Ferndale Strategic Plan Overview (2019-2024)

May 20, 2019 Board Meeting
What will be shared tonight?

- Overview of Ferndale Strategic Planning Committee
- Structure of Strategic Plan
- Review of Vision, Goals, and Objectives
- Next Steps
- Request for Feedback from Community (via Email)
Overview of Committee

- 20 Members from the Ferndale Public Schools Family
  - 7 Parents (All buildings represented)
  - 11 Staff Members (All roles represented)
  - 2 Students (UHS & FHS)
- Board Members & District Leadership also Present
- Started in January, 2019 (over 25 hours since then)
- Shared with Community on April 25, 2019
- Will review again after June 3rd to present final version on June 17th
What did we work on?

- Reviewed previous Strategic Plan and Efforts
- Completed SWOT Analysis to determine direction
- Identified 4 Key Areas (Equity, Academics, Communication, and Resources)
- Assigned area for discussion at upcoming meetings
- Created objectives from stakeholder feedback
- Crafted goals based upon objectives once finalized
- Discussed tactics throughout all meetings
Strategic Plan
(District Equity Vision)

Tactics: Building Level Strategies
District Vision (Crafted through Equity Work)

At FPS, we are a school family of continual learners. We support each and every student to develop their purpose, plan, and passion. We encourage and honor dialogue about the histories, cultures, and goals of our communities. We actively and intentionally facilitate equitable access and representation, meaningful participation, and high expectations for ALL.
Empowerment (Communication & School Climate)

Ferndale Public Schools will empower our students by providing an engaging and collaborative culture of inclusion, equity, and transparency.
Empowerment Objectives

- Foster a positive culture within the school environment by focusing on proactive and restorative strategies while addressing challenging behaviors in a consistent manner through cohesive policies and practices.
- Build upon the positive district wide environment of high expectations that is inclusive and engages all stakeholders.
- Create a multi-faceted and evolving communication system that allows stakeholders access to timely and relevant district information while engaging the interests of volunteers and businesses.
- Expand upon opportunities that examine, motivate, and ensure physical, mental, and nutritional health and overall wellness for students, families and staff members.
- Educate our community on all programs and opportunity offerings within Ferndale Public Schools.

David: 1&2
The premise of the first objective is to empower our students to self-regulate behaviors while providing a supportive and accountable discipline system of policies and procedures. One of the tactics that might fall under this objective would be Restorative Practices.
The second objective looks at our overall district culture/climate and promotes inclusivity and engagement of all stakeholders/Ferndale Public Schools community members. One of the tactics that might fall under this objective would be PBIS and/or our SEL curriculum.

Jean: 3&4
The premise of the third objective is to combine district calendars and provide succinct information across the district to all Ferndale community members, inclusive of our families, staff members, and neighborhood partners. This would be supported by the communications department as well as include secretarial support at all buildings.
The fourth objective looks closely at our health and wellness programs and includes physical, mental, and nutritional health and wellness for all of our Ferndale family members. One of the tactics might include the analysis of our nutrition programming within the schools.

Crystal: 5
The last objective within Empowerment looks at ensuring all members of our Ferndale community, including parents and students, are aware of the programming efforts available within Ferndale Public Schools. This would include OSTC, CASA, TCEC, FECC, and some of the different programming efforts within our schools (such as the differences between UHS & FHS).
Environment (Fiscal, Human, & Building Resources)

Ferndale Public Schools welcome all into a physically and emotionally safe learning environment, which includes financial, physical, and personnel resources.
**Environment Objectives**

- Recruit, retain, and support a highly qualified diverse staff with excellence and accountability that is tied to practice and the direction of the district.
- Expand upon the incorporation of relevant and instructionally sound technology to support the educational experience of all learners.
- Provide flexible and multi-sensory learning environments through innovative resources and space for all students to learn and grow.
- Ensure the implementation of the Emergency Operations Plan to provide a safe environment.
- Maintain fiscal sustainability.

Jim: 1&2
The first objective within this goal focuses on human resources. Not only do we want to ensure that we are recruiting and retaining the appropriate staff; we want to ensure that we are training and supporting our staff with a high level of accountability. Tactics within this objective would include professional development, staff evaluation systems, and mentoring programs for all levels of staff.

The second objective relates to technology and expanding upon relevant and appropriate technology, inclusive of equipment and professional development.

Amy C: 3-5
The third objective within this goal is to look at building resources and ensure that we are providing adequate flexible learning spaces for our students.

The fourth objective is focused on safety and implementing our Emergency Operations Plan with fidelity. Tactics would include transportation concerns as well as security within and around our school buildings.

The last objective within Environment focuses on fiscal resources and maintaining fiscal sustainability.
Excellence (Academics & Programming)

Ferndale Public Schools will provide access to high quality and inclusive programming with a focus on excellence, student engagement, and continuous improvement of academic achievement.
Lindsay: 1&2
The first objective includes both our struggling and advanced students by focusing on consistent interventions and enrichments. The second objective looks at ensuring the alignment of our curriculum and assessment procedures with an emphasis on the existing achievement gap.

Sarah: 3
This objective looks at our curriculum as well as teaching practices to ensure a culturally responsive environment. Tactics might include a deeper look at equity within classrooms and curriculum.

Tom: 4&5
The fourth objective focuses on global citizenship and emphasizes the importance of critical thinking and creativity within relevant learning. The last objective within Excellence focuses on the placement of students within programs and classes. By doing this, we hope to see a stronger percentage of students across all identity groups within our programs.
Next Steps

- Collect feedback from community through June 3
- Meet again to finalize before presenting on June 17 for Board approval/adoptions
- Fall, 2019: US² will present strategic plan to the entire staff and meet with individual schools to kick-start building-level planning
- Spring, 2021: US² will conduct an assessment of progress with Strategic Plan
How can you help?

We will collect community feedback through June 3rd for consideration to be included in the Strategic Plan. All comments/suggestions can be emailed to:

strategicplanning@ferndaleschools.org

Thank you!