

Effingham County Schools Strategic Planning Notes Master

Who are we?

Discussion 1: Discuss the Performance Culture of some successful organizations in your community:

- What do you see and feel in their positive Performance Culture?
- What are some of the behaviors that you witness in the people who create this positive Performance Culture in these organizations?
 - Gulfstream
 - Process of continuous improvement
 - Willingness to change
 - Customer Focus/Service
 - Expectation for advancement
 - Give back to the community
 - Empower employees/encourage creativity
 - Ownership by all employees
 - Chick-Fil-A
 - Customer service priority
 - Culture is part of employee training
 - Stand up for beliefs (closed Sundays, kids meal books, media pressure)
 - Rotary International
 - Mission statement and beliefs
 - Voluntary
 - Accountability - peer to peer
 - Dedicated - weekly
 - Greeted by members, invite stakeholders, community commitment
 - Publix
 - Work with employee schedules
 - Baggers & carry out
 - Ask if help is needed & walk to it
 - Implies employees taken care of
 - Commercials & marketing
 - Effingham Hospital
 - Employee treatment
 - Project SEARCH
 - Friendly greeting
 - Brand change
 - Customer service
 - Chick-Fil-A (2)
 - Value
 - Trust
 - Creates culture
 - Positive customer service

Effingham County Schools Strategic Planning Notes Master

- School System
 - Parent values
 - Safety
 - Flexibility
 - Honesty
 - Adaptability
 - Positive role model
 - Effective communication
- United Way
 - Meeting needs of families & individuals
 - Customer service
 - High expectations
- Effingham County Hospital
 - Measure quality continuously to improve performance
 - Evaluate monthly quality scores with department checklist and patient satisfaction surveys.
 - Publicize scores in all areas = transparency
 - Improve efficiency & cut waste
 - Adjust funding based on needs in the community
 - Buy-in from the top down
 - Adaptable and innovative leaders

Discussion 2: Does Effingham County School System have a Performance Culture of college and career success for **all students**?

<p>Do parts of the system operate as a Performance Culture? How do you know</p> <ul style="list-style-type: none"> • Workplace readiness for all students beginning in middle school • ECCA - bring your "A" game to work • Infinite Campus Portal • Interventions • Reading Recovery • Differentiation • CTAE pathways • Communication • School climate/culture • Administrative buy-in • Career Academy established and expanded • Students with Disabilities (SWD) graduation plans • Food Services changes • Teacher flexibility 	<p>Do parts of the system operate from a Compliance Culture? How do know?</p> <ul style="list-style-type: none"> • Update website • Phone systems • Timely grade posting • Industrial models • Communication • Lack of administrative buy-in • Assessments • Graduation Rate • Attendance • Reliance on Parent Portal/website/etc. (removal of person-to-person contact) • Highly Qualified (HiQ) to effectiveness • GTEP => TKES • State / Federal Reporting • Customer Service
--	---

Effingham County Schools Strategic Planning Notes Master

- | | |
|--|--|
| <ul style="list-style-type: none">• Open communications with parents• Teachers digging deeper• STEM implementation | |
|--|--|

What are Our Beliefs?

In Effingham County we believe:

- All students should graduate with the knowledge and skills necessary to attain their career goals.
- In high expectations for all.
- Data-informed decision making and research-based practices are keys to improved performance.
- Students learn best in a safe and well-maintained environment.
- In prompt and regular attendance.
- That continuous growth is a shared responsibility.
- In open stakeholder communication.
- In the power and the benefits of respectful, responsible choices.
- In maintaining qualified, positive, caring staff.
- That all people should be treated with dignity.

What is our Vision?

The district will equip students to compete in our global society as evidenced by ranking in the top 15% of districts in the State of Georgia.

What is our Mission?

As a community of learners, in cooperation with stakeholders, our mission is:

To provide rigorous and relevant instruction in a safe environment to enable all students to obtain a high school diploma as a foundation for post secondary success.

Effingham County Schools

Strategic Planning Notes Master

Where are we now?

SWOT Analysis

INTERNAL	
Strengths	Weaknesses
<ul style="list-style-type: none"> • Community Support • Quality Facilities (3) • Fiscal Management / Financial Stability (3) • Caring, Dedicated Staff • Pre-K and PSI Programs (3) • Technology Focus • Quality Staff (2) • Academic Achievement • Small Town Feel • Class Size • Reputation • BOE/School Administration Relationship • Great Teacher Retention • Meeting Needs of Every Child • Effective Special Education Programs • Continuity in Services • Cooperation of Staff to Benefit Students • Drive to Establish Student / Teacher Connections • Competitive Coursework • Positive Connections with Community Resources 	<ul style="list-style-type: none"> • Limited Access to Funds • Increase Critical Thinking in Students • Not Enough Multi-Cultural Exposure • Pre-K Lottery Limits (2) • Adult Mentor for Each Student • Opportunity to be Competitive at National Level • Technology / Staffing (3) • Certification as Opposed to Passion • Teacher / Parent Engagement • Personal Technology • Helping Families without Technology • Provide Varied Afterschool Programs • Increase Parental Involvement • More Tutoring and Mentoring Disadvantaged Students • Enhance Student Motivation • Attendance • Behavior • Time Management (2)

Effingham County Schools

Strategic Planning Notes Master

EXTERNAL	
Opportunities	Threats
<ul style="list-style-type: none"> ● Growing Population (3) ● Increased Access to Online Courses (GAVS) ● Strategic Waiver System / Flexibility ● New Funding System ● Post Secondary Options (3) ● Business Partners (4) ● STEM (Producing Qualified Graduates for a Workforce) (2) ● Increase Positive Communication through the Media ● Continued Positive Relationship between Board and Administration ● Continue to Grow and Improve Opportunities with Local Colleges ● Move On When Ready (MOWR) / Dual Enrollment 	<ul style="list-style-type: none"> ● Growing Population (3) ● Changing Demographics ● Online Schools / Voucher Systems / Charter / Home Schooling ● New Funding System ● Availability of Qualified Teachers (2) ● Changes to Accountability System ● Constant Change in Curriculum ● Economy / Tax Base ● Ranked Well in State, but National ● Parental Perception and Involvement ● Child Support Network ● Changing Rules while Game is in Progress ● Lack of Knowledge (Small vs. Large Picture) ● CCRPI ● GA Milestones ● Residential Property as Opposed to Commercial / Industrial (Property Tax) ● Change in Funding ● Fuel and Transportation Costs

Strategic Goal Areas and Performance Objectives

Strategic Goal Areas

These represent the perspectives that are critical to the success of the organization. The goal areas create the context by which the organization establishes its performance objectives and by which it will be measured. Normally an organization will have three to five strategic goal areas to help drive its growth and improvement.

Effingham County Schools

Strategic Planning Notes Master

Goal Area	Strategic Goal Areas	Proposed Strategic Performance Objectives (2-5 per Goal Area)
1	Purpose and Direction	<ul style="list-style-type: none"> To engage in a systematic, inclusive and comprehensive planning process for all students' success. To ensure accurate communication of district strategic plan with all stakeholders.
2	Governance and Leadership	<ul style="list-style-type: none"> To ensure autonomy at all levels to meet goals for student achievement To provide safe, effective day-to-day management of schools. To ensure and promote effective, diverse stakeholder involvement in support of the system's mission and vision. To ensure established policies and procedures to promote effective leadership.
3	Teaching and Assessing for Learning	<ul style="list-style-type: none"> To provide high-quality professional learning to the staff. To ensure all students are college and career ready. To increase access to 21st century technology. To increase parental involvement.
4	Resources and Support Systems	<ul style="list-style-type: none"> To ensure a high quality workforce. To ensure safe and well-maintained facilities. To ensure a fiscally sound school district. To provide high quality support services.
5	Using Results for Continuous Improvement	<ul style="list-style-type: none"> To ensure a formalized improvement process involving frequent data analysis. Monitor and maintain a clearly defined and comprehensive student assessment system. Ensure professional and support staff are trained in interpretation and use of data. Ensure data is communicated effectively to stakeholders.

Effingham County Schools Strategic Planning Notes Master

Strategy Statement. If we provide a clear purpose and direction, effective governance and leadership, quality resources and support systems and use results for continuous improvements to teach and assess effectively, then all students will graduate college and career ready.