

SCHOOL DISTRICT OF THE MENOMONIE AREA
ACTION PLAN FOR CREATING A STRATEGIC PLAN
October 2024

Recent History of Strategic Planning in the SDMA:

The [2019-2024 SDMA Strategic Plan](#) was approved by the school board on June 10, 2019. Approval of the plan was the culmination of months of collaboration and work that included 40 focus group meetings to obtain face-to-face input from employees, students, parents, citizens, administrators and Board members, two digital surveys with 1230 respondents offering input, and five meetings with a steering committee to synthesize findings and identify key areas of focus. After the strategic plan was approved, work plans were developed each year that included actions and deliverables aligned with the strategies and commitments under five key pillars:

- Career, College and Life Ready Graduates
- Student Social and Emotional Wellness
- Our Talented Workforce
- Parent and Community Partnerships
- Facilities and Operations

Prior to the 2019-2024 SDMA Strategic Plan, a strategic planning process called *The Great Conversation* of 2012 was held in the SDMA. School district leaders conducted seventeen different listening sessions with over 500 members of the community. This collaborative work led to the adoption of a new [district strategic plan](#). Work on the resulting strategic action initiatives was led by task teams in each of the six areas of the plan, and an annual Board review of plan progress conducted each November. A tremendous amount of progress was made in each of the areas which included:

- *Learning Experience*- An emphasis on strengthening curriculum, instruction, assessment, and accountability systems in the district.
- *Technology*- An emphasis on the integration of technology.
- *Facilities*- An emphasis on developing a vision and plan for the future of our facilities.
- *Personnel*- An emphasis on providing highly effective staff.
- *Resources*- An emphasis on maximizing available resources.
- *Public Engagement*- An emphasis on enhancing and expanding partnerships and public relations.

What are the next steps for strategic planning in the SDMA?

While developing the district work plan for the 2024-25 school year, the school board directed the SDMA administrative team to initiate a new strategic planning process for the school district. In the past five years there have been many changes in our schools and community. While the mission, vision, and core values of the *2019-24 SDMA Strategic Plan* still guide progress in the school district, SDMA officials felt that it was important to reevaluate priorities to ensure that school district resources are well aligned with the expectations of the community. In order to identify both new and ongoing expectations held by school district stakeholders, the following process and general timeline will be initiated during the 2024-25 school year:

Fall 2024

- Expectations for the development of a new strategic plan was held with the Board on September 23. The Board appointed Amber Kersting to represent the Board in overseeing work on the process being developed for the creation of a new strategic plan.
- An action plan for developing a new strategic plan will be drafted by administration and shared with the Board for feedback/discussion.
- A list of possible third-party facilitators will be developed, proposals will be solicited, and a third-party facilitator will be hired to lead the strategic planning process.
- A steering committee will be created and the strategic planning process will be adopted.
- The SDMA mission and vision statements will be reviewed by the steering committee.

Winter 2024-25

- Multiple stakeholder meetings will be held at various times and locations (including a virtual option) to share information about the “state of the district” and to solicit input and feedback.
- A digital tool will be utilized to gather additional input and feedback from stakeholders.
- Data will be analyzed by the steering committee and prioritized goals/desired deliverables will be developed.
- Prioritized goals will be presented to the Board for review and consideration.

Spring 2025

- Administrative action plans will be developed for accomplishing strategic goals.
- Strategic goals and action plans will be consolidated into a new strategic plan for the Board to review and consider.

Summer 2025

- The strategic plan will be shared widely with the staff and community members and included in the *2025-26 SDMA Back-to-School Newsletter*.

2025-2030

- The work identified in the strategic plan will be completed, with progress reported annually to the Board, staff, and community stakeholders.

More specific action plan/timeline:

September

- Discuss strategic planning expectations with the Board
- Develop initial draft of action plan/timeline
- Solicit facilitator proposals

October

- Select strategic planning facilitator
- Finalize action plan/timeline
- Solicit input and recommendations for the creation of a steering committee

November

- Finalize steering committee and schedule steering committee meetings
- Develop the strategic planning survey
- Schedule focus group sessions

December/January

- Administer strategic planning survey
- Hold focus group sessions

February

- Work with steering committee to synthesize data from survey and focus group sessions
- Develop initial draft of strategic goals and deliverables with input from steering committee
- Develop a survey to validate strategic plan

March/April

- Seek feedback on draft strategic plan from stakeholders

May

- Revise the initial strategic plan draft and gain consensus from the steering committee

June

- Present the strategic plan to the Board to review and approval

July

- Create marketing materials for new strategic plan

August

- Share new strategic plan with the community
 - Back to School Newsletter
 - Social Media
 - Email to families, students, and staff via Skyward Family Access

Suggestions for Stakeholders to Possibly Serve on the Steering Committee:

- Joe Zydowsky- Parent/District Administrator
- Amber Kersting- Parent/SDMA Board Member
- Brian Seguin- Parent/Assistant Superintendent of Instruction in the SDMA
- Casey Drake- Parent/Principal at MHS
- Bart Boettcher- Principal at MMS
- Elem Principal Rep-
- MHS Teacher-
- MMS Teacher-
- Elem Teacher-
- Support Staff-
- Parent 1-
- Parent 2-
- Parent 3-
- Business Rep-
- Local Government Rep-

To Do List:

- Establish a budget for strategic planning (\$50,000)
- Get Board member input on potential members of steering committee
- Establish the purpose/plan of action/schedule for steering committee meetings
- Create invitations for steering committee
- Create schedule for stakeholder meetings
- Create advertisements/invitations/School Crossings for stakeholder meetings