
STRATEGIC PLANNING: CREATING A REALISTIC ROAD MAP

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Board2Board
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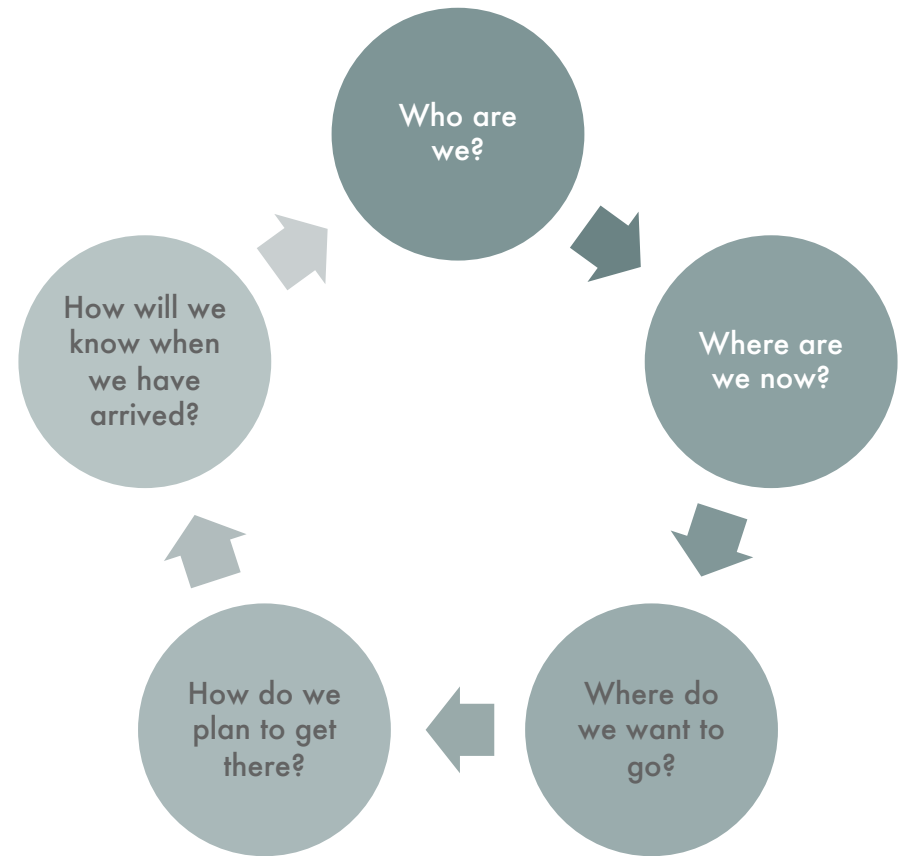




"IF YOU DON'T KNOW WHERE YOU ARE GOING, YOU WILL
PROBABLY END UP SOMEWHERE ELSE." LOURENCE PETERS

WHAT IS STRATEGIC PLANNING

- What is strategic planning?
- Who is involved?
- Why is this important?
- What is the desired objective?
- When is strategic planning done?



STRATEGIC PLANNING: ARE WE READY?



EFFECTIVE STRATEGIC PLANNING: ARE WE READY?

- Superintendent transition
- Board transition – lots of new board members
- Staff transition
- Community transition



SO WHY STRATEGIC PLANNING?



BENEFITS



- Group is empowered to know they have helped choose the course of the organization
- More focus on being proactive instead of reactive
- A “road map” is established early to take the organization to the next level of success
- If the Board has many ideas, they can work as a group to determine the best use of their resources

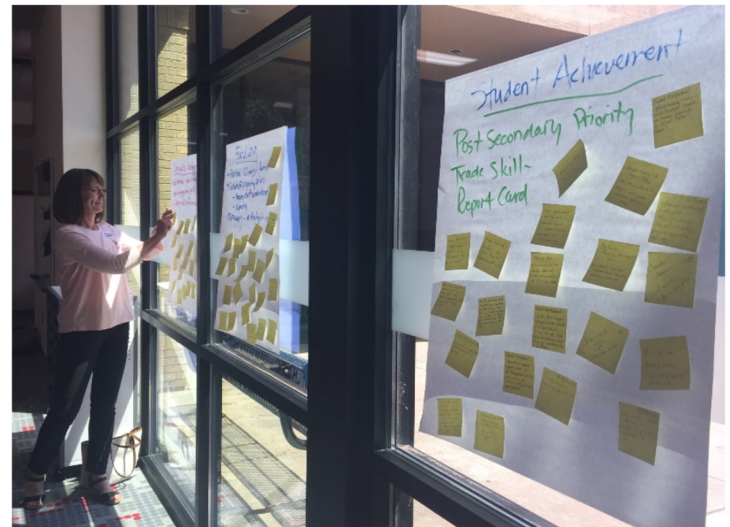
CONSIDERATIONS IN STRATEGIC PLANNING

- Board Development
- Marketing
- Motivational
- Infrastructure
- Program Evaluations
- Fundraising
- Staff Development
- Community Engagement
- Donor Relations



STRATEGIC PLANNING PROCESS

- Consider an outside facilitator
- All board members involved
- Superintendent involvement important
- Retreat – 4-6 hours
- 2 year maximum reach
- Recognize your success



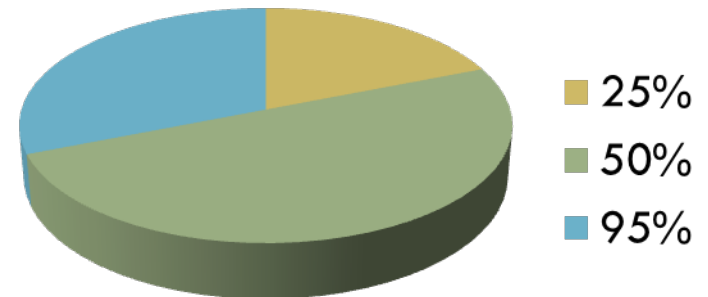
STRATEGIC PLANNING COMPONENTS

- Environmental – data collection
- Strategic direction - retreat
- Implementation – who is going to do what by when
- Written plan – documentation
- Monitor and assess progress – ongoing fluid doc

ENVIRONMENTAL ANALYSIS

- Collect data
- Review trends
- Analyze internal and external dynamics

Overall Awareness of the Education Foundation According to Stakeholders

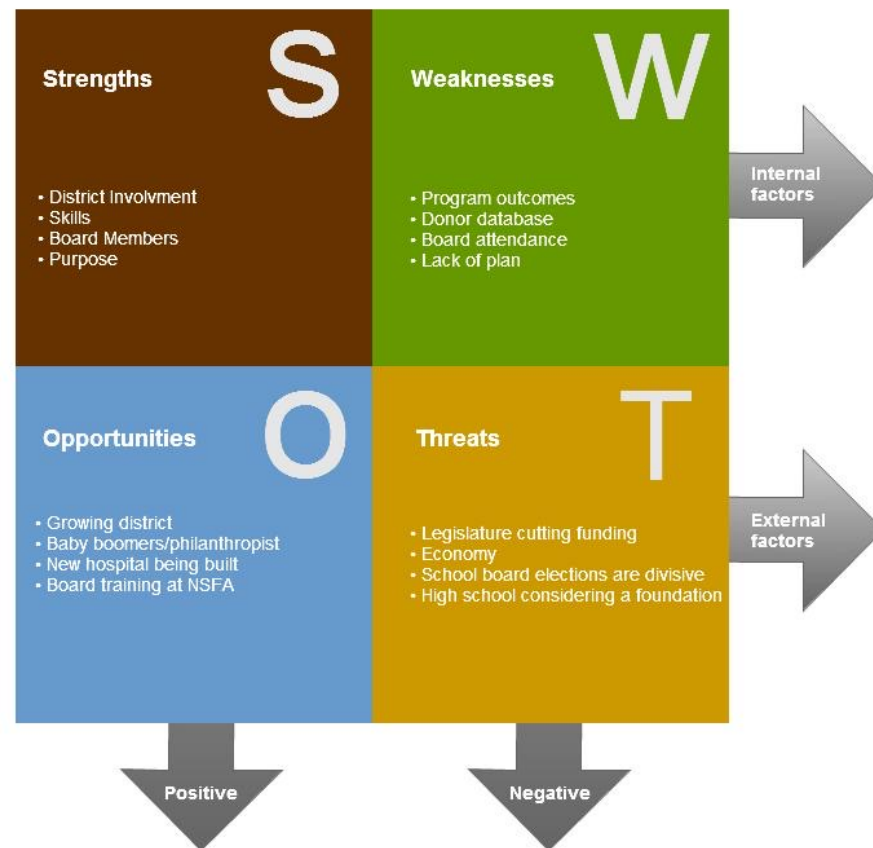


STRATEGIC DIRECTION

- Create/confirm vision and mission
- Identify strengths/weaknesses/opportunities/threats
- Develop goal areas
- Prioritize goals
- Develop action plans



SWOT Analysis



IMPLEMENTATION

- Develop measurable objectives to meet goals
- Develop specific initiatives
- Develop detailed project plan identifying tasks, responsible party, and timeframe to complete



FROM PLAN TO ACTION

Goal Area 1: Programs - To improve promotion and selection of funding innovative educational programs.	WHO	WILL DO WHAT	BY WHEN	EVALUATION MEASURE	✓
OBJECTIVE: Refocus emphasis on innovative programs.					
Strategy: Place emphasis during grant writing workshops on innovative ideas.	Programs Committee	Research and communicate ideas	•Initiate Fall 2015 •Specific Plan by Spring 2016	Number of unique (new ideas) grant applications received - 50% increase	
Strategy: Create an award program that rewards classroom innovation	Programs Committee	Collaborate with District to develop future direction and plan	Plan Development - 1st quarter of 2016. Plan implementation for 2016-2017 school year.	Design a qualitative rubric.	
OBJECTIVE: Simplify the application and evaluation process.					
Strategy: Review and simplify written application	Programs Committee and ED	Compare other District applications	Extend application periods summer/fall	Increased number of applications form each campaign	
Strategy: Provide sample innovative programs/initiative examples	Programs Committee and ED	Compare other District applications	Spring 2016	*	
OBJECTIVE: Collaborate and align funding responsibilities between foundation and district.					
Strategy: Review past annual foundation awards/funding	ED and Dr. Kutch	Program Committee and District Funding Discussion	Apr- 16	Revised funding structure	
Strategy: Open up more applications by campuses/teachers	Board	Review annual funding initiatives to continue	Apr- 16	Revised funding structure	

COMPREHENSIVE WRITTEN PLAN

- Overview of environment and status
- Overview of trends
- Outline goals, objectives and strategies
- Assign responsibilities and timelines



KEY COMPONENT: FOLLOW THROUGH

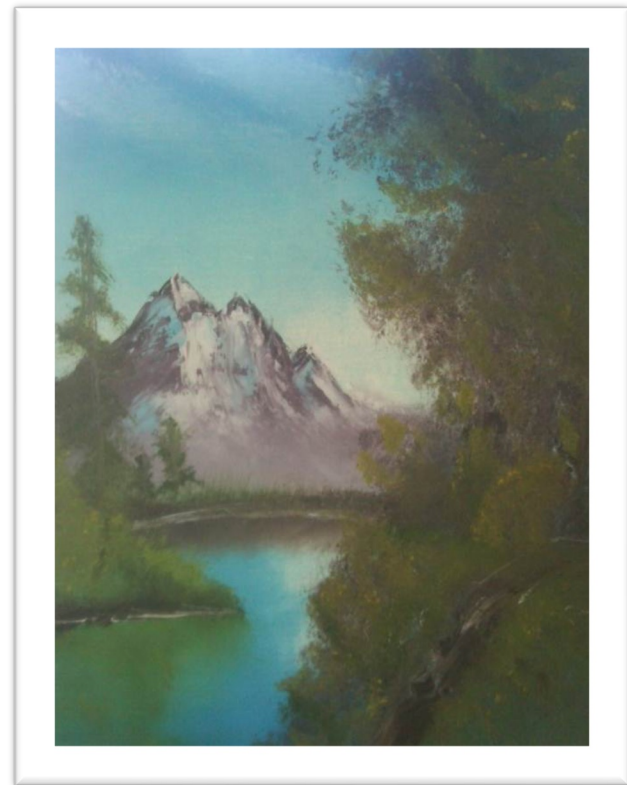
- Review plan at least quarterly
- Revise plan – evolving document
- Incorporate new board members into the plan
- Record outcomes and accomplishments
- Chart your success



TAKING IT TO THE NEXT LEVEL

- Plan your successes.
- Strategize your impact.
- Chart your success.
- Identify strengths and weaknesses.
- Take it to the next level.

THIS IS A PROCESS AND NOT JUST A RETREAT





QUESTIONS?

STRATEGIC PLANNING:
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MAP

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