

# Colby School District

Strategic Planning

2001-2002

## STRATEGIC PLANNING FOCUS ISSUES (11/26/01)

### HOW DO WE:

1. Develop better communication among school, parents, and community?
2. Establish "quality education" as a #1 community commitment?
3. Increase the commitment of time and money to develop quality and capacity through staff development initiatives?
4. Develop a process to ensure that the community retains its most competent board members, district administrative staff, building administrators, teachers, coaches, and support staff?
5. Develop an infrastructure to create <sup>a comprehensive</sup> ~~a comprehensive plan~~ for curricula to include: integration; student choice; basic reading, writing, and mathematics skills; critical thinking skills; and assessment methods that include alternatives to grades?
6. Develop opportunities for students to practice, express, and participate in a democratic school governance process and, as a result, effect change?

### NOTES:

- Assign the issue of "school funding, budget caps, state aids and federal aids" jointly to the Board and Administration.
- Infuse the political issue into all other statements: "Political—Preoccupation with issues which don't impact students positively" and "A silent majority that does not lend a voice to district decisions."

# #1 COMMUNICATION

## OPPORTUNITIES

### What To Communicate

#### Channel 10

- To communicate with non-parents.
- To telecast or highlight meetings, athletic and other school events.
- To broadcast schedules.
- To post board agendas.

#### Newspaper

- Community – Utilize as resource.
- District (i.e. digital photos in newsletter)
- Student (i.e. put in clinics)

#### Telephone System

- Telephone Tree
- Telephone Bank
- 
- 
- 

#### Technology – Website

- Board Agenda On
- Booster Club Agenda On

#### Minorities

- Provide Rich Diversity

#### Other Agencies

- Axiom Youth Center

#### What is Communicated

- Surveys and their results.

## IMPEDIMENTS

### How to Communicate

#### Channel 10

- Does not serve entire District.
- Cable accessible only.

#### Newspaper

- Community – limited circulation.
- District – how to get into all homes (i.e. grocery store distribution, subscriptions)
- Student

#### Telephone System

- Automated system frustrating
- Internal phone system blocks
- Voice mail sucks
- Human contact needed
- Overloaded – not adequate

#### Website

- Need Webpage Consultant (i.e. retirees)
- Parent/Community Hardware/software not Compatible

#### Minorities

- Few Locals Who Speak Other Languages
- Minorities are New to the Area/Change
- Need Translators

#### Other Agencies

- No Senior Center

#### What is/is not Communicated

- Do not know what parents/community want to know.
- No Trust
- Fear of Retribution
- Other community and school issues got in the way of important communication.
- "Lost students/parents"
- Rumors – lack of accuracy
- Number of hoops parents and community members must go through to communicate.
- Round about communication

# POTENTIAL SOLUTIONS - COMMUNICATION

## People Resources – Utilize

- Retirees
- Alumni
- Post-secondary Schools
- Philanthropists to Fund Specific Item(s), activities, or projects.
- Students to communicate with parents/community.
- Axiom Youth Center

## Technology

- Digital Photo Capabilities
- Website Consultants
- E-mail Parents
- Digital Sign Board on Highway for Positive Daily Communication

## Other

- Use grocery store and/or clinics for Distribution
- Give Awards
- Create/Develop PTO
- Utilize "Take-home Tuesdays"
- Condense/encapsulate communication – Board, School, Student, etc.
- STEP

## **UTILIZE BETTER COMMUNICATION AMONG STUDENTS, STAFF AND PARENTS BY:**

1. **Digital Sign Board**
  - Frequent Message Changes
  - Shared Expense?
  - Readable and Catchy
  
2. **Channel 10 Expansion**
  - More Program Choices
  - Better Equipment
  
3. **Website**
  - Updated and Expanded
  - Encourage E-mail Communication
  
4. **Alumni**
  - Feature on Channel 10 and Website
  - Database
  - Homecoming Focus on Alumni Picnic Mixers
  - Share Perspective/Skill with Students
  - Expand BB-VB-SF Tourneys
  - RSVP – Speak to Students – Alumni Scavenger Hunt
  
5. **Telephone System**
  - Humanize – tunnel to human.

## #2 STAFF DEVELOPMENT

### OPPORTUNITIES

#### Current Staff Development Time

- ½ Day Early Release Days
- Internal Staff Resources
- WEAC Convention Days

### IMPEDIMENTS

#### Current Inefficient Use of Staff Development Time

- Needs Differ – one size does not fit all.
- Convention Days not used well.
- Need Focus and Time
- Avid Fans
- Public perception of staff development not good.
- No clear communication of what staff development does.
- Staff input into decision of staff development inadequate.
- Support need by staff for implementation not adequate.
- New idea/direction from each superintendent.
- Use of "one shot" presenters.
- Lack of long-term focus, vision, priority.

## POTENTIAL SOLUTIONS – STAFF DEVELOPMENT

- Define Quality
- Establish Time Line
- Energize self/work = Fun
- Establish Commitment to Life-long Learning
- Utilize Distance Learning Lab
- Create Team Time = Network for Team Learning
- Use Staff Portfolios
- Expand Self-governance for Schools, Students, Staff
- Use Training to Build Capacity on Entire Spectrum
- Develop Rationale and Application
- Establish Long-term Plan, Timeline, Sharing Network
- Launch from School District of Colby “Inservice” to College Coursework

## #3 COMMUNITY COMMITMENT

### OPPORTUNITIES

- Showcase Existing Programs/Projects
- School-to-Work
- Exhibits of Mastery
- Scholarships
- Badger State
- S.D.S. Program – Food Pride
- Job Shares
- Job Shadows – English, Civics, Ag.
- Utilize FFA Model Process
- Career Information
- Schools as Economic Development Resource
- Vision of Future – Prepared – Career Info.

### IMPEDIMENTS

- Time
- Money
- Staff, Supervision and Dollars
- Attendance, not a priority for some parents.
- Expand Scholarship



## POTENTIAL SOLUTIONS – COMMUNITY COMMITMENT

- Tie economic development to school quality.
- Brochure celebrating what we do well.
- Civic sponsored learning leadership academy.
- Market
- Tours – Interact (Invite People In)
- Speakers Bureau
- Showcase Existing Programs
- Recognize Business/Community Contributors (i.e. School-to-Work Luncheon)
- Showcase Players
- Thank you right for contributors (don't miss anyone).
- All School Thank You Picnic
- Expand 7<sup>th</sup> Grade Careers Course to include visits, speakers.
- Senior Showcase – Parents, Citizens, Teachers, Certifying Credits
- Update/Expand Course Catalog
- Utilize Distance Learning Lab
- Use Technology to Inservice
- Expand Community Education
- Expand Facility Use in Stockholders Meetings
- Have Chamber in Schools

## **ESTABLISH “QUALITY EDUCATION” AS #1 COMMUNITY COMMITMENT BY:**

1. **Expand School-to-Work to Involve Greater School Sector and Greater Community Sector**
  - Not Merely Voc. Ed.
2. **Student-led Career Fair Where They Share With Community**
  - Invite Community Panels to Assist Student Groups
3. **Survey Students About Additional Course Electives**
  - Distance Ed. – Opportunities
  - Link to Community Resources to Instruct
4. **Create a Clearing House Broker Students-as-Resources to Community**
  - School
  - Civic Organizations
  - Involve Family – Link to Needs – Online? See #1
  - Not Only Jobs – But Leadership Resource – Opportunity at Daycare
5. **Expand “Service” Concept? Exchange of Service? Personal Invitation (Contact)? Community Ed?**
6. **Expand Senior Citizens Involvement By:**
  - Bring Grandparent to School
  - Student to Cover Another Job/Community Service
7. **Develop Intergenerational Activities / Programs**
  - Utilize Community Ed. Program

#### #4 Retaining Competent Personnel

- Needs:
- Freedom
- Creativity
- Power/Authority
- Belonging
- Safety (Risk-taking, etc.)
- Fun

<b>Opportunities</b>	<b>Impediments</b>
Safe Environment – Crime-free	Diminishing Returns with new ideas under new people – wait and see!
Good Place for Families	Need more recreation and parks.
Available Jobs	Cultural Events
Facilities – School – Pools – Auditorium	Size – Status Quo – overcome inertia
Medical Access – High Quality	Small size – means we've all done it this way.
High Quality Students	Expectations – Quality No recognition for job being done.
Quality of Parent Involvement – Support	Erosion of school staff undermines sense of community.
Strong Churches	Small community = closed society.
East of transportation and access to larger communities.	Gravitate to where the action is – shopping, etc.
People – "can do" spirit.	Convenience?
Wide variety of programs – community activities.	
Knowing everyone.	
Opportunity to participate.	
Fun connected – not spread too thin.	
More well-rounded students and adults.	
Community Pride	
Not segregated as a community.	
No cliques.	

## **ENSURE RETENTION OF BOARD, ADMINISTRATORS, STAFF BY:**

1. **Welcome Ritualized – Personal**
  - Photo
  - Banquet to Get to Meet / Social Activities
  - “I Cameback” Address
2. **Communicate Board Responsibilities / Limits**
  - Educate Public about Positive Effects of Board Decisions
3. **Educate – Future Orientation – Economics, Consolidate**
  - View a Larger Consolidated District
4. **Sell - Life-style, Quality, Benefits, (See List)**
  - Show Personal Side – Ro Raise a Family, School-Quality-Proximity to TC and GB
  - Attract and Retain Supportive Administration
5. **Expand Candidate Forum – Responsibility to Elected**
  - Select Majority Needs to be Asked?
  - Involvement without “Sticking Out”
  - Get Students Involved in Election

## **INCREASE COMMITMENT OF TIME AND MONEY TO DEVELOP HIGH QUALITY/CAPACITY STAFF DEVELOPMENT BY:**

- 1. Utilize Distant Learning Lab**
- 2. District-Wide Focus**
  - Continuity
  - Ensure Utilization and Follow-through
  - Channel 10 Exposure
  - Address Universal Teaching Issues, e.g. Learning
- 3. CESA Utilization**
  - Need Expertise – e.g. Assessment, Pedagogy (Instructional Practice)
- 4. Cooperative Community (Districts) Efforts to Fund and Provide Dynamic Speakers and Programming**
- 5. Individualized Focus**
  - Link with Other Schools and Teachers
  - Focus on Student Needs – Individual
  - Be a Learner with others in State
- 6. Research How Peers Gain “Best Practice”**
  - Network – Grows Everyone Stronger
  - Compile Resources
  - Implement Project Base Staff Development Needed
- 7. Community – Involvement There for District Staff Development**
  - See #1 – Allow Community to Show How it Can Impact Class
  - Project Basic – Shadow – Community Jobs. Write Lesson Plan – addressing a skill.
- 8. Involve Students**
  - In Assessing Teacher Practice
  - Use Students Perspective in Program Evaluation
  - Students are Critical Stakeholders/Clients – Parents are also Clients – Synthesize two Viewpoints
  - Community - Staff

## #5 Developing and Delivering Comprehensive Curricula

- Time
- Learning Styles
- Targets for Learning
- Integrating Knowledge Bases
- Critical/Creative Thought - Processes
- Basic Reading – Writing - Math
- Assessment Methods

Elements Ensuring Development / Delivery	Impediments
High Quality Instructors	Money
Professionally current	Have staff available to let students try on experience.
Variety – and out-of-class experience = valued.	Tradition – students sometimes not encouraged.
Literacy is priority – students see need for learning.	Learning not as intensive (Basic).
FFA – FBLA – S.C., School-to-work foster leadership.	Setting high expectations.
Team Building – delegate.	Inertia – difficult to overcome we've always done it this way! The rut!
Get involved.	Post secondary. Rut of expectations.
Washington Leadership Conf. - FFA Conference	Universities dictate down.
Community and Organizations support to send students abroad for experiences.	Rigor vs. G.P.A. – (weights)
One-on-one time for interest and learning.	Ability should be judged on individual capacity.
Family/community support for school-to-work.	Everyone gifted in life on a different topic.
E.G. Battlebots – realization of school's role in preparation for other life experiences.	Eval. On 4 subjects.
Schedule works well.	Structure of day?
Ed. Best practice – is known and strived for.	Time for teachers.
	No curric. Direction.
	Lack of continuity and systematic process in curriculum development. Process to maintain and deliver.
	WIDS
	Time and guidance for curriculum processes.

#6 Students Empowered to Practice, Express, Participate – Democratic School Governance

Opportunities for Empowerment	Impediments
FFA – Variety of Opportunity to Lead	Lip service to student voice?
Learn processes / speaking, doing.	No feeling of comfort for input.
Student Council	Lack of self confidence.
One-on-one interaction with Administration	Leave it to people who do.
Attend School BOE / Student BOE	Popularity may get in the way.
Voice in classroom rules.	Student ideas don't matter – need admin. openness.
Teachers are open, generally.	Need for student opinions to be warranted, heard, and acted upon.
Agreed upon consequences.	Democracy is feared – sharing power.
Students solicited class speakers.	Order is necessary to learn.
Warner – Lambert.....	Balance student input.
Above – below the line - Corwin Kronenberg discipline plan, student input.	Fear of doing all work with no one there to help.
Teen court – students involved.	Afraid of negative feedback.
Youth center (Axiom)	Fear because of accountability.
Youth Task Force	Trivialization
Self-confidence breeds democracy.	Educate Students
	What are students capable of in GOA:
	Lack of info about students' skills.
	Waste of time if they don't know if students can be accomplished.
	Content coverage.

# SCHOOL DISTRICT OF COLBY EDUCATION CENTER

J. TERRY DOWNEN, SUPERINTENDENT

**FILE COPY**

March 11, 2002

## **C H A N G E O F D A T E - R E M I N D E R**

**TO:** Strategic Plan Focus Group Members  
**FROM:** J. T. Downen, Superintendent  
**RE:** Next Meeting – Wednesday, April 3, 2002 – 7:00 PM

What may be the final meeting of the Strategic Planning Focus Group will convene at the Colby Middle School on April 3. In the meetings to date we have devised plans for four of the six strategic goals and will send these to the administrators for timelines and designation of responsibilities. We also need to establish the district's mission/vision statement. Again, Dr. Holly Hart and I will be asking our groups to be creative in planning action for the remaining two strategic plan areas and to synthesize a mission and vision statement from our collective work to date.

We appreciate all the hard thinking and good ideas that have been submitted so far, and look forward to everyone's creative thinking and good ideas on April 3 to complete the planning process. If you had to miss one of the previous sessions, don't hesitate to join the group at the next meeting. See you on April 3<sup>rd</sup>!



# WHO?

Invite participation from all three communities

## Board

- o Dan Mielke
- o Tom Peissig

## Faculty

- o Kris Woik
- o Karen Winkler
- o Jeff Rosemeyer
- o Jim Hagen
- o Sandy Fults
- o Steve Linzmeier
- o Nancy Marcott
- o Jean Rosemeyer
- o Alice Denzine
- o Francis Braithwaite
- o Kathy Rannow
- o Walter Leipart
- o Lisa Cash
- o Patty Schoenborn
- o Berna Mellenthin
- o Jon Roti Roti

## Support Staff

- o Carol DuVall
- o Kathy Schnabel
- o Terra Newman
- o Diane Ludwig
- o Carole Hanne
- o Karen Huber
- o Bob Blume
- o Sue Gosse
- o Karen Brown
- o Diane Prein
- o Leane Hodd
- o Larry Schuh
- o Dennis Wenzel
- o Judy Heckel

## Administration

- o Paul Johnson
- o Ed Haas
- o Lea Fildes
- o Liz Sheridan

## Business People

- o Kurt Schwoch
- o JoAnne Kaiser
- o Brian Eggebrecht
- o Larry Oehmichen
- o Carrie Ramker
- o Dennis Krueger
- o Allen Meyer
- o Don Schmidt
- o Todd Schmidt
- o Dennis Engel
- o Dick Rau
- o Don Meyer
- o Kibbels
- o Randy Frane
- o Randall Wolf
- o Jane Hanson
- o Mark & Cindy Streckert

- o Randy Younker
- o Gary Geiger

## Students / Former Students

- o Jimmy Flink
- o Doug Rachu
- o Shannon Mergen
- o Jake Peissig
- o Elem. & H.S. students from all 3 communities.
- o Liz Solberg
- o Cortney Peissig
- o Jennifer Mergen
- o Tracy Kohl

## Community Organizations

- o Child
- o Post Secondary
- o County
- o Ed Spaulding
- o Ken Dix

## Senior Citizens

- o Jean Brunker
- o Zona Boetcher
- o Ed Herman
- o Joyce Anderson
- o Irene Flink
- o Wilbur Becker
- o Don Peissig
- o Don Koerner
- o George Rau
- o Earl Boss
- o Calvin Schultz
- o Mrs. Bonacker
- o Janice Tischendorf
- o George Kadonski
- o DuWayne Newman

## Parents

- o Laurel Shipton
- o Irene Haas
- o Leah Haas
- o Doug Newman
- o Larry Meyer
- o Sue Arnold
- o Marion Wehrman
- o Rhonda McBride
- o Cheryl Broeske
- o Ray Mulderink
- o Michelle Danen
- o Jan or John Simonson
- o Bonnie or John Clausen
- o Someone with an ED kid.
- o Cheryl Ploeckelman
- o Denise Boyer
- o Carol Wilhelmi
- o Barb Graff
- o Doug Newmann
- o Mark Streckert
- o Jerry Zygowitz
- o Debbie Beyerl

- o Marie Kauffman
- o Kevin Roe
- o Carol Staab
- o Lonne & Brenda Halverson
- o Dawn Kaiser
- o Lori Kaiser

## Average Tax Payer

- o Ken Monness
- o Kathy and John Johnson
- o Ron Decker
- o Jim Husdund
- o Sherry Johnson
- o Keith Rahm
- o Jim Bragg
- o Gene Brunker
- o Wayne Henrichs
- o Vicky Schnabel
- o Steve & Carol Luther
- o Ken VenRooy
- o Lonnie Halverson
- o Bill and Deb McGhee
- o Karen Thell
- o Connie Gurtner
- o Carmen Behrens

## Law Enforcement

- o Don Schmidt
- o Rick Prein

## Clergy

- o Rev. Ken Dix
- o Rev. Mark Neumann
- o Rev. Elton Moore
- o Father Malik
- o Rev. Clausen
- o Pastor and Mrs. Freimuth

## Local Government People

- o Dennis Engel
- o Bernard Dahlke
- o Eugene Gumz
- o Jim Schmidt
- o Larry Oehmichen
- o Denny Engel
- o Jim Jantsch
- o Angie Edblom
- o Rod Cook
- o Randy Smith

## Farmers

- o Jim Rankl
- o Ron Gutenberger
- o Al Bach

Mike & Dana DeGroot  
Kurt & Lori Frane  
Donnie Kaiser