture of mutual support among our staff, our students, and their families.

Dealing With Difference

Our district is exceptionally diverse, especially across lines of race, income, sexual orientation, learning styles, and family structure. We must take steps to learn from our diversity and harness it for the benefit of all students.

Managing Our Resources

Funds for public education are limited and declining. We must make the best possible use of our financial and human resources and strive to keep enrollment at optimal levels while advocating for fair and adequate public funding.

FERNDALE SCHOOLS

Ferndale Public Schools
Strategic Framework, 2013-2018
Updated January 2015
ACHIEVING QUALITY

How Can We Help Our Students Learn?

- High and improving levels of student achievement as measured both by standardized tests and our district assessments
- A school climate that encourages excellence at all levels and prepares students to be global citizens
- Removal of barriers to learning by developing comprehensive character and behavior programs
- Continued strong support for arts, music and athletic programs
- Seamless transitions within and between schools/programs.

ACHIEVING EQUITY

How Can We Help All Students Get What They Need To Thrive?

- Focused attention to the needs of the continuum of students, from advanced through at-risk, including special education
- Equity of resources across buildings and across programs
- Deliberate effort to close race and socio-economically related achievement gaps
- Sensitivity to differing cultures and backgrounds, ensuring cultural competency and awareness
- Attention to privacy, legal and procedural norms

COMMUNITY AND COLLABORATION

How Can We Reach Out?

- Cooperation with cities, libraries, community organizations, nonprofits, faith-based organizations, and local businesses
- Reaching out to meet community members
- Effectively telling the story of the district's strengths
- Engagement through community service and good citizenship

COMMUNICATION AND TRUST

How Can We Work Together?

- Strong morale and loyalty among staff, students, families and caregivers
- Encouraging and enabling caregiver involvement
- Timely, accurate, comprehensive communication at all levels
- Effective use of communications technology
- Engaging everyone—staff, students, parents, community—to contribute to improvement

INCLUSION AND RESPECT

How Can We Welcome Everyone In?

- Awareness of our differences, especially along lines of race, income, sexual orientation, learning styles and family structure
- Awareness of our shared beliefs and common aspirations
- Ongoing, well-structured conversation about our differences
- Cooperation across groups and creation of a common culture
- Equitable access to all programs and resources
- Responsible treatment of those we welcome into the district

SUSTAINABILITY AND DEVELOPMENT

How Can We Make Our Efforts Last?

- Maintaining a district of sustainable scope, to be established by the board based on accurate projections
- Promotion of staff retention and development
- Efforts to enroll and retain district and out-of-district residents, and international students
- Program development using evidence-based practice
- On-going long-term plans for operations and facilities
Our Central Focus
Ferndale Public Schools’ mission is to provide all students with an exceptional education that prepares them for college, careers and success in a diverse society.

Our Goal
Our vision is to be among the best suburban school districts in the state. We will make sure all students, including special education students, are part of a supportive community and are educated to achieve their life goals, starting with success at the college of their choice.
We will provide high-quality, well-rounded education programs; offer culturally rich arts and music programs; support competitive athletic programs; engage students in contemporary science, technology and humanities; instill pride in our students, staff and families; and challenge ourselves and our students to attain the highest educational and citizenship standards. Students will learn in updated and well-maintained schools that are staffed with fully engaged teachers and professionals.
We are intent on graduating engaged global citizens who give back to their communities. We will celebrate our diversity, knowing that our students will thrive in a world that looks much like our community.
VALUES: OUR PRINCIPLES

Respect
We will respect, both in person and through technology, colleagues, employees, volunteers, families and students, recognizing racial, gender, sexual orientation and cultural diversity as well as differences in abilities and learning styles. We will honor each individual’s strengths and contributions.

Quality
We will deliver the very best as students, teachers, staff members, volunteers and family members.

Integrity
We will act in accordance with the highest ethical standards and our school district’s mission, vision and values.

Staff Support
We will demonstrate respect for our well-educated and dedicated teachers and staff who have high expectations for all students. We will strive to attract and retain talented staff.

Enrichment
We will fully recognize that visual and performing arts, music, athletics and extra-curricular activities are vital parts of Ferndale Public Schools.

Involvement
We will encourage family and community involvement in our schools. We will expect our students and staff to be engaged with our communities and to support the neighborhoods in which we live.

Collaboration
We will participate in active, two-way decision-making whenever possible. We will seek partnerships among staff, administrators, community members and family members to solve problems.

Stewardship
We will exercise responsible use of our district’s financial resources and facilities.

Ferndale Public Schools
Strategic Framework, 2013-2018
Updated January 2015
THE BOARD: OUR PRIORITIES

This brief strategic planning document launches a new beginning for Ferndale Public Schools. Upon this foundation rests the means for securing the future of our school district. The district’s strategic plan reflects the community’s and district leaders’ consensus views on the essential principals, direction and priorities that will guide the district over the next five years. Upon adoption by the Board of Education, the school district’s administration will develop plans, timelines and deliverables to be overseen and guided by the Board of Education.

The following are the top priorities of the Board:

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<td>1</td>
<td>Development of a <strong>strategic scorecard</strong> that will show specific, measurable objectives and allow the board, district staff and the public to assess the implementation and success of the strategic plan on a regular basis. <strong>2014-2015:</strong> Ongoing</td>
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<td>2</td>
<td>In FY 13-14, development of a <strong>comprehensive strategic marketing plan</strong> to achieve retention, enrollment and new program development goals <strong>ACHIEVED</strong></td>
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<td>In FY 13-14, development and initial implementation of a strategic legislative program that is designed to advocate for the return of the school aid fund to an adequate level to allow public schools to deliver high-quality education to all students <strong>ACHIEVED</strong></td>
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<td>In FY 13-14, development of a comprehensive plan to increase overall student achievement and to significantly reduce all measurable achievement gaps <strong>2014-2015:</strong> Ongoing</td>
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<td>In FY 13-14, development of a comprehensive behavior plan that will foster positive student behavior and the elimination of discipline problems as a real or perceived parent and student issue <strong>2014-2015:</strong> In Progress</td>
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<td>In FY 13-14 through FY 17-18, development and implementation of a long-term community and school initiative that honestly addresses issues of race and racial bias, whether that bias is intentional, perceived or an unintentional pattern. <strong>2014-2015:</strong> Ongoing</td>
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<td>In FY 14-15, development of an elementary reconfiguration plan for our elementary schools to provide achievement, equity and sustainability consistent with the strategic plan, for implementation in FY 16-17.</td>
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<td>8</td>
<td>In FY 14-15, development of a secondary school reconfiguration plan to remove barriers to learning by focusing on an inclusive, supportive school culture; ensuring students know everyone in the school community has high expectations for them; and improving cooperation among teachers. This should be ready for full implementation in FY 16-17</td>
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<td>In FY 14-15, development of a special education quality improvement initiative that will build upon the establishment of the Ferndale Friends of Different Learners in FY 13-14 and will focus on service delivery and evaluation improvements that extend beyond those already underway</td>
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Additionally, the district’s administration will develop other initiatives and targets that are required to meet the goals and objectives contained in the strategic plan that is adopted by the Board.