

MASS Strategic Planning 2018



Agenda for the Session



Review past Strategic Plan

Scan the Horizon Exercise

Will lead to refresh/renewal of MASS

Strategic Plan Goals and Strategic

Objective in June

MASS Board & Strategic Plan Team



Proposed by MASS Strategic Planning Committee on June 12, 2015

- Randy Cline, President
- Laurie Barron, President Elect
- Rick Duncan, Past President
- Tiffani Anderson
- Robert DoBell
- Ross Farber
- Brad Moore
- Tobin Novasio

Approved by the MASS membership on September 15, 2015

New Strategic Plan Team is the Current MASS Board of Directors

Review of Current MASS Strategic Plan



MISSION of MASS

Making All School Successful

Review of Current MASS Strategic Plan



MASS GOALS and Objectives

Goal 1: Increase the recruitment and retention of quality superintendents.

- Enhance the ability of retirees to reenter the educational field.
- Develop support for recruitment of potential superintendents from teacher and principal ranks.
- Provide mentoring for superintendent candidates.
- Improve reciprocity for out of state certification.

Review of Current MASS Strategic Plan



MASS GOALS and Objectives

Goal 2: Increase active involvement in MASS

- Contact all new superintendents and connect them to MASS.
- Identify absent and inactive members. Make personal contact and provide outreach by regional president or designee.
- Design regional meeting agendas to meet membership interests. Collaborate with member to plan agendas.
- Help facilitate and implement SAM advocacy efforts.

Review of Current MASS Strategic Plan



MASS GOALS and Objectives

Goal 3: Work with the University System and Departments of Education to address the need for highly qualified teachers and educational leaders.

- Communicate the need to prepare more educators in high need specialty fields.
- Form a partnership with colleges of education to help prepare future educators.
- Create open lines of communication with colleges of education regarding curriculum and instructional needs.
- Encourage the university system to use MASS as a resource in educational leadership programs.

Review of Current MASS Strategic Plan

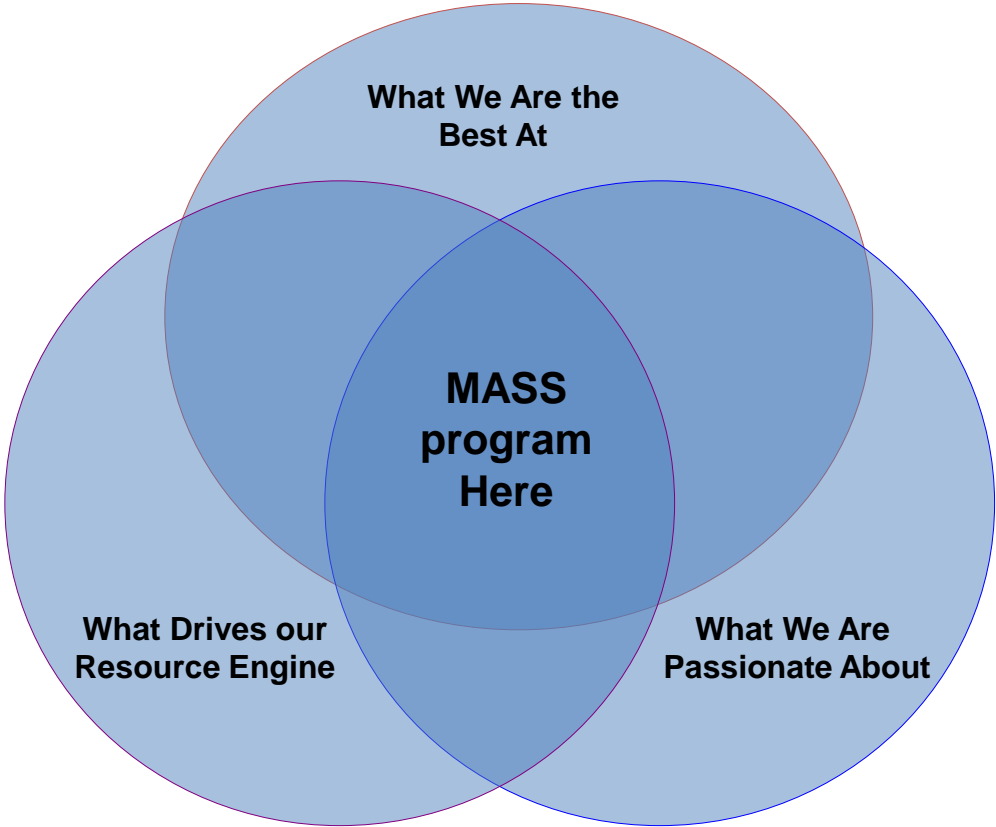


MASS GOALS and Objectives

Goal 4: Enhance the image of the superintendent

- Promote professionalism, ethics, and integrity of the superintendency.
- Encourage proactive communication with local communities on educational issues.

MTASCD's Hedgehog Concept – The Focus of our Envisioned Future



Scanning the Horizon



1. Identification of Strategic Assumptions Regarding the Future
2. SWOT Analysis
3. Mega Issues

MTASCD Environmental Scan



Tools to Anticipate Change... *Environmental Scanning*

- Tracking Trends
- SWOT Analysis



MASS Macro Environmental Scan



1. Current Conditions
2. Trends
3. Assumptions About the Future

Five Key Factors to Consider:

1. **Demographics**
2. **Business / Economic Climate**
3. **Legislation / Regulation**
4. **Technology / Science**
5. **Politics / Social Values**

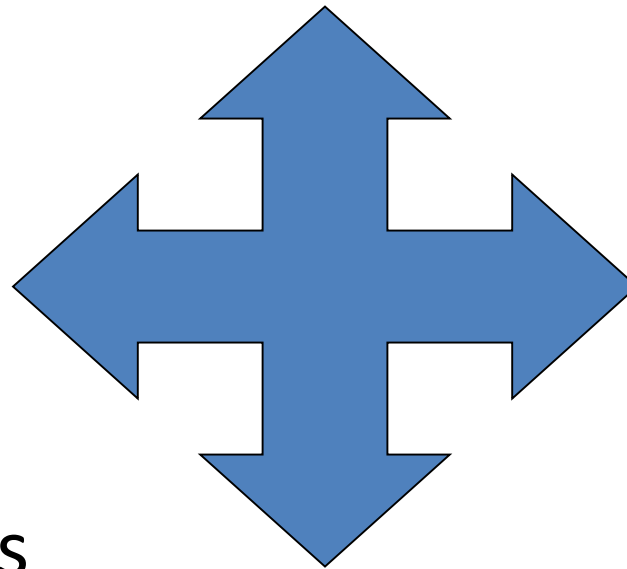
MASS SWOT Analysis



Baseline

Strengths

Weaknesses



Opportunities

Threats

Exercise on Conditions, Trends and Assumptions



Estimated Time: 45 minutes

Each of the Groups will record the following:

- Choose Key Factors to consider
- Describe Current Conditions
- Describe Trends
- Make Assumptions about the Future
- Write Mega Issue Questions that respond to significant barriers to success
- Use a Google Doc to accomplish this
- A quick group report will be given

Exercise on Conditions, Trends and Assumptions



Key Factor: _____

45 minute exercise

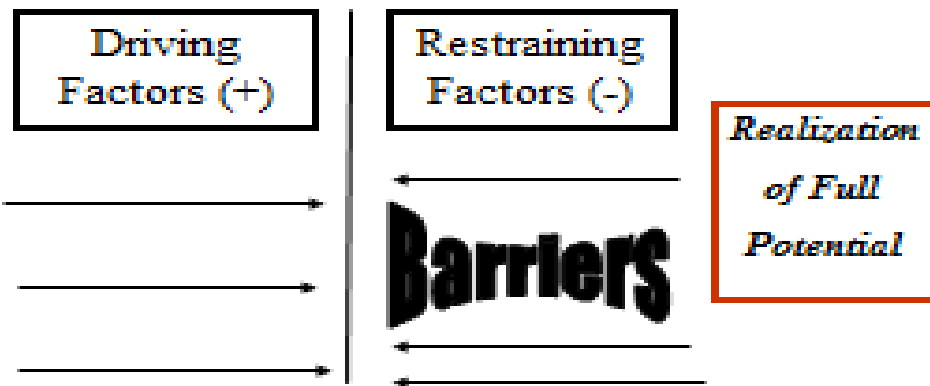
Step 1

After discussing and documenting the current state, trends and assumptions regarding the future, use key factor analysis to identify two to three significant barriers to “success”.

Step 2

Frame each issue as a question you cannot answer “yes” or “no”.

15 minutes	15 minutes	15 minutes
Current State	Trends	Assumptions



Question 1: _____

Question 2: _____

Question 3: _____

Exercise on Conditions, Trends and Assumptions - Example



See the **SAMPLE** Environmental Scan on
Current Conditions, Trends and
Assumptions about the Future Document
DRAFT 3-18-18

Exercise on Conditions, Trends and Assumptions - Example



Each Group will report briefly on their Key Factor – Current Conditions, Trends, Assumptions about the Future, Barriers, and Mega Issue Questions

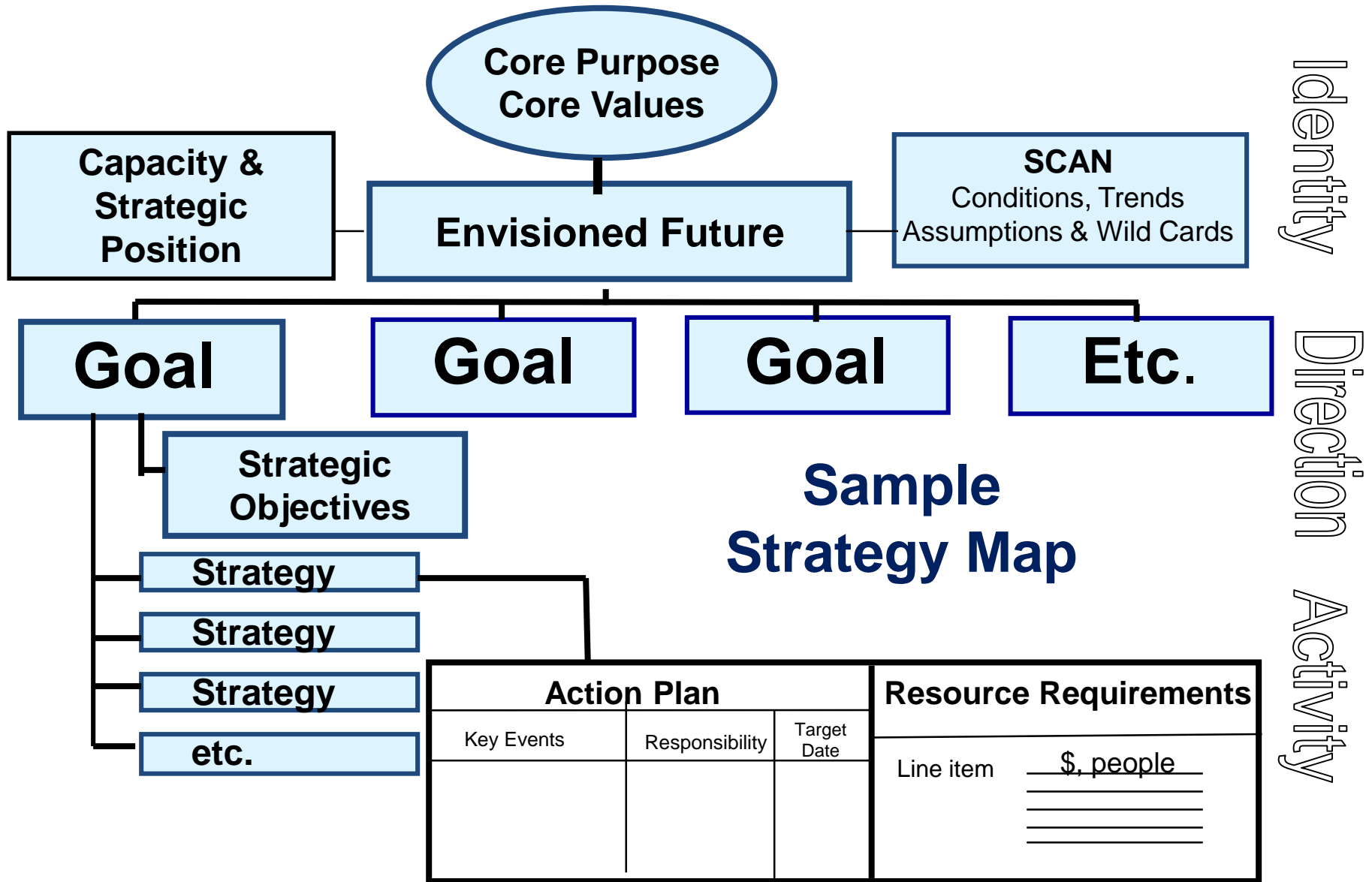
This work will be prepared for
your review and progress!



Thank you MASS Strategic Plan
Participants for your work to
strengthen our association
through Strategic Planning on
3-18-18!

MASS Strategic Planning next session





Exercise on Goals and Strategic Objectives



Goal Statements describe the specific outcomes to members, the public, and other key stakeholders of the association that the association intends to achieve through its work over a 3-5 year cycle.

Strategic Objectives define the desired directions in which the association needs to move in order to accomplish its goals. Describes what we want to have happen with an issue and what would constitute success in observable or measurable terms. Strategic objectives are listed for each goal statement and are adopted and revised on an annual basis.

Exercise on Goals and Strategic Objectives



Current MASS Goal Areas in Strategic Plan

Goal 1: Increase the recruitment and retention of quality superintendents.

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Exercise on Goals and Strategic Objectives



Current MASS Goal Areas in Strategic Plan

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Exercise on Goals and Strategic Objectives



Current MASS Goal Areas in Strategic Plan

Goal 3: Work with the University System and Departments of Education to address the need for highly qualified teachers and educational leaders.

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Exercise on Goals and Strategic Objectives



Current MTASCD Goal Areas in Strategic Plan

Goal 4: Enhance the image of the superintendent

- Promote professionalism, ethics, and integrity of the superintendency.
- Encourage proactive communication with local communities on educational issues.

Exercise on Goals and Strategic Objectives



A possible means to focus goal areas:

1. Education Leadership
2. Professional Learning
3. Advocacy

Developing Group Consensus on these Goal Areas

Exercise on Goals and Strategic Objectives



30 minutes to work in groups. 10 minutes to report out

Each of the 3 Goal groups will discuss, gain consensus, and then record the following:

- A goal statement representing the Goal Area
- Strategic Objectives for each goal

Please record your digital device (Google Doc) so that we can project your work for the group to see.

A Job Well Done!



When we get to this slide, all strategic planners need to give themselves and their fellow planners a pat on the back because we have just completed the strategic plan identity (who we are) and analyzed the work of setting direction (where we want to go) through an environmental scan, and finally set goals (what we are doing) to put our plan in action!

The Strategic Board Agenda



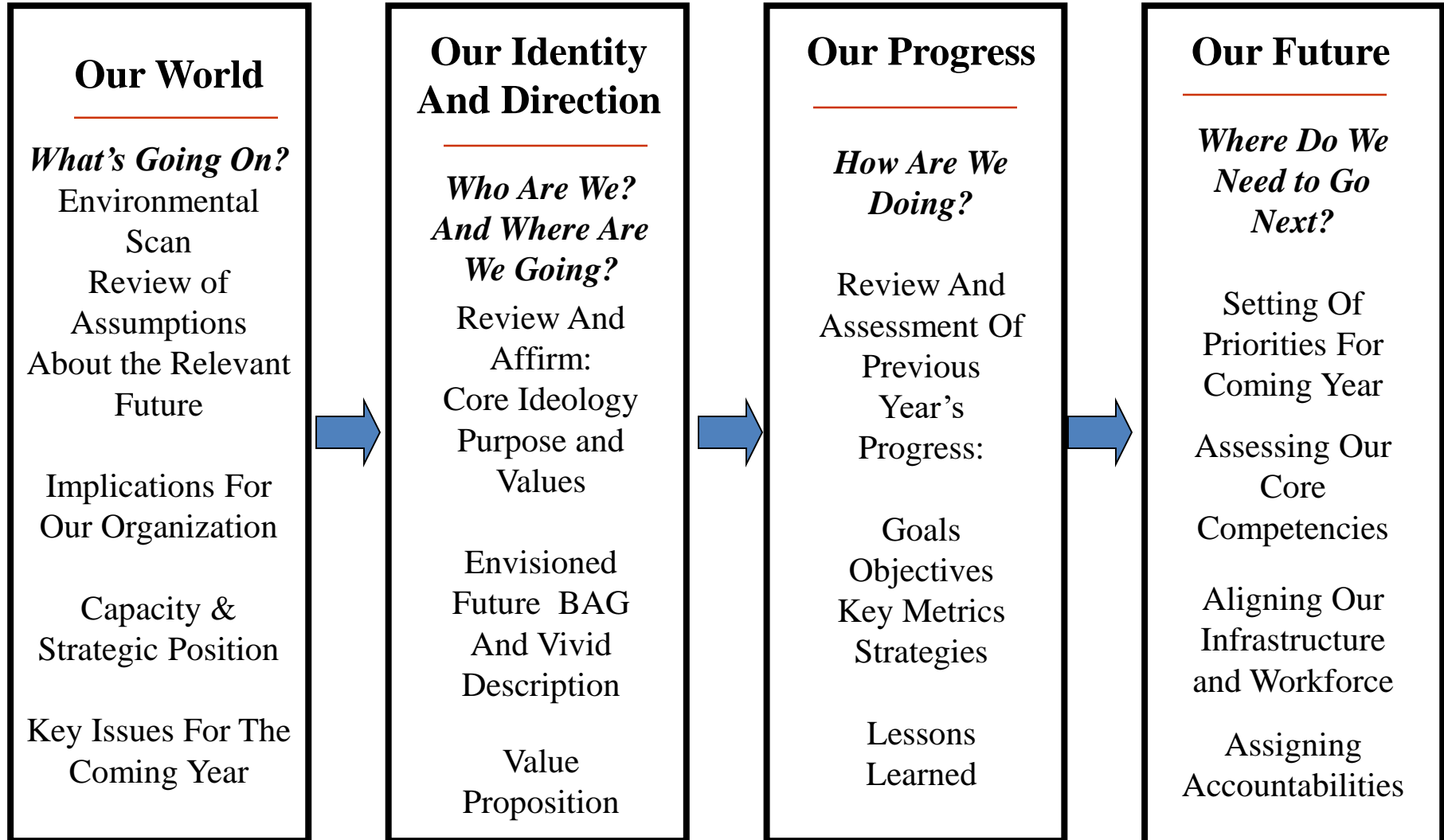
**Discussion of
Mega Issue(s)**

**Review and Adjustment
of Strategy**

**Policy:
Public & Operational**

Routine Board Business

A Model For Annual Strategic Plan Update and Adjustment



A Process for Planning and Thinking Strategically



Strategy vs. Operational Planning

Strategic Planning

- Longer-term
- Driven by the vision
- Responsive to external environment
- Alignment of programs and services
- Establishes direction
- Leadership is accountable

Operational Planning

- Annual planning
- Driven by the strategic plan and ongoing operations
- Improvements on existing programs and services
- Establishes work priorities
- Staff and volunteer work groups are accountable



This work will be prepared for
your review and progress!



Thank you MASS Strategic
Plan Participants for your
work to strengthen our
association through
Strategic Planning!