

Creating a Strategic Plan  
for the  
Swedesboro-Woolwich  
School District

Community/Stakeholder Session 2

April 25, 2017

# Homework



- What information in the binder was most valuable to you?
- Was there anything in the information binder that changed your thinking?

# Points of Pride

- “Points of Pride” are programs, services, and traditions that are deep-rooted, long-standing sources of pride for schools & community.
- When we create a Strategic Plan, we must be aware of and honor them. That doesn’t mean they are “sacred cows,” but if our plan affects them, attention is required.
- E.G. Rhinebeck, NY

# Your Points of Pride-

- First individually, then working as a table, and drawing upon your own experience and knowledge (as well as information in the binder), choose 5-6 most important "Points of Pride."
- Be prepared to share them out with the whole group.

# Vision Statement

- Mission Statement -
  - Definition of purpose, ethics, & culture.
- Vision Statement –
  - Describes what we want to be in the future.
- How alike? Both give an organization direction.
- How different?
  - Mission statement is inspirational—celebrates the best of what we are.
  - Vision statement is aspirational – celebrates the best of what we aspire to be.

# Mission & Vision Statements

Both may change over time

NASA's Mission: 1960's – *To land a man on the moon by the end of the decade (and return him safely).*

NASA's Mission today – *Advancing technology and science through flight.*

NASA's Vision Statement –  
*To fly what others only imagine.*

# Types of Vision Statements -

Short, catchy statements-

- *To make people happy !*

Quantitative statements-

- *A computer on every desk and in every house; all running our software.*

Qualitative statements –

- *To be the company that best understands and satisfies the product, service, & self-fulfillment needs of women.*

Competitive statements –

- *We will destroy Yamaha!*

# What are our vision words?



- Wordle from Board and Administration
- Wordle from Community Session 1
- What words emerge as most powerful and most meaningful to you – potentially best describing what we aspire to become?





# What do You Want Your Schools to Become?

- Individually, draft a vision statement
- Share your vision statement with your table
- Write a vision statement as a table
- Be prepared to share out and explain-
  - What type? (catchy, quantitative, qualitative, competitive?)
  - Why did you choose certain key words?

# Next Meeting: Monday May 15

⌘ Goals Areas

⌘ Action Plans