



STRATEGIC PLANNING: A Roadmap for Success

This document will summarize the strategic planning process.



Strategic Planning can be viewed as a roadmap for success. It will play an important role as you begin the process of implementing blended learning at your school or district. This document was designed to give you a broad overview of the entire strategic planning process to help make your implementation a success!



#1 Vision Statement

What is the vision you have for your school or district? If you do not currently have a vision in place it will be important to ensure you establish a clear vision. Your vision should be the utopia outcome - not the action that will take you there.

#2 SWOT Analysis

A SWOT Analysis is a matrix that lists your internal strengths & weaknesses and also your external opportunities & threats. This is an important tool that can be used to get a snapshot of where you are currently as a school or district. After you complete this analysis you will be able to focus on how to turn weaknesses and threats into strengths and opportunities.

#3 Mission Statement

What is your mission as a school or district? Your mission focuses on the actions you will take to achieve your vision. Create a captivating one to two sentence statement that details how you will achieve your vision. It is important to include your audience and the actions you will take to attain your vision.





#4 Setting Goals & Timeline

It is important to set goals for your school or district that support your vision and mission. Your goals should be broad as you will become more concise as you move on to the next step of writing your objectives. As you set goals it is also important to develop a realistic timeline for implementation.

#5 Needs Assessment

Conducting a needs assessment will help you determine what gaps currently exist in your school or district. Identifying these gaps will help you know where you need to focus your efforts. You should assess your logistical and resource needs. For example, will you need additional professional development? What additional resources will you need? How much additional time might be needed for implementation?

#6 Objectives

After you have conducted your needs assessment, your next step will be to focus on breaking down each goal into terse objectives. Your objectives should be SMART - specific, measurable, achievable, realistic, and time bound. Each objective should detail how you will achieve a goal and should be given a deadline.

#7 Evaluation

How will you know if you have been successful? It is important to come up with a list of ways you can determine your success. Once you develop evaluation strategies, techniques, and criteria you should incorporate the results into future planning.



Conclusion

It is important to note that strategic planning is an ongoing, flexible process. If you recognize something is not working you can always reevaluate so you can monitor and adjust to get back on track. Some strategic plans are developed with a 3, 5, to even 10 year plan in mind. Goals and objectives might need to be adjusted as your plan develops over time.

For additional information or resources for any of the areas discussed on the strategic planning roadmap, please contact your Team Digital representative.

