



A GUIDE TO

STRATEGIC PLANNING

WITH



Table Of Contents

3

Introduction to Strategic Planning

4

The Strategic Planning Process

5

Insight Education Group's Framework

6

Insight In Action

7

Contact Information

Introduction to Strategic Planning

Competing priorities and daily challenges can cause districts to lose focus on their long-term goals. Strategic planning is an organizational management activity that is used to set priorities, focus energy and resources, strengthen operations, and ensure that employees, board members, and stakeholders are all working toward common goals. It is an effort that will guide fundamental decisions, and prioritize initiatives to achieve a district's mission and vision.



In light of the pandemic, only 25% of institutions plan to continue executing their plans as usual, suggesting that a more resilient planning approach might be needed.

REASONS TO USE A STRATEGIC PLAN



Articulates a shared vision, mission, and values



Defines how success is measured



Increases communication and engagement



Effectively organizes schools, staff, and time

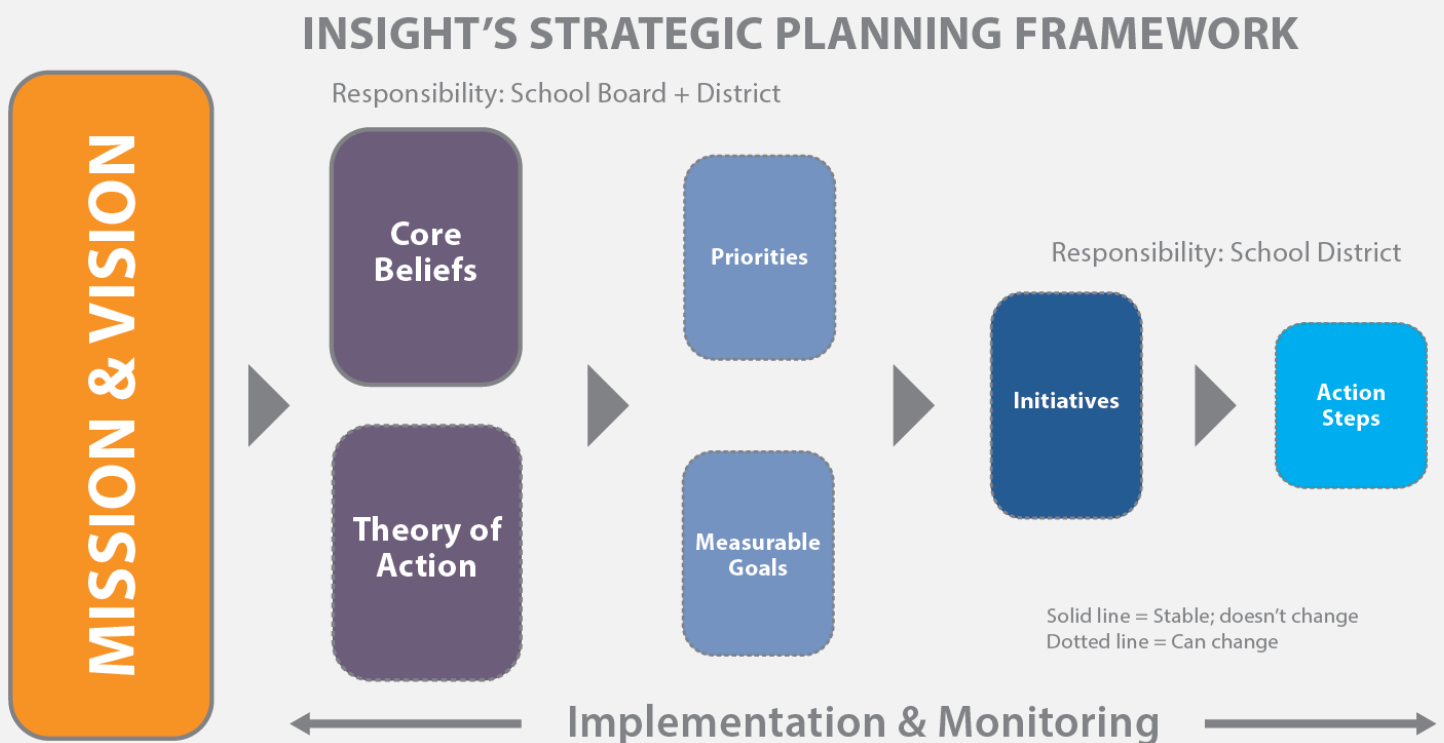
The best reason of all for strategic planning comes back to every great school's number one priority: students. Having a sturdy educational strategic plan helps keep issues like equity, accessibility, literacy, preparation for an ever-changing workforce, and social and environmental enrichment, front of mind. When the experience of the student is the priority for the school, the strategic plan becomes a collaborative effort to figure out how best to set students up for success.

The Strategic Planning Process

Insight's strategic planning process focuses on aligning districts' strategies and priorities into one coherent strategic plan. A Strategic Plan is a living document used to communicate the organization's goals, the priorities needed to achieve those goals, and metrics used to measure progress on those goals. It includes both the academic and operational aspects of the school district.

Throughout the process, Insight employs multiple methods for the collection of data and feedback. Stakeholder perceptions and feedback play an important role in the strategic planning process; they must be impartially examined against a backdrop that reflects data obtained through multiple measures, including direct observations, interviews, anonymous online surveys, focus groups, and reviews of extant documents and data.

Insight facilitates the development and implementation of strategic design and planning with our partners, including the facilitation of comprehensive stakeholder engagement and cohesive communication plans, to ensure lasting success. Our work in offering customized strategic design services is driven by Insight's Strategic Planning Framework, shown below. This framework guides and assists districts in setting priorities for the strategic planning process.



Insight Education Group's Strategic Planning Framework

Insight's strategic planning framework creates an actionable plan for implementation as well as allows for progress monitoring of all systems throughout the process. We work closely with district leadership and stakeholders to initiate a comprehensive and concrete process focused around three stages of strategic planning.

During the pre-work phase, Insight works with the district's strategic planning team to conduct a needs assessment with a variety of stakeholders—students, parents, families, teachers, school leaders, business members, and community partners—who offer both virtual and in-person feedback

During the design phase, we craft the crux of the work: The Theory of Action (TOA). The TOA lays the foundation of the work for the planning process. Our process not only results in a compelling path forward for the district but serves as a vehicle for cross functional communication among leadership and stakeholders that ensures common understanding of the TOA and aligned goals.

The last stage focuses on the implementation of initiatives that are aligned with the mission and vision set by the district and stakeholders. We will identify action steps throughout the process and conduct virtual check-ins to ensure that the district is reaching its intended outcomes.

1

PRE-WORK

Form Steering Committee

Conduct Needs Assessment

- Gather quantitative information
 - Collect qualitative input
- Perform root cause analysis

2

DESIGN

Draft Strategic Plan

- Develop Theory of Action
- Define District Priorities
- Identify measurable goals

Engage with Stakeholders

3

IMPLEMENTATION

Define Initiatives

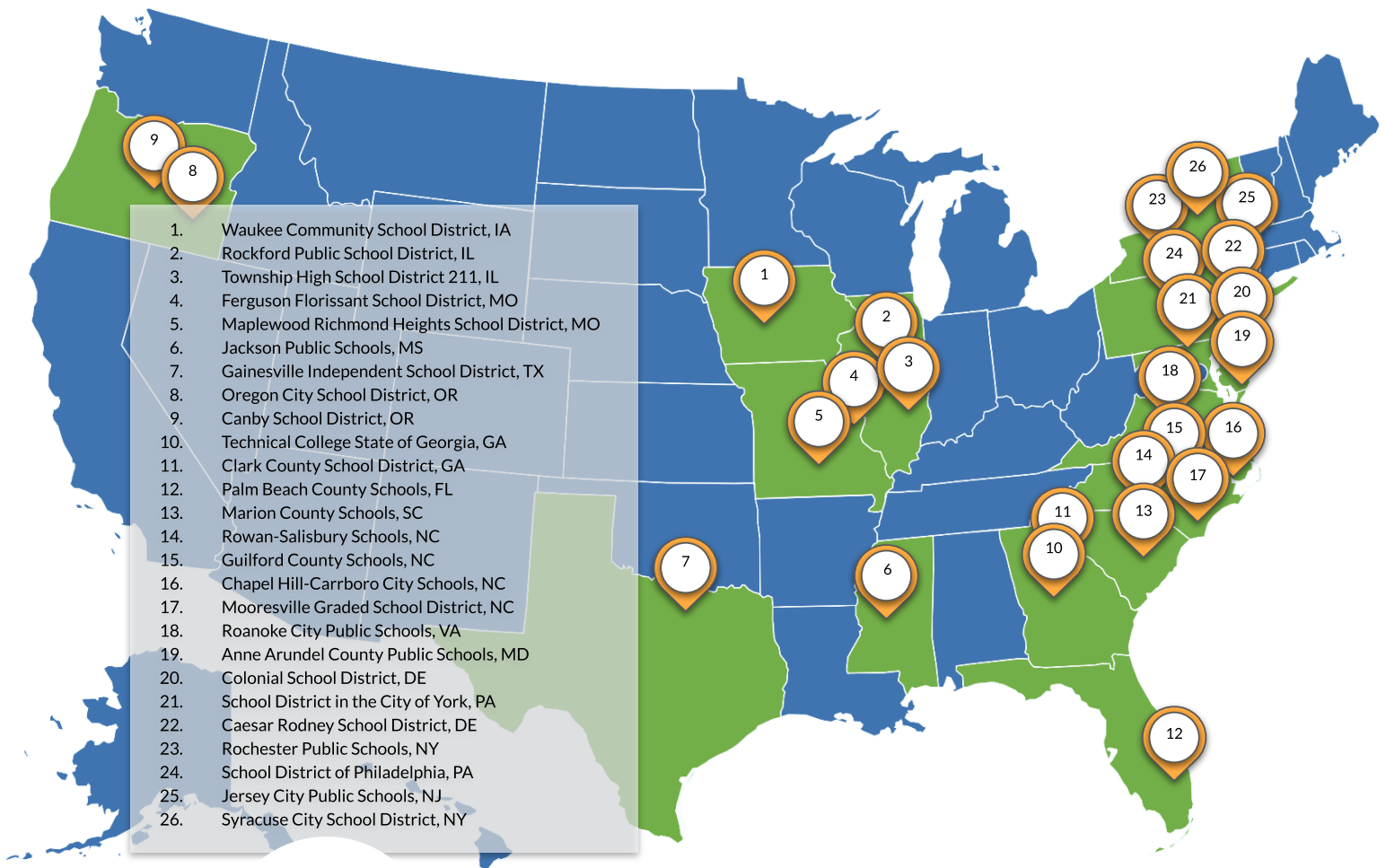
Identify Action Steps

**Manage and Report on
Progress of Implementation**

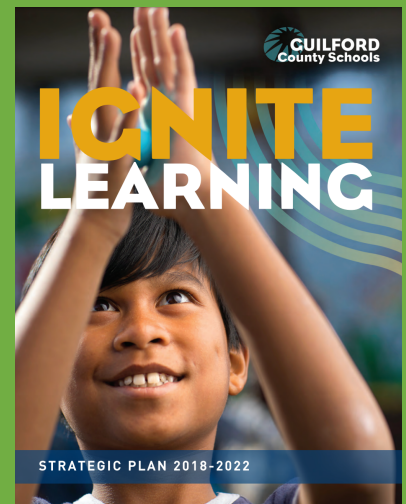
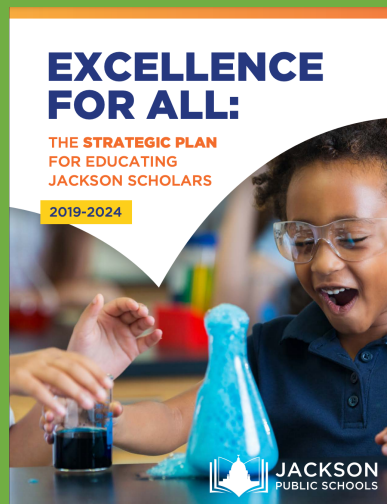
Insight In Action

Through Insight's collaborative and iterative approach to strategic planning, your organization will create and implement a thoughtful plan that brings **bold and equitable change**.

DISTRICT PARTNERS



Click the image to download a copy of a strategic plan from a current district partner!



Contact Us

Insight Education Group is ready to partner with you and your organization to develop a thoughtful, equity-driven strategic plan.

We have recently facilitated the development of over a dozen strategic plans with small, medium, and large school districts across the country. Our firsthand experience as educators, district leaders, and service providers in hundreds of school systems uniquely positions us to add value to your strategic planning process.



JASON STRICKER

Co-Founder

An experienced teacher, instructional coach, chief academic officer, consultant, and business leader Jason Stricker, brings a deep understanding of educator effectiveness and organizational change and its impact on stakeholders at all levels. Co-founder of Insight Education Group and Insight ADVANCE, Jason has extensive experience in strategic planning, executive coaching, and has led numerous cabinet-level retreats.

