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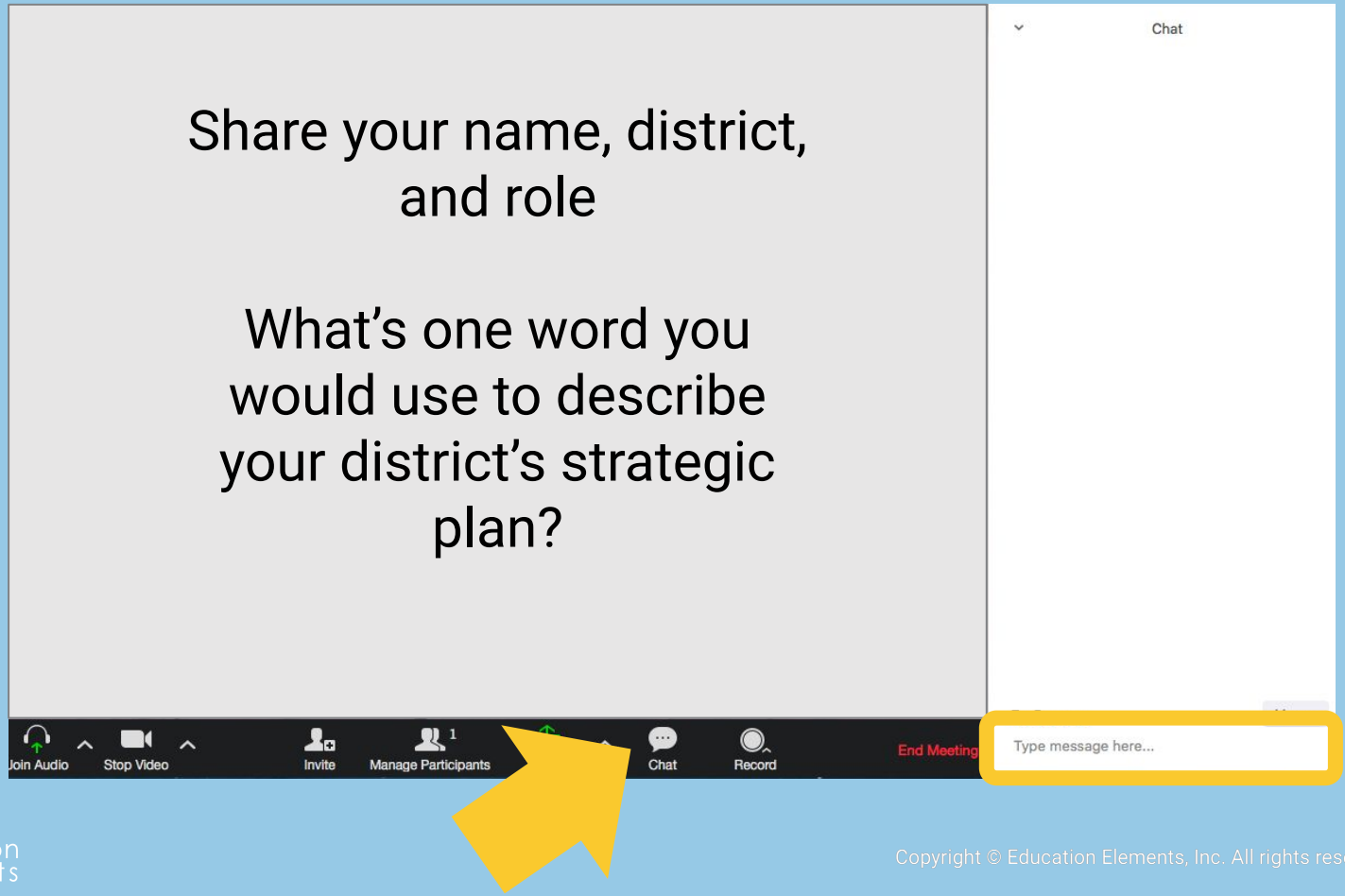
How to best evaluate and monitor success of your strategy

Education Elements Webinar

March 30, 2021

Share your name, district, and role

What's one word you would use to describe your district's strategic plan?



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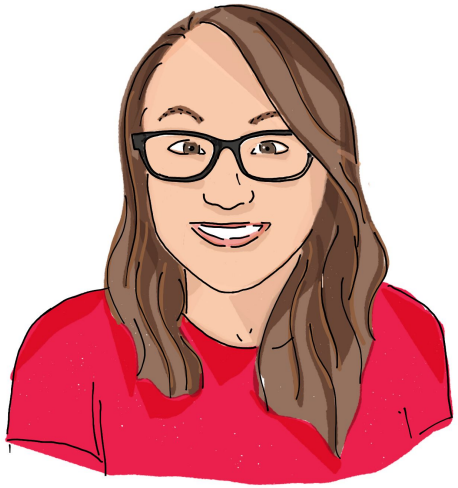
Introductions



Andrea Goetchius
Associate Partner
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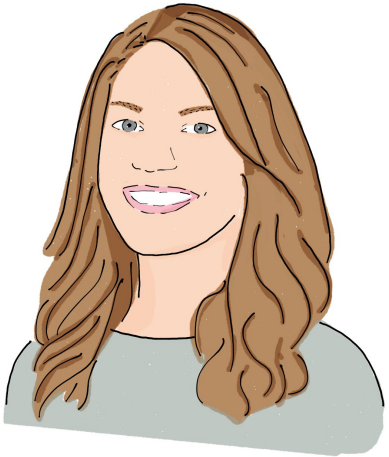

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Hi! We are Education Elements

WE ARE AN EDUCATION CONSULTANCY, THAT HELPS TRANSFORM SCHOOLS AND DISTRICTS

10
Years of Experience

1000+
Schools and Districts

90%
of our business comes from repeat clients

of attendees find our workshops excellent or very good

Schools grow when people grow

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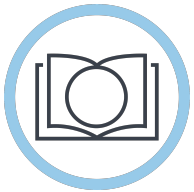
Founded in **2010**

1000+ Schools

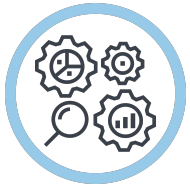
250+ Districts

37 States

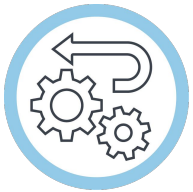
Blended & Personalized Learning



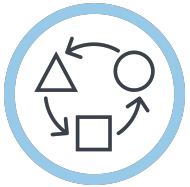
Strategic Planning



Return Planning

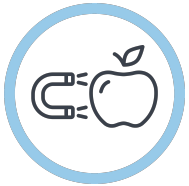


Equity



Leadership Development & Coaching

Teacher Retention



Teams & Culture

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Our Strategic Planning Approach

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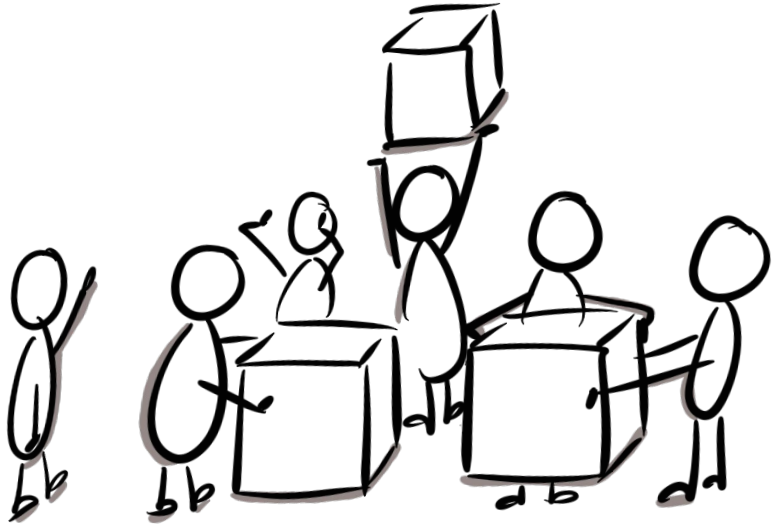
What has been true

Create **then** Invest

What we want to be true



Invest **and** Create

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Responsive Planning

is developing a plan that prioritizes the process over the product in order to sustain, adapt, and pivot.

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Education Elements believes when

Many perspectives are **CONSULTED** and **INCLUDED** then a plan is developed **WITH** and **NOT FOR** the community

Stakeholders are engaged in **FEEDBACK** AND **DESIGN** then there is **HIGH BUY-IN** and **LOW FRICTION**

Teams prioritize **SPRINTS** and plan to **PIVOT** then they are **RESPONSIVE**

Communication is **CLEAR** and **CONSTANT** then stakeholders **INTEGRATE THEIR BELIEFS**

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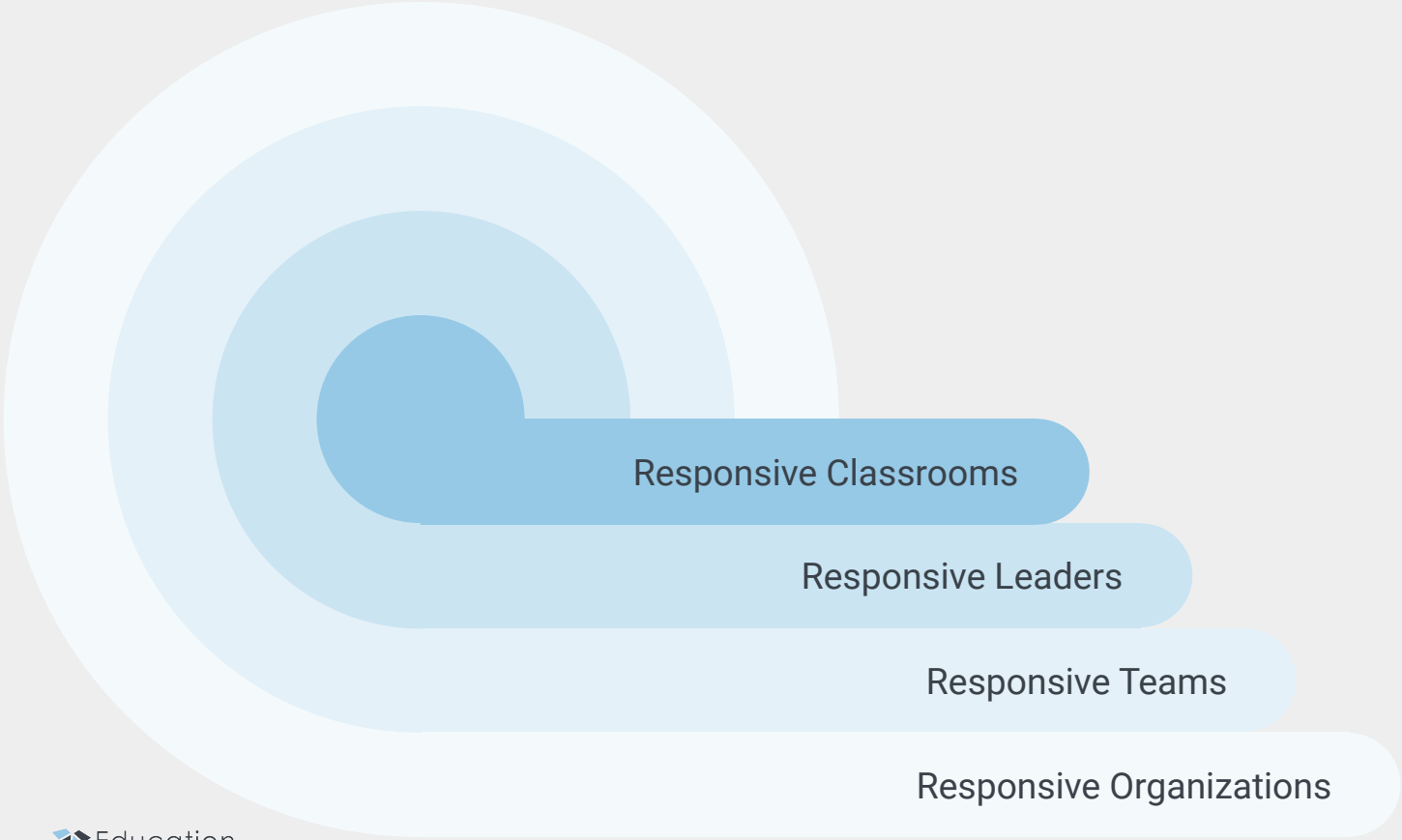
You organization will transform...



Your procedures and systems will be **sturdy yet adaptable**.

Your teams will be **agile and aligned**.

Your leaders will be **resilient and innovative**.

Your classroom will **respond to the strengths and needs** of your students.

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Our goals for today

1. Consider the role of data in strategic planning
2. Identify ways data can make current strategic initiatives more responsive
3. Highlight examples of best practices

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Data: Traditional v. Responsive Strategic Planning

Traditional Strategic Planning	Responsive Strategic Planning
Data are used as a summative measure to tell us whether or not we met our goals.	Data are used as a formative measure to (1) help us understand the extent to which we are making consistent progress towards our goals and (2) identify needed pivot points

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The role of data in strategic planning isn't just to monitor end-goal success, it's to help us continue to refine our approach.

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Traditional v. Responsive Strategic Planning

A *Theory of Action* is a *logical chain of reasoning* explaining how a ***set of practices*** will ***produce results*** that will lead to ***desired outcomes***.

Initiatives in Strategic Plan

Student Impact

Staff Impact

Community Impact

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Why?

We build a theory of action so that organizations can build confidence that the changes they are seeing are actually **attributable** to the program or change they are implementing (causal connection).

The extent to which the initiatives / changes are implemented as intended and planned

The extent to which the changes implemented are producing the desired effect

The extent to which long-term and sustained changes occured in our target population?

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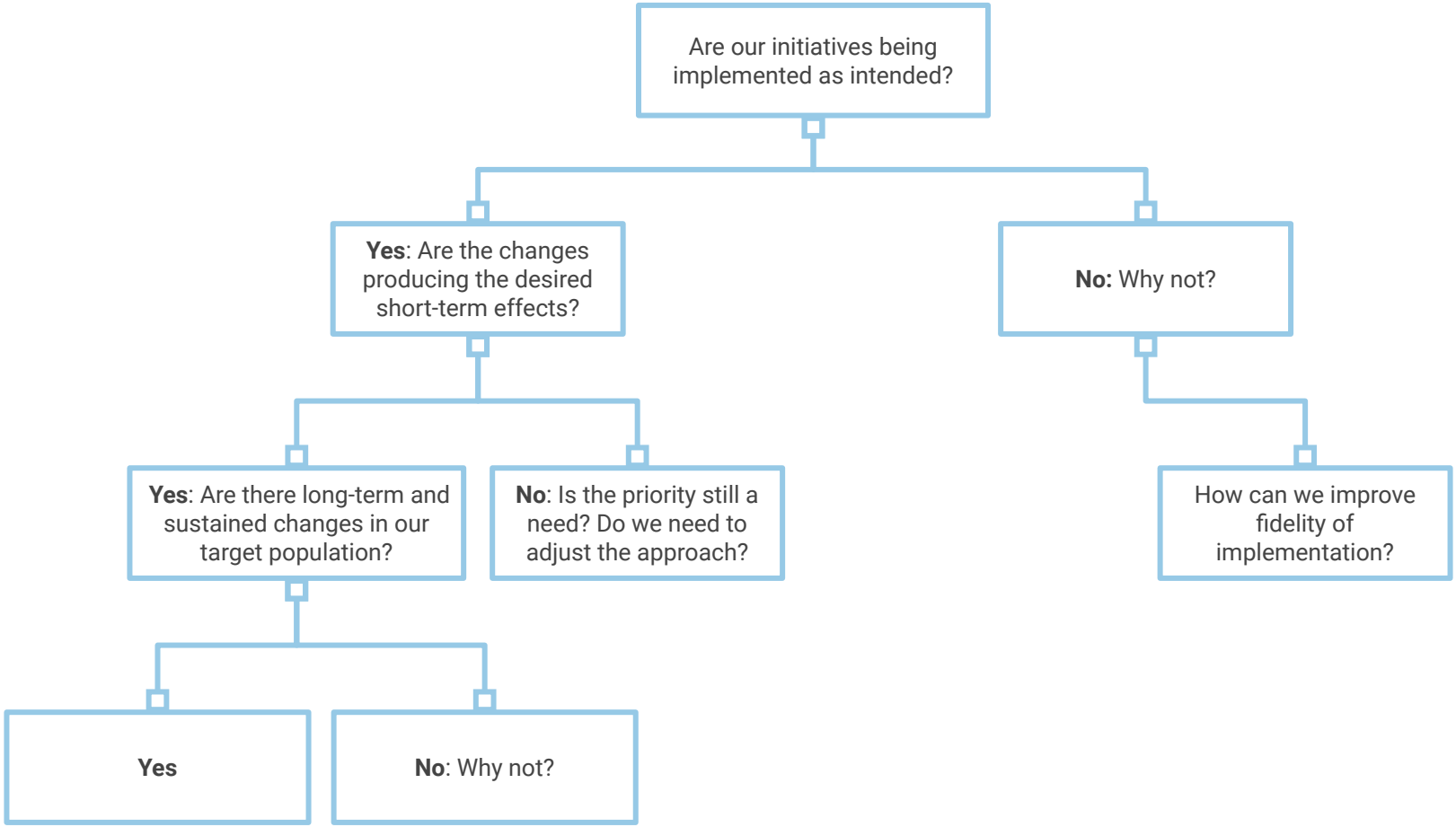

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When you develop your plan, include indicators of progress in addition to indicators of success.

A Theory of Action with a Responsive Twist

These programs...	*Will produce these results...*	*Which will lead to these outcomes.*
• Getting Miles the information about daily activities, weather, and schedule will...	• Enable Miles to get himself ready in the morning 5 days each week	• For Miles: he will be more independent • For his parents: our time with him will be better quality • For our household: mornings will be less chaotic

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A Theory of Action with a Responsive Twist

	These programs...	*Will produce these results...*	*Which will lead to these outcomes.*
HOW	• [describe the activities in your strategic initiative/plan]	• [Describe a measure of fidelity of implementation or effectiveness you can monitor with regular cadence]	• For schools • For administrators • For teachers • For students • For our community
EXAMPLE	Stronger onboarding experiences for new teachers	Higher satisfaction rates among teachers in their first year	Retain new teachers to our districts in the long-tern

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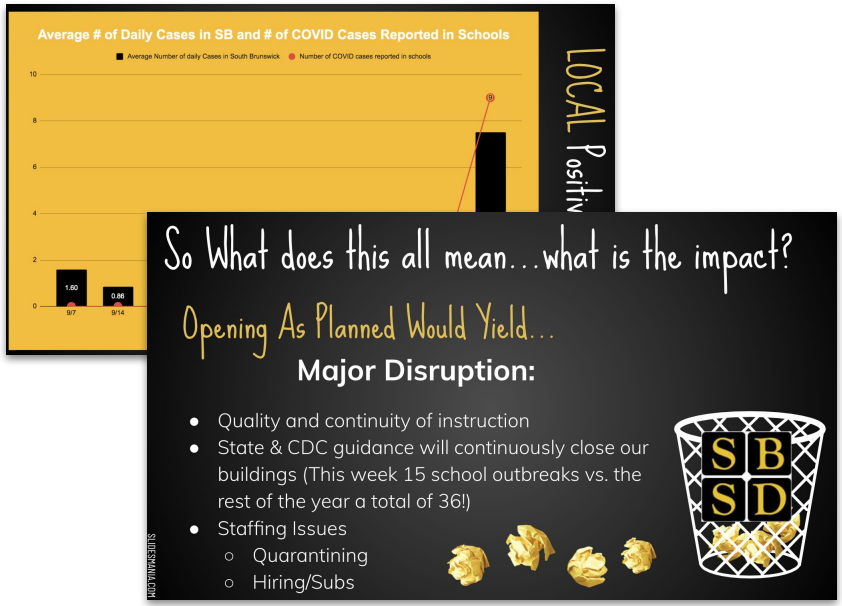
Prioritize time for teams to talk about data

Pivot with local conditions



Pivot our plan to meet our needs and priorities

	INITIATIVE NAME	Planned 2020-2021	Actual 2020-2021
Wellness	*Staff Self-Care + Wellness*	Maintaining	Maintaining
	Before + After School Safety- Monitoring Unstructured Areas-	Continue Progress	On Pause
	Social Emotional Learning	Continue Progress	Maintaining
Academic Programs	*Personalized Learning / Student Choice* • *Device Initiative* • *Technology Infrastructure Planning*	Continue Progress	Maintaining
	• *Culturally Relevant + Responsive Practices*	Continue Progress	Continue Progress
	• *Career Academies*	Continue Progress	Continue Progress
Student Supports	*Targeted Supports for Underserved Students* • *Universal Screening* • *Counseling & Student Supports*	Continue Progress	Continue Progress
	• *Ambassadors*	Continue Progress	On Pause
Community	*Communications*	Continue Progress	Maintaining
	Family University	Continue Progress	On Pause
Growth	*Talent Development for Staff*	Continue Progress	Continue Progres
	Diverse Candidate Hiring	Maintaining	Maintaining
	Redistricting + Reconfiguring Grade Levels	On Pause	On Pause

Next Steps Key

- Continue Progress
- On Pause
- Sunset
- Maintaining

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Work hard at creating psychological safety within your teams

"Psychological safety is a belief that one will not be punished or humiliated for speaking up with ideas, questions, concerns, or mistakes."

-Amy Edmondson

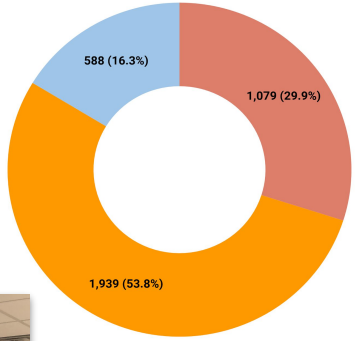
1. Frame the work as a learning problem
   "We've never been here before; we can't know what will happen; we've got to have everybody's brains and voices in the game."

2. Acknowledge your own fallibility
   "I may miss something, I need to hear from you."

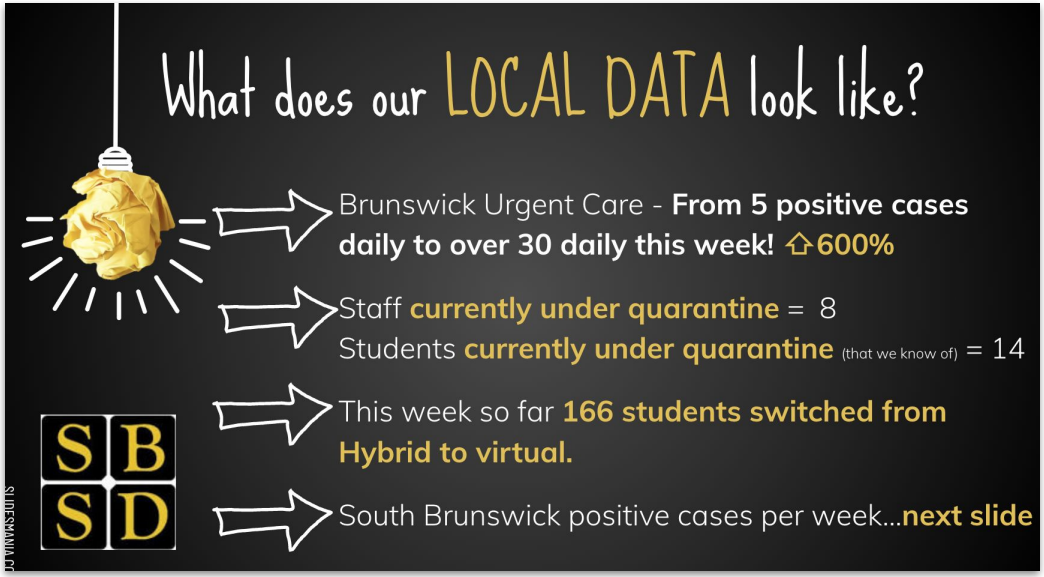
3. Model curiosity
   "Every time we withhold, we rob ourselves and our colleagues of small moments of learning."

Include opportunities to collect ongoing feedback

Community Engagement During Strategic Planning



Community Engagement During COVID-19



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Q & A

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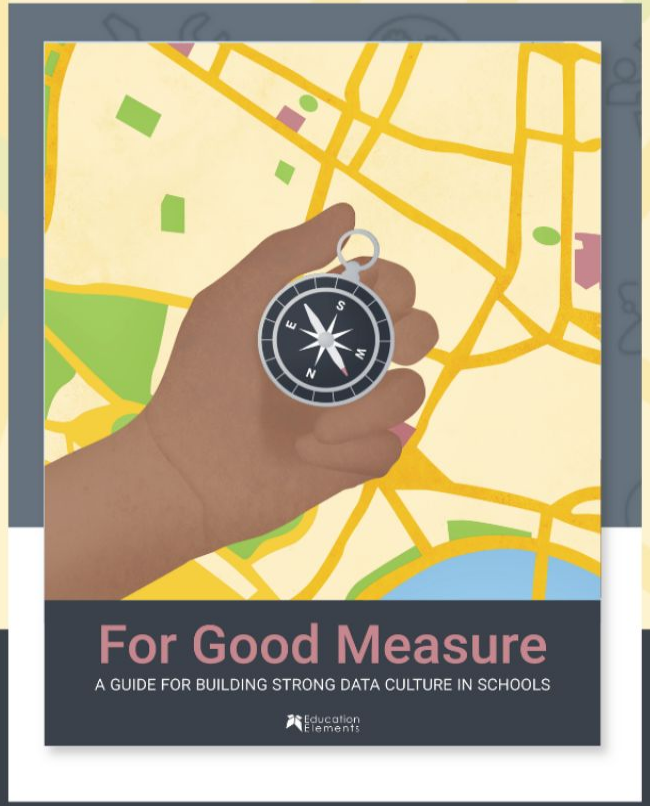

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FOR GOOD MEASURE

A Guide For Building Strong Data Culture In Schools

FREE DOWNLOADABLE GUIDE

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A Systems Level Approach to Schooling Loss

APRIL 13 @ 8-10AM PST / 11AM-1PM EST

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edelements.com/schooling-loss

Thank You!

Stay safe, stay healthy!

You'll receive the slides tomorrow

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Connect with Education Elements on social media to continue the conversation, or subscribe to our blog for more resources about educating through COVID-19.

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