

Inclusive, Inspired, and In-House:  
**Strategic Planning 101**

FAYETTEVILLE PUBLIC SCHOOLS 2019-2023

STRATEGIC PLAN



# Introductions

Justin Eichmann  
*School Board President*

Nika Waitsman  
*Vice President*

Megan Hurley  
*Secretary*

Dr. John L Colbert  
*Superintendent*


Holly Johnson  
*Director of Communications &  
Public Relations*





**PATIENCE  
YOU  
MUST  
HAVE.**

-Yoda

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- 300+ Community Members
  - A Dedicated School Board
  - Invested District Leadership

# **One Great Strategic Plan!**



# Start with the Community

- 2014-2015
- 300 plus community members
- Lengthy Report and Mission Statement
- 10 Goals/Strategies



**Fayetteville Public Schools**  
**Framing Our Future**  
**Strategic Plan**

<p><b>MISSION</b>  A clear, definitive statement of highest aspiration including unique identity, specific purpose, and critical attributes.</p>	<p>The mission of Fayetteville Public Schools, the first public school district in the state of Arkansas - where excellence is the expectation, is to ensure all students are successful in a highly competitive and rapidly changing global society through a system distinguished by:</p> <ul style="list-style-type: none"> <li>-a dedication to ensuring high standards and leadership opportunities for each student.</li> <li>-attracting, developing, and retaining the best personnel.</li> <li>-the offering of diverse and meaningful educational and real world experiences.</li> <li>-a culture of innovation and collaboration.</li> <li>-an encompassing educational community.</li> </ul>
<p><b>BELIEFS</b>  The unequivocal expression of fundamental values, convictions and character.</p>	<ul style="list-style-type: none"> <li>• There is strength in diversity.</li> <li>• Together, well-rounded individuals create dynamic communities.</li> <li>• Success is measured in a variety of ways.</li> <li>• Every individual has the right to be heard.</li> <li>• A safe and caring environment fosters individual growth.</li> <li>• Learning is an ongoing process.</li> <li>• Innovation is vital.</li> <li>• Community partnerships are valuable.</li> <li>• Exceptional employees are fundamental.</li> <li>• Access to support within the system is crucial.</li> </ul>
<p><b>PARAMETERS</b>  Strict pronouncements that establish the boundaries, limits, and rules within which the mission is to be accomplished.</p>	<ul style="list-style-type: none"> <li>• We will base all decisions and actions in the best interest of students.</li> <li>• We will be responsible stewards of taxpayer money and district funds.</li> <li>• No new program or service will be accepted unless it is consistent with our beliefs, mission, and objectives.</li> <li>• We will only employ those who ascribe to our beliefs.</li> </ul>
<p><b>OBJECTIVES</b>  The desired measurable, observable, and demonstrable results that realize the mission.</p>	<p>Objective 1: Each student will meet or exceed high academic standards.</p> <p>Objective 2: Each student will set and pursue high personal standards.</p> <p>Objective 3: Each student will become strategic in selecting and applying appropriate technology to become digitally literate.</p> <p>Objective 4: Each student will learn from exceptionally qualified educators.</p> <p>Objective 5: Each student will engage in meaningful learning experiences in a variety of environments.</p>

# Framing Our Future

## Initial Report

# Framing Our Future

Final Report:  
129 pages

**Strategy Number:** 1 – Phase II Implementation  
**Plan:** C  
**Date:** June 10, 2016  
**Team Leaders:** Sara Alderson & Kelly Buckley

**STRATEGY:** We will implement a district-wide assessment system aligned with standards to effectively analyze student performance data at frequent intervals in order to improve instruction and ensure that all students meet or exceed district standards.

**SPECIFIC RESULT:** Administer assessments in a planned and purposeful manner at consistent intervals across the district.

COSTS	BENEFITS
<p><b>Tangible:</b></p> <ul style="list-style-type: none"><li>• Cost of nationally sanctioned standardized tests.</li><li>• Cost in terms of time and money to develop district assessments.</li><li>• Cost of teacher training.</li><li>• Costs associated with substitute teachers that enable classroom teachers to collaborate during contract time to plan for the development of and administration of formative, interim, and summative assessments.</li></ul> <p><b>Intangible:</b></p> <ul style="list-style-type: none"><li>• Teacher stress and usefulness of assessments, particularly as a result of inconsistent assessments from one year to the next.</li><li>• More teacher buy-in if the test remains consistent over a number of years.</li><li>• Frustration if the assessment is better for one age group than other age groups.</li></ul>	<p><b>Tangible:</b></p> <ul style="list-style-type: none"><li>• A nationally ranked, norm-referenced assessment is essential for the district to assess how it compares to other districts and other states.</li><li>• With a clear standard used from year to year, teachers will be better able to evaluate what is needed to improve student growth.</li><li>• Federal dollars.</li><li>• Benchmark results competitive with other districts.</li><li>• Allows for the positive marketing of successes and gains.</li></ul> <p><b>Intangible:</b></p> <ul style="list-style-type: none"><li>• Less stress if the testing scheme is not changed from year to year.</li><li>• More pride in Fayetteville Public Schools as students demonstrate growth from one year to the next when compared to other districts.</li></ul>

# Identify the Mission, Vision, and Core Values

2016 - Board Members/District Leaders

## **Vision:**

Questions We Asked:

- What is the broad impact we want to have as a district?
- What is the end result we are after?
- Simply stated, Why do we do what we do?



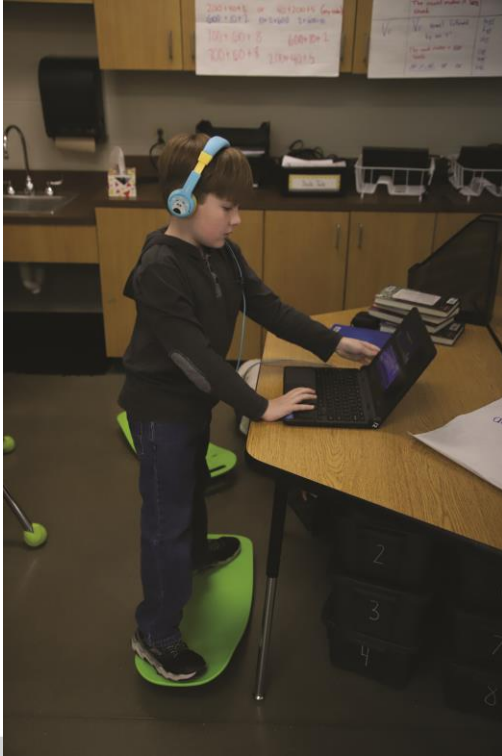


# Our Vision

Fayetteville Public Schools is the trusted leader in Arkansas public education where every student achieves his or her full potential.



# Mission Statement:



Question we asked:

What is it that we do as a district that allows us to accomplish our vision?

Look for [inspiration.](#)



# Our Mission

We will personalize learning and exceed expectations every day in an inclusive and safe environment.



# Core Values Will Inform Your Goals

## Excellence

outstanding quality and value

## Leadership

intentional initiative and influence

## Inclusion

variety and diversity

## Community Engagement

community connection and  
involvement

## Integrity

internal consistency and sincerity



# Don't Forget Your Logo

Simple change - big impact



**FAYETTEVILLE  
PUBLIC SCHOOLS**  
LEARN. GROW. PERFORM. LEAD.



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# Retreat #1: Pool the Feedback

*Retreat One: September 2017*

- Listen & Learn
- Administrative Top 25
- Cabinet Priorities/Board Expectations
- Result: **A really, really long list** and a board “point person”





# Introduce Your Progress

Convocation 2018

FAYETTEV  
PUBLIC SC

# Workshop #1: Sort Goals & Objectives

*Workshop #1: October 2018*

- Distillation of Data
- Commonalities
- Teaching & Learning, Student & Faculty Support, Facilities & Systems
- Result: Draft of **Goals & Objectives**



# Retreat #2: District Leadership Reports

## *Retreat Two: February 2019*

- District leadership input
- Offsite meeting (Fayetteville Public Library)
- Board-provided list of questions
- Results: More information, **beginning metrics**, district “point person” - Communications Director



# Delegate, Articulate and Communicate

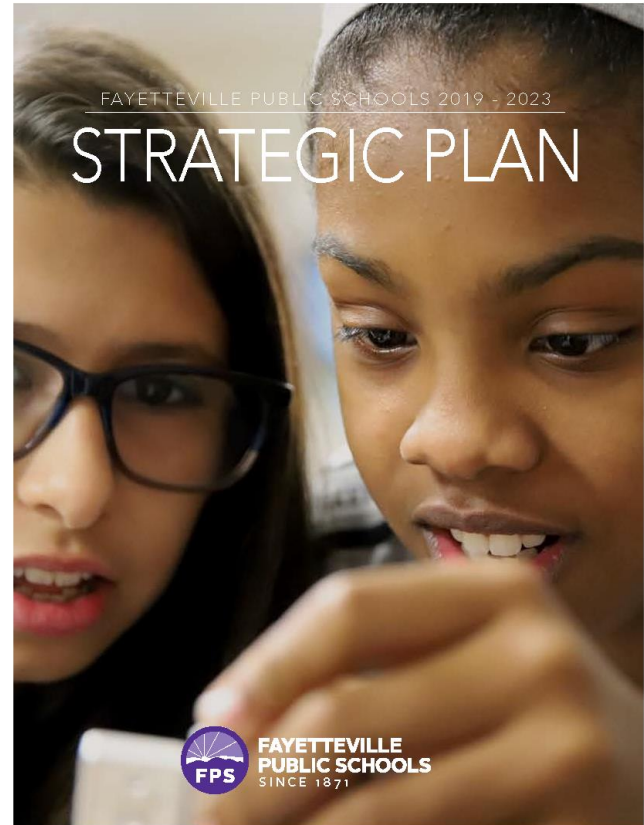
- School Board Liaison(s)
- Director of Communication
- Director of Assessment & Accountability
- Director of Professional Learning
- Superintendent & Administrators





# Be Yourself

- Learn from your friends!
- Stick to your Vision
- Use local experts
- All copy & photographs produced in-house



FPS will have an aligned pre-k-12 curriculum in all subject areas.

Curriculum Review

2017- Curriculum Review Cycle

Each grade publishes its curriculum on the district website. All district curriculum has been 100% aligned to

# Deadlines are your friend.

Grade inflation rate will not exceed 20%.

Grade inflation will be calculated with a


Class of 2019

The district grade inflation rate (3.0 GPA and 10 Composite ACT) will not exceed 20% of the average score of the class.

## Team completed the final drafts of goals, objectives and metrics.


1.4. The team completed the final drafts of goals, objectives and metrics, including

Metric	Measurement Tool	Baseline Data	Outcome
Percentage of underrepresented students in the high school AP Program as well as in advanced courses in middle and junior high	Percentage of underrepresented students enrolled in AP and advanced courses.	2019	Enrollment in high school AP Program and advanced courses in middle and junior high will reflect the school's demographics
Percentage of underrepresented students	Course enrollment	2019	Participation in extracurricular,


 **Nika**  
May 8, 2019 Resolve

These metrics need to be about 1) innovation, 2) access, and 3) alignment. I don't think we capture that here yet.

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 **Kelli Dougan**  
May 13, 2019

We need to discuss this goal.

 **Megan Hurley**  
Feb 18, 2019 Resolve

During the Feb Retreat, these goals were shared as a part of the presentation of Objective 1.2. In my opinion they fit [Show more](#)

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 **Nika**  
May 8, 2019

In 1.2 we also have a metric on overall increased enrollment in AP classes. I think we cannot have one without the

# Workshop #2: Present the Metrics

Summer 2019

Final design delivered to the board

Public meeting - teachers and staff in attendance



# Make it a Living Document

- School Improvement Plans aligned (as we worked)
- Focus at District Leadership Retreat (August 2019)
- Introduced at Convocation (August 2019)
- Toolkit for Teachers/Staff to Gather Metrics Produced
- Reinforced at Fall District Inservice (September 2019)



# Keys to Success:

- A high level of trust between the board and the superintendent
- Utilization all of the resources at hand - look to past efforts
- Open workshops that show transparency to district and community
- Friends and allies





# Keys to Success:

- A school board/administrator team dedicated to concentrate on the effort
- Utilization of in-house expertise
- Patience to revise, revise, and revise again



# Introducing to the Community

- Board Presentations
- PTOs/PTAs
- Local foundations
- City of Fayetteville
- Chamber of Commerce
- And More...



# The Bonus

The work fostered a renewed relationship between the Board of Education and the Administrative Team: integrity, trust, professionalism





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