

Strategic Plan Proposal

Franklin Lakes School District



Introduction

Strategic Planning clarifies vision, provides voice for stakeholders, ensures the appropriate alignment of resources, and most importantly, enables school districts to efficiently and deliberately accomplish goals. In a time of limited resources and diverse voices, Strategic Planning helps school leaders focus their community on learning and the educational experience, enabling students to become effective, lifelong learners.

“The Franklin Lakes School District seeks to build a learning environment where all children and adults take ownership to become imaginative, reflective, information-age explorers and contributors to society.”

District Vision Statement

Through a locally-developed but broadly-positioned strategic planning process, the Franklin Lakes School District seeks to engage the broader community in planning to articulate its vision and aspirations for its students and schools, identify available resources, and craft a clear and attainable process to accomplish this vision. The strategic planning process will invigorate and engage students, staff, parents, and the community in both the process and outcome, developing aspirational but attainable goals driven by community input, as well as student and staff voices.

Vision for Strategic Planning: *To provide a process by which the District can capture stakeholder input and identify resources to create a dynamic and inclusive learning community that challenges, supports, and empowers every student to become “imaginative, reflective, information-age explorers and contributors to society.”*

Process Overview:

Experienced facilitators from the Comegno Education Institute (the Institute) will work with an Engineering Team comprised of District stakeholders, to design and build a strategic plan for the Franklin Lakes School District.

The Institute’s Facilitator Team:

Institute facilitators have been involved in strategic planning at the local and state level for more than 20 years. They bring a breadth of expert knowledge about communication, planning, and goal setting, as well as an understanding of Board governance and

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operations, to assist with the creation of a plan that is aspirational and attainable, ensuring measurable action items that fit within the District’s vision and financial resources.

Consultants	Cell	Email
John Comegno, Esq.	856.296.1058	john@comegnoeducation.com
Sarah Bilotti	484.542.0737	sarah@comegnoeducation.com

John Comegno: John Comegno, Founder and Chief Education Officer of Comegno Education Institute, Inc. and Founder and President of the Comegno Law Group, P.C., is recognized across the country as a leading School Law litigator, Adjunct Law Professor, and lecturer, shaping educational policy, representing public and independent schools and education vendors.

John is consulted by policy-makers and educators across the country to provide analysis and recommendations on the legal implications of instruction, employment, and contracts, particularly involving the rights of employees and disabled students. John writes guidance documents interpreting fast-evolving law and films lectures that continue to shape and define best practices. John’s COVID-19 webinar series, produced by multiple national education companies, were viewed by over fifty thousand educators.

A nationally-recognized lecturer on School Law who lectures to educational professionals across the United States, John is consulted regularly regarding trends and education best practices. His engaging and entertaining delivery, always advancing educational best practices, is widely sought for convention keynotes, professional conferences, and in-school professional development. John’s national continuing webinar series with FrontlineEducation has been viewed in all fifty states. John also currently serves as an Adjunct Professor at Wake Forest University School of Law, and previously taught Education Law classes as an Adjunct Professor at several Graduate Schools of Education.

Sarah Bilotti: A student-centered educator and adjunct professor committed to advancing educational policy and instructional best practices, Sarah brings over 20 years of experience in education, with positions ranging from classroom teacher, principal, director, and superintendent, Sarah’s focus has been on providing exceptional programming with a focus on student voice. Sarah’s breadth of experience and knowledge uniquely enables her to connect with various stakeholders and guide Districts as they pursue strategic planning related to curriculum, professional development, and special education programming.

Sarah has worked for over 18 years in school administration holding building-level and district-level leadership positions in both large and small, elementary and regional systems, and combines that with experience as a member of her town's Board of Education. Her varied perspective as teacher, principal, superintendent, and board member, informs her analysis and recommendations, guiding Districts toward improving student access to learning through the development and implementation of strategic plans and programming audits.

A member of the New Jersey Legislature's Committee for Public Schools, and NJASA's Committees on Diversity, Equity, and Inclusion, Government Relations, and Women in Leadership, Sarah also co-authored NJASA's statewide Strategic Plan: Learning without Limits. She proudly serves as an Adjunct Professor at Centenary University.

Phase 1

Completion Target: Weeks 1-3

In Phase 1, Institute facilitators will engage the school community by publicly presenting the purpose and process of a Strategic Plan to the Board of Education. A District Leadership Team will be identified.

Scope of Service:

- Board of Education Meeting (Zoom or in-person): overview of Strategic Planning purpose and process
- District Leadership Meeting (Zoom): Overview of plan and process; initial data gathering; exploration of Engineering Team creation

This series of initial meetings will ensure all key leadership groups understand the plan and process for the development of a Strategic Plan. Communication tools will be discussed at these meetings, including a plan to invite stakeholders to join the plan's "Engineering Team." Throughout the process, the Institute will provide templates and communications for the District Leadership Team to use to share information about this important process.

Phase 2

Completion Target: Weeks 4-6

During Phase 2, the District Leadership Team will continue communicating with all stakeholders, and an Engineering Team will be identified and will meet. Surveys will be developed to gather input. The Engineering Team and District Leadership Team will begin to develop a timeline and process for stakeholder input.

Scope of Service:

- Engineering Team Meeting (Zoom): Overview of plan and process; initial data gathering
- Survey Creation: A survey will be created to send to all stakeholders
- Dates Chosen for Stakeholder Meetings: The Engineering Team and District Leadership Team will collaborate to select dates for in-person and Zoom stakeholder meetings.

Phase 3

Completion Target: Weeks 6-10

During Phase 3, stakeholder input will be collected. This includes initial communications to the community about the value of participating in stakeholder input sessions, surveys, and meetings.

Scope of Service:

- Stakeholder input sessions for the following stakeholder groups:
 - Board of Education
 - School Administrators
 - Staff (this includes certificated staff, support staff, and custodians)
 - Parents and Families
 - Students (as appropriate)
 - Community (this includes local elected officials as well as members of the community at large, business leaders, faith leaders, social service agencies, etc.)
- Distribution of District-Wide Surveys

Additional Stakeholder Groups may be added at the request of the Engineering Team or District Leadership Team.

Phase 4

Completion Target: Weeks 10-18

During Phase 4, the Engineering Team, led by Institute facilitators, will synthesize and analyze stakeholder input, and identify themes for the creation of the Strategic Plan.

Scope of Service:

- Engineering Team meetings via Zoom to synthesize and analyze data and create the Strategic Plan Framework (1-4 meetings)
- Board of Education Check-In/Update (we recommend updates via Board Committee Zoom and/or a written update to the full Board)
- Creation of the Strategic Plan begins

Phase 5

Completion Target: Weeks 18-20

During Phase 5, Institute facilitators will develop a written plan to report the findings of the Engineering Team. This plan will articulate proposed priority areas, suggest additional areas to consider, and establish metrics for action items.

Scope of Service:

- Development of written framework
- Vetting of the framework by the Engineering Team (virtual)
- The Institute will provide technical assistance in the development of the plan
- The Institute will work with the District Leadership Team and the Engineering Team to finalize the goals and action items
- Feedback from District Leadership Team, Engineering Team, and Board of Education will be incorporated before creation of a final plan

Phase 6

Completion Target: Weeks 20-22

During Phase 6, the final Strategic Plan will be created and shared with the District Leadership Team, Board of Education, Staff, Parents, and overall Community. This final document may be posted on the District Website or distributed by other means, as appropriate.

Scope of Service:

- Articulation and communication of the Strategic Plan including Goals and Action Items as well as metrics by which success will be measured
- Presentation of the final draft of the Strategic Plan at a Board of Education Meeting; Engineering Team will be invited to attend this presentation

Definitions:

- Each “meeting” is designed to last 60 minutes
- Board of Education can be the full Board or designated Committee(s)
- District Leadership Team is comprised of Superintendent, Building Principals and/or administration as designated by the Superintendent
- Engineering Team is a team of 12+ stakeholders from as varied backgrounds as possible. This team gives voice to stakeholders and ensures community voices craft the final Plan, aligned with the vision of all stakeholders

Deliverables:

- Written Strategic Plan with 2-4 clearly articulated goals and 1-3 action steps for each goal. This includes an executive summary and all related graphics and communication templates

- Meetings as outlined within the Phases above
- Additional consultation with District Leadership as needed

In consideration for Services, the District will pay the Institute a consulting fee in the amount of \$25,000; due 50% upon acceptance of this proposal and the remainder within 30 days of completion of Phase 6.

Throughout the process, the consultants will be available at any time to discuss the process and findings.

Phase 7 (optional)

Completion Target: 2023-2024 school year

To ensure implementation, longitudinal impact, and Plan success, Institute facilitators are also available to provide follow-up and continued Professional Development and Monitoring during the subsequent, 2023-2024 school year.

Deliverables here include hosting a quarterly Stakeholder Feedback Session with relevant district and building administration to discuss Plan implementation and specific follow-through.

Review District implementation data to monitor consistency and implementation.

Deliver (up to two) Professional Development sessions concerning specific implementation issues.

In consideration for these optional, additional Services, the District will pay the Institute a consulting fee in the amount of \$10,000; due 50% upon acceptance of this proposal and the remainder within 30 days of completion of Phase 7.