



Case Study

South Brunswick School District, NJ

Using Strategic Planning to create efficient and impactful teams and processes

South Brunswick School District (SBSD) is located within the Raritan Valley region of New Jersey. SBSD is a high performing, diverse K-12 district serving approximately 9,000 students across 10 schools. South Brunswick School District worked with Education Elements to implement surveys for staff and community members and to restructure how the core team worked together as part of their strategic planning process.

The Challenge

In the years prior to engaging with Education Elements, the South Brunswick's community felt their voices could be further elevated. When Scott Feder returned to his home district as the new superintendent, he wanted to support the community in defining a strategic plan that had a clear and aligned direction for the entire organization – from students to teachers to school and district leaders. Feder felt strongly about prioritizing in-depth community engagement, by encouraging community members to provide feedback and contribute ideas for new solutions and approaches. Ultimately, the team wanted this plan to be a collective community effort.

How We Helped

After distributing a survey, hosting community forums, and conducting 1-1 interviews, the Steering Committee hosted community planning nights to analyze data from these events and identify the district's greatest needs. During these nights, the Committee used protocols like the [Wall of Ideas](#) to challenge the district status quo and brainstorm solutions.

The Results

After the steering Committee confirmed focus areas they began prototyping solutions and developed a timeline for initiative implementation to account for the next three years of execution.

“Working with Education Elements, the big piece for us, is they are helping us with a national lens. It's very easy to do the work when you're looking at your own work. But we need someone else to look at what else is going on in the world and the country.”

Scott Feder, Superintendent
South Brunswick School District, NJ



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