



New Jersey School Boards Association

Jefferson Township Public Schools



3-D Strategic Planning Determination, Dreams and Destiny by Design

Facilitated by NJSBA Field Services Department
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3-D Strategic Planning

Creates an
organizational

vision

...that will direct,
motivate and inspire
all members of the
community to work
together to advance
student achievement.





Components of Strategic Planning





Mission Statement

All students are held to the highest standards for academic, social and ethical behavior. They are motivated to learn, and be self-assured and confident individuals. Students are prepared to apply their skills and knowledge as productive citizens in an ever-changing world.



Goal Areas Developed from Common Threads from Meetings 1,2

1. Student Achievement

2. Technology

3. Culture & Climate

4. Finance & Facilities





Agenda for Tonight



Definitions of Terms

Components of Goal Statement

Process for Developing Goal Statement

Group Work

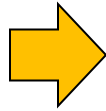
Follow-up



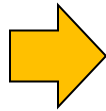
Definitions



Desired outcomes necessary to fulfill the mission. They are positive, student-centered, and aspirational.



Objectives are the various means to accomplish goals. They are specific, tactical, and descriptive.



HOW – Specific tasks essential to carrying out the objectives. Written by administration.



Components of Goal Statement

TO

- **Action verb**

- Increase, develop, obtain, complete, etc.

To
create

WHAT

- **Statement of nouns**

- What you will impact

a safe and
secure
learning
environment

SO
THAT

- **What the outcome
will do for you**

equipped to
deliver 21st
century
programs.



GOAL WRITING PROCESS

Sample Goal Area:

Facilities and Finance/Safety and Security

Visions (from Meeting 2)

- Interactive learning space – open floor plans
- Expand school choice program
- Virtual classrooms
- Safe learning environment
- Equitable distribution of funds for facilities
- State-of-the-art facilities
- All “green” facilities

Strengths (from Meeting 1)

- Safety and security
- Facilities improvements
- Building configurations
- Class size – space

Challenges

- Environmental concerns
- Older buildings
- Safety and security
- Mandates and resources drain



GOAL WRITING PROCESS

Sample Goal Statement

Goal Area: Facilities and Finance/Safety and Security

Goal Statement: Create a safe and secure learning environment equipped to deliver 21st century programs.

Objectives:

- Upgrade facilities to be more energy and cost efficient
- Increase internal and external security at all schools
- Upgrade existing facilities to be more structurally modernized.



Group Work

Divide into groups based on the number of goal areas.
Self-select a group based on interest.

The strengths/challenges from the 1st meeting, and the visions from the 2nd meeting were sorted by goal area.

Use that information to:

- **Write a broad goal statement** for your goal area.
- **Develop 4 - 5 objectives** as steps to accomplish the goal.

Report out at the end to the large group.





Next Steps – Delivery of Plan

- NJSBA will deliver and present the plan at an upcoming Board of Education meeting.





Next Steps - Action Plans

Goal Statement:

Objective:

Major Activities	Staff	Resources	Timeline	Success Indicators
1.				
2.				
3.				
4.				



**Thank you for your help and support in
creating a strategic plan for the
Jefferson Township Public Schools.**