

Strategic Planning Meeting Notes 1/14/13

The Chetek-Weyerhaeuser Area School District Strategic Planning Committee meeting opened at 7 p.m. Paul Hardt, consultant for the Wisconsin Association of School Boards, formally submitted a draft of a strategic planning report to Superintendent Al Brown. The document outlined several aspects of the planning process the committee had completed to this point.

The report included demographics and the state of the district, trends affecting school districts and education in general, an overview of the meetings that haven taken place, and the results of the community surveys. From the surveys, community members expressed a desire to continue rigorous academic and co-curricular programs, prepare students for career and college, enhance skills in reading, writing and communication, and continue to teach life skills, like time management.

Hardt noted that a couple of themes existed in the community surveys and meetings: 1) Human resources and the development and hiring of qualified staff; 2) finding additional funding resources; 3) the addition of an auditorium and/or pool; 4) maintaining strong curriculum development; 5) marketing the district; 6) improving athletics and 7) identifying priorities for the coming years.

Hardt added that efforts in improving students' performance have put the district in a good position, and can continue to be a strong focus when building on the district's successes. He also noted that a major theme in the planning process was the need for increased community involvement, and suggested that the committee and school board look at creating a sustained program of community involvement.

Dr. Brown delivered a presentation from the superintendent's perspective, which addressed the successes the district has had to this point. He also outlined several reforms in the education system that may become priorities at the state level, but hadn't been discussed yet during the strategic planning process. These reforms included vouchers, aiding schools financially based on performance, and school/educator effectiveness. Dr. Brown gave an overview of several district initiatives over recent years, ending with general reflections. He noted that the district is going the right work, and continuing to improve upon what is being built will be the key to moving the district forward.

The meeting concluded with Dr. Brown noting the strategic planning document is a living document, with additional specific details to be added at a later date. The initiatives outlined in the document would be the initiatives of the district as a whole. Goals from the plan would be deployed and monitored using smaller group structures.

Respectfully Submitted, Rachel Westberg