

Creating a Strategic Plan for the Swedesboro-Woolwich School District

April 4, 2017

Why Strategic Planning?



⌘ *Long range planning does not deal with future decisions, but with the future of present decisions.*

-Peter Drucker



Purpose of Strategic Planning -

A structured opportunity for members of the community to –

- Learn more about State of Community & State of School District
- Create a Vision for the future and set Goals to make your vision a reality
- Step back from the “day to day,” and strategically direct your resources toward your Goals through Action Plans



Importance of a Good Plan



- Gives purpose and direction
- Aligns systems and focuses efforts
- Builds critical mass for implementation
- Identifies accountability
- Makes success more likely outcome

The Strategic Planning Process-



Board/Administration SWOT Analysis, Questions, Vision Words (March)

Community/Stakeholder Sessions (April-June)

- State of Community/State of School District
- Points of Pride-Vision for the future
- Goal Areas & Actionable Goals
- Action Plans to enable vision & meet goals

Written Report to Board of Education (July)

Community/Stakeholder Session 1

State of the Community

- Outlook for development
- Issues, concerns & challenges

State of the School District

- Enrollment
- Financial outlook
- Student achievement/successes/opportunities
- Other issues, concerns, and challenges

Introduction to the Process

- Questions
- Starting to write a Vision Statement

Questions that might be answered by a Strategic Plan



- As a table, select the 2 or 3 most important questions from the list provided (or your own)
- Be prepared to explain to the full group why you chose those particular questions

Beginning the Vision Statement


Different from a mission statement;

- mission statement is inspirational;
- vision statement is aspirational

Individually, choose 4-6 words from the list provided (or your own) that best speak to your vision of what the Swedesboro-Woolwich School District should aspire to be

Compile them on chart paper at each table

Next Meeting: Tuesday April 25th



- What works/points of pride
- Vision for the future