

Strategic Planning 2023

MONITORING + COMMUNICATION (Meeting 8)
02.10.23 Agenda



I. CHECK IN + AGENDA BUILDING (10 min)

Opening Circle: What should our tagline be?

II. MONITORING - MOVING FROM STRATEGY TO EXECUTION

Why is there a persistent gap between ambition and performance? Gaps often emerge when there is a disconnect from planning the strategy to the tactical execution of the strategy. In other words, when we don't connect what it is we do everyday with our overall goals, it becomes harder to achieve them.

Key ingredients necessary to successfully bring a strategic plan to life:

PROGRESS MEASURES	COMMUNICATIONS	GOVERNANCE PRACTICES	ROLES + RESPONSIBILITIES
Identifies key metrics and indicators to know what is working	Brings messages to all stakeholders, with straightforward language(s) and clear graphics	Outlines support system, oversight model and how to pivot based on new knowledge	Involves, authorizes action and sets clear expectations for individuals and teams

A. PROGRESS MEASURES (50 min)

Why Now? Establishing measurable goals at the outset is fundamental to the long-term success of any district's strategic plan. Before we launch, we will identify a handful of specific metrics that indicate to us and our stakeholders that we are getting closer to achieving our future, aspirational state. We may also have internal metrics to help us as a Strategic Planning team tell what is working and what is not.

For each metric, we will have an associated data source and calculation. We set a baseline for the metric and yearly/multi-year targets for each one.

Activity at each table, review the goals and initiatives and brainstorm indicators we can use to uncover how we are progressing towards our goals and initiatives.

Goal	Progress Measures (2-3 per)
Goal 1: Reimagining Time	
Goal 2: Student & Staff Wellness	
Goal 3: Culture & Community	
Goal 4: Advancing Teaching & Learning	

B. COMMUNICATION (50 min)

Warm Up How would a real estate agent trying to sell a house to a new family describe RIH three years from now?

Why Now? Bringing awareness to the strategic plan early will ensure later success. It is critical to have some common messages that go across all stakeholders, which are then tailored (wording, delivery modes) specifically to the needs/preferences of the stakeholder group.

Activity

- **Brainstorm** a list of different stakeholder groups to communicate the strategic plan to (e.g. teachers, support staff, high school students, elementary school parents).
- **At your table**, each focused on a different stakeholder group (students, teachers, parents, community). Make a poster with the following sections:
 - Who Are Our Messengers?
 - What are our communication methods and tactics
 - What are our points of pride?
 - What's the hashtag?
- **Coming back together** to discuss commonalities - across all of the stakeholder groups, identify the common messages that we want all stakeholders to hear
- **Closing Circle:** What is your commitment to ensure we make progress implementing the strategic plan?