

# Strategic Planning Academy ISD

## Meeting 2



March 19, 2018

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**“You ask questions and pretty  
soon you come up with answers.”**

*--Theodore Levitt, American economist and professor at Harvard Business School*

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## Meeting #2 Agenda

1. Norms
2. Our WHY
3. Meeting 1 Re-cap
4. Homework
5. Determine priorities
6. Dig into priorities

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## Committee Meeting Norms

- Start and end on time.
- Stay on task and provide input.
- Let each person speak in turn.
- Seek clarification when needed.
- Assume best intentions.
- Place phones on vibrate (keep electronics usage to a minimum).
- Do your “homework.”
- DREAM BIG for kids!

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## Why are we engaging in strategic planning?

As our school community grows and changes, Academy ISD desires to be the school of choice for families who already reside here and for families in the years ahead. By pausing to take an intentional look at where we are now and where we desire to be in the future, stakeholders will come together to lay the foundation for our students. This process will drive the work we do. By aligning our beliefs, mission and vision to our priorities, we can be certain we focus on keeping students in the forefront of all decisions.

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## Meeting 1 Re-cap

Who we say we are:

- Belief statements
- Graduate Profile
- Mission/Vision

SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)

Homework

- Survey
- Future Focused Conversation

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## SWOT: Review of Definitions

**Strengths** – Factors that are likely to have a positive effect on (or be an enabler to) achieving the school's objectives

**Weaknesses** – Factors that are likely to have a negative effect on (or be a barrier to) achieving the school's objectives

**Opportunities** – External Factors that are likely to have a positive effect on achieving or exceeding the school's objectives, or goals not previously considered

**Threats** – External Factors and conditions that are likely to have a negative effect on achieving the school's objectives, or making the the objective redundant or un-achievable.

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## Meeting 1 Survey Results

Review the results of survey 1

- What are you noticing?
- What are you wondering?
- How shall we proceed?

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## Future Focused (*Homework Conversation*)

The Academy ISD that was...

The Academy ISD that is...

The Academy ISD that is yet to come...

- What are the most important changes in the last 4 years?
- What are the skills our kids need to succeed (be future ready)?
- What does success look like for Academy ISD students in 2027?
- What are our priorities?
- Are we ready to make bold decisions for our students?

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## Setting Priorities

Reflect on the dialogue from meeting 1 (plus those “after thoughts”)

The “big ideas” (priorities) on my mind are.....

Write one “big idea” on each sticky note (3-5 total) and leave on the chart tablet at the front of the room.

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## 4 Square Priority Review

Strengths/Evidence	Weaknesses/Evidence
Questions we have...	Data sources we need...

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## Next Steps

### Meeting 3 prep/homework

- Review the notes from meeting 2 (AISD website “About Us”)
- Bring clarifying ideas to meeting 3 (April 9)
- Do we need a survey?

### Meeting 3 (April 9)

- Additional data to be provided
- Administrator reports
- Clarifying questions

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## Meeting 2 Wrap-Up

Form a group of 3 or 4 people

What one idea from this evening will you “take-away” and share with at least 2 other people?

**Academy ISD Strategic Planning Committee Meeting #1 Follow-Up  
March 5, 2018**

Superintendent Kevin Sprinkles welcomed the group and thanked them for being a part of this important committee that will set the direction for AISD as we look ahead to the year 2028. He introduced Charlene Simpson and Stephanie Kucera from ESC Region 12. Charlene and Stephanie will serve as facilitators throughout this process.

Charlene and Stephanie set the stage for the strategic planning process and emphasized the value in hearing from all during this work. They also shared how we have to look ahead, look behind, and side-to-side (around) as we consider the future of Academy ISD. Examples of why organizations engage in strategic planning was reviewed, along with the “why” Academy ISD is engaging in this work, a statement that was crafted after dialogue with the school board and leadership team. The gap analysis was reviewed as a way to consider our current state (where we are now) and the desired state (where we want to be), along with giving consideration to the actions that will move us forward. Meeting norms were reviewed, along with the key focus areas for each of the upcoming meetings. The school district website has a link for Strategic Planning information and committee members and the public are encouraged to visit this site, located just beneath the “About Us” link. All meeting handouts and follow-up notes, along with survey results, feedback, data reports, etc. will be posted throughout this process. A distinction was then made regarding the planning process as opposed to the actual plan (the document). The committee will provide input into the work, and the plan will be drafted by the district leadership team with the assistance of our ESC 12 facilitators.

The committee delved into the first activity of the evening with a “who we say we are” task. Three different groups reviewed the belief statements, graduate profile, and mission/vision. Ideas generated from charts are posted below.

<b>Belief Statements</b>	<b>Graduate Profile</b>	<b>Philosophy (vision?)</b>
--Developmentally appropriate does not equal STAAR (Q3) - sense of disagreement --Students are focal point (Q1) - aligned from top to bottom, only 50% always, does everyone see it this way?, what are concerns/questions to improve? --Curriculum ? dynamic (Q4) - where is the disconnect?, only 41% always, is it due to STAAR?	Noticing: --relevant --middle of the road, conservative  Wondering: --addressing different graduate profiles --are we challenging them enough --be purposeful, across all campuses for the end goal  Questions:	The Academy School System strives to have a strong educational system so students will be challenged and become more involved... The district believes our students should be afforded the opportunity to develop their abilities so they will become more responsible citizens and members of society in whatever career, profession or job they

--Diversity valued (Q7) - only question with a never response, are we actively supporting all?, we need to improve it/edit this one "are valued", we do not want to be a divided community	--How are we teaching self-discipline? Should we have actionable items? --What is the connection to the student?	choose.... --more concise --serve all students (max capacity) --critical thinking skills - problem solving
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It was determined that more time was needed to dig deeper into the belief statements and a survey with options will be sent to the committee.

The next activity of the evening was a SWOT analysis to consider our internal strengths, internal weaknesses, external opportunities and external threats. (See slide in powerpoint for a definition of each word used for the SWOT.)

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>● Capturing Kids Hearts</li> <li>● Teen Leadership</li> <li>● Rtl time</li> <li>● Sense of community/family (amongst staff)</li> <li>● Caring about the kids (ex: banners, shirts)</li> <li>● Data driven instruction</li> <li>● Diverse group of clubs at HS to encourage involvement</li> <li>● Ability to be involved in a variety of/multiple activities</li> <li>● Always looking for ways to improve</li> </ul>	<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>● Inadequate facilities for growing numbers (libraries, science labs and equipment, computers, commons)</li> <li>● Staff is stretched to limits which creates stress (class size; coaching)</li> <li>● Educational tracts for all students are limited (endorsements) - get input from students, shift to where they are interested</li> <li>● Ability to be competitive with staffing</li> </ul>
<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>● Large professional community</li> <li>● Supportive community</li> <li>● Community who thinks beyond Academy</li> <li>● Increased diversity in our population and in our environment</li> <li>● Potential for growth</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>● Excessive, rapid growth</li> <li>● Tax base?</li> <li>● How do other districts affect us?</li> <li>● State expectations...</li> <li>● Community resistance to change</li> </ul>

The exit task was delayed until meeting #2 as more time was needed.

**Committee Homework:**

- Respond to the survey by March 12, 2018 (survey will close at noon). The survey will pull together feedback about the mission statement, vision statement and belief statements.
- Share the “Future Focused” slide with colleagues, friends and others. This is to create the mindset about who we were, who we are now, and who we will become in the future.

**1.) Our "mission" is why we exist. What words, thoughts and ideas do you have about why Academy ISD exists?**

<p>To prepare kids for what's next We exist because we're building the future one student at a time.</p>
<p>- educate &amp; equip our students for life not only intellectually, but also with a foundation of skills and experiences that are rooted in their interests and talents as individuals - foster independent thinkers with a desire for contributing meaningfully to society (family, school, town, state, country, world . . .)</p>
<p>- students have intrinsic and unique value as individuals that should be cultivated and encouraged, but also taught/shown how that contributes to the success of the group and we can all take immense pride in our accomplishments as a whole * CHALLENGE MINDS, INSPIRE COMMUNITY</p>
<p>love of learning , inspire, empower, challenge, prepare</p>
<p>Our main reason for existence is for the educational preparedness of students. Everything else is important, but ancillary.</p>
<p>To provide a high quality, comprehensive, individualized educational experience that cultivates a desire for life long learning and personal growth.</p>
<p>provide an excellent education for every student, developing or instilling scholarship, leadership, citizenship.</p>
<p>Platform to provide a better future. Instill hope in all students. Provide a caring and supportive environment for students.</p>
<p>I feel that Academy ISD exists to help the students entrusted to us by their parents become successful, well-rounded citizens. It should be our goal to lead them to be critical thinkers, life-long learners, and respectful of others.</p>
<p>We exist to foster a caring environment that emphasizes the social, emotional and intellectual development of each child.</p>
<p>serve students of all academic abilities, promote student achievement and well-being, provide opportunity to reach their full academic and social potential, promote well-rounded students, ensure a safe learning environment (both physically and emotionally)</p>
<p>Community, college ready students, caring</p>
<p>Keep it simple:</p>
<p>Our mission is to give the best possible education to the students in our district and to provide each student with the knowledge, problem solving skills, and social skills for whatever career or profession they choose.</p>
<p>Adding something about leaders. We want to cultivate leaderships skills in our students</p>
<p>We exist to equip our students with tools to prepare them to succeed in the career they choose.</p>
<p>To ensure that every student learns something every day that will mold them into a person of society that has skills to be successful in whichever path they choose.</p>
<p>Our Mission</p> <p>The Academy School System recognizes the value of every child, we will continually strive to inspire students to learn and grow beyond their potential by:</p> <ul style="list-style-type: none"> <li>* Fostering a collegiate team atmosphere between home, community, and school for the benefit of each student</li> <li>* insuring a quality education and positive learning experience</li> <li>* Providing instruction that meets the individual needs of each student</li> <li>* Developing the learning and social skills necessary for life long learning</li> <li>* Facilitating an open-door policy allowing all people concerned with the well-being of each student</li> </ul>

## STRATEGIC PLANNING RESULTS - ACADEMY ISD

2.) Our “vision” is where we want to be. It requires us to look ahead and stretch who we are. Review the current vision statement in your packet (also posted on the Academy ISD website under “About Us” - see first link for meeting handouts). Note: This is titled “philosophy.”

We want to be a district that parents choose to raise their children in. We want to be a forward-thinking district giving our students the tools they need to succeed in a dynamic world where change is the norm.

Needs to be considerably reduced in size. More clear, more concise.

This is too long, needs to be to the point and precise.

empower students to be able to adapt to new learning and career opportunities throughout their lives, collaborate with, and contribute to, the global community and to be disciplined and creative in their thinking.

be the school district of choice in the Bell Country area for educators, families, and individual students;

Students feel safe and loved which enables learning

Our vision is to be the school of choice in our region by providing more than the fundamentals of public education - by providing both the fundamentals of scholarship and citizenship.

Below I have recommended some input for the Vision statement.

Remove philosophy—it seems like it's a word that is used to check a box, not one that would be a call to action

**3.) What words in the current “vision” or “philosophy” do you suggest we keep?**

unified educational system
wishes, unified education system, critical thinking skills; All of the wording is far too passive and or vague. It should be more active, concise and, for lack of a better description, decisive/confident. EX: Not "we wish" , we WILL
wishes, maximum capacity. Overall, I think the vision is too wordy. I would like to see something short and concise that encompasses our vision for the district.
In accordance with TEA policies can be removed as that is expected.
All of it...start over.
needs complete overhaul
It is quite wordy. The message is great, but we need to find a better way to state it.
1. Should "Academy School System" be changed to "Academy Independent School District" 2. Remove "that" 2. Remove "unified" 3. Remove "clear"
In the philosophy... Beginning of 1st sentence: "wishes" The end of 2nd sentence: "more responsible members of society"
"wishes" - sounds wishy-washy
"This will be done in accordance with the policies of the Texas Education Agency and with the support and involvement of the community." - this is implied given that AISD is a public school system.
"unified educational system" - again, this is implied; we are all one school district
"at every level" - again, implied; the school district encompasses all grades
"responsive" - not a meaningful word in this context; responsive to what??
"in whatever career, profession, or job they choose" - it is implied that everyone will do something in life whether it is a career or otherwise
Wishes, United, critical thinking
See first question above.
n/a
Wishes, unified, clear (as in clear thinking)
Wishes to have a unified educational system.

**4.) What words do you suggest we add to our “vision?”**

forward-thinking
talents, individuals, community, foundation/founded
? Maybe "school of choice"

## STRATEGIC PLANNING RESULTS - ACADEMY ISD

globally competitive, superior education for students following any path; college, technical or work,
Strives, continually evaluating and improving the opportunities we provide, being open to new ideas
collaborate, global, empower- it needs to be redone
none
1. Replace "whatever" with "whichever"
In the philosophy: Beginning of 1st sentence Replace "wishes" with "strives" The end of 2nd sentence Replace "more responsible members of society" with "respectful, contributing members of society"
AISD will be the public school district of choice in the Bell County area for educators and students where each person is valued and provided the opportunity for learning and well-rounded personal development in order to achieve their highest potential and contribute back to society.
Strives, strong, challenged, responsible citizen
I like the traits of scholarship and citizenship defined in the Academy ISD Graduate Profile. It is probably too much to list these in the vision, but if every student leaves with these items in his educational toolbox we will have been highly successful and we will differentiate ourselves from other districts.
"Teaching students to lead the way", expresses the shared belief that a combination of learning and leadership opportunities will prepare students for their future. Our staff of highly qualified teachers perform as a concerted team to support the learning goals of each student. A tradition of high expectations and graduates prepared for high school and beyond speak to the professional training and qualifications of teachers as well as the strength in classified support staff. All staff members are involved in reviewing data and planning for success of each student.
Stronger verbs

### More time is needed for the belief statements. How do you suggest we proceed?

16 responses

