



Creating a Strategic Plan for the Pinelands Regional School District

Mission Statement

We, the Pinelands Regional School District,
in partnership with our families and community,
are dedicated to providing each student with relevant educational experiences
that develop well-rounded, productive citizens in our diverse world.
Our commitment to education emphasizes positive character development,
personal success and the pursuit of excellence while mastering the evolving
demands of Twenty-first Century Standards
as well as the Common Core Standards.

Session 3 Developing Strategic Planning Goals & Objectives

On December 10, 2018, Pinelands Regional School District administrators, Board of Education members, staff, parents, and community members, twenty-eight (28) in all, came together for the third strategic planning meeting. The meeting began with a welcome and introduction by Board President, Sue Ernst and Superintendent, Dr. Melissa McCooley. Facilitators Mary Ann Friedman and Kathy Winecoff, from New Jersey School Boards Association (NJSBA), were introduced and provided an overview of the strategic planning process and the focus for the evening's activity.

We began the evening with a review of the strategic planning process and consensus building. Copies of the outcomes from meetings 1 & 2, along with goal areas were provided for each participant.

The activity for the December 10, 2018 meeting was to develop goal statements and objectives for each goal area. Each participant selected a "goal area" of their interest and choosing. The initiatives from the previous two strategic planning sessions were utilized to develop the goal statements and objectives by the attendees.

The information that follows is a summary of the work of the small groups. As discussed with the meeting participants, all consensus points are recorded and posted on the district website to share the group work during the course of the strategic planning process.

Pinelands Regional School District Strategic Planning Meeting #3 Outcomes

Goal Area: Student Achievement / Experience / Involvement / Engagement / Civic Responsibility

Strengths	Challenges
Adaptable, supportive, nice teachers, staff, students	Absenteeism / Attendance
Cat Eye	Math scores
Inclusive – everyone has a voice	Extra-curricular options
Referendum	9 th grade at the High School
Sports / Performing Arts / Clubs / Extra-curriculars	% Special Ed #'s
School Pride	Saboteurs
Legacy alumni	Mental health / current high risk behavior
Resilience of students & staff	Student agency (voice)
Athletic success / athletic program, clubs, activities	More literacy support
Family feel / family community / Roots	Create community of learners (parents support of education; seniors)
Theatre / Music / Arts Programs	Chronic absenteeism
Support staff	Academic stimulation
Amazing students	Incentives for students
Acceptance of diversity	Remote options for attending class
Responsiveness from all staff	Goal-oriented learning
School Based Youth Services for kids and parents	Community / parent involvement
Communication – between students & teachers, parents and teachers	Lack of programs for non-college grads, vo-tech programs
Academic and support services (School Based Youth Services, CCT, intervention team)	Did away with honors classes and forced students to take AP classes
Longevity of staff	Discipline
High School / Jr. High School consistency	Social media
SCHOOL SPIRIT	Parent involvement / limited parent involvement
Class size – low class size	Lack of college course offerings
ELA scores	Diversity of Liberal Arts offerings
Variety of course offerings	Self-esteem
AP program and classes	Focus on education
Collection of data	Identifying useful data and its effective use
Sense of community (student)	Perception / Pinelands reputation
Rainbow strength	More variety – STEM – tech – trades
Empowerment / collaboration between students	Academic leveling (college prep, honors, AP)
Staff, Board of Ed, Teachers and Administrators	Culture (bad reputation, underdog)
Technology	Security
Project-based, hands-on learning	Shared superintendent
Vo-tech	Grading policy
Behavior self-contained class	Different towns
Welcoming administration	Meeting needs of college placement students
Collaboration between schools and teachers	Lacks pride
Drama, Chorus, Band	Lacks school culture
Senior project	Press
6 th grade co-mingle	Finances
Open communication with superintendent	Early start time
Student character	Lunch
Special Ed programs	After-school supervision
Bully prevention	Vaping / smoking / drugs

Pinelands Regional School District Strategic Planning Meeting #3 Outcomes

Strengths		Challenges	
Lots of activities		Transition to Jr. High School	
		Busing	
		Student placement	
		Curriculum and Life Skills	
Vision		Initiatives	
Pinelands is the center of learning for the community.		Student Ambassadors to local gov't & senior communities	
Students want to be here and are proud of the school.		Webcasts / podcasts / coffee news	
Staff believes <u>all</u> students can succeed.		Events in school	
		Lunch & Learn	
		Community liaisons	
		Website revamp to incorporate and allow for access to learning for ALL	
		Strengthening adult school, PTSO and Alumni Association	
		Enhance engagement & student empowerment in classrooms	
		Improving student voice in decision-making	
		Use of PBIS and restorative justice	
Pride everyday in the Wildcat way		College-like atmosphere	
		Academies	
		Vo-tech campus	
		Hands-on learning	
		Flexibility of class placement based upon mastery of content / standards	
		Meditation / decompression / sleep pods / yoga	
		Makerspace	
		Therapy dogs / service dogs	
		Mass recognition for "Being kind, respectful, etc. individuality, average student"	
		Every student MUST be recognized at least once by graduation	
Exposure to multiple learning experiences		Schedule – extended learning opportunities	
		Student choices	
		Real-life experience and mentoring	
Innovative culture that fosters pride by empowering our students and engaging our community.		Taking educational / innovative risks	
		Clean, well-kept environment	
		Community involvement / mentors	
		Changing perceptions	
The students of the Pinelands Regional School District will know exactly where they are going when they graduate. Each student and their family will create a viable path for post-school outcomes.		Parental involvement	
		Self-identify early	
		Dual-enrollment	
		JAG (Jobs for America's Graduates)	
		On-line course work	
		Local business internships with curriculum development	
		Student surveys	
Vision		Initiatives	
		Increased vocational opportunity	
		Pinelands experience – bring it back again	

Pinelands Regional School District Strategic Planning Meeting #3 Outcomes

Connect with all students and their families in order to identify strengths and maximize potential.	100% graduation rate
Students will be provided with a diversity of opportunities in order to create high achieving citizens who are critical consumers of information, civic-minded and articulate.	SAT scores ranked top 10% by senior year (Math & LA)
	Dual enrollment requirement for at least 1 class for each graduate
	Connect and mentor every student not involved in a sport, club, or activity
Pinelands provides a variety of programs and offerings so ALL Students can be successful. Pinelands is back on the map establishing a sense of pride and community / parent / student involvement by providing a future ready school.	Jr. ROTC
	Creating more choice school options – sciences, performing arts, computer science / technology, math
	More vo-tech offerings non-college bound students – auto, computers, cosmetology, culinary, nursing, horticulture, performing arts; transition coordinator
	Provide STEAM – STEM – Kean, Rutgers, Stockton partnerships (and other colleges); marine biology
	Life-skills – establishing curriculum for future success / goals

Pinelands Regional School District Strategic Planning Meeting #3 Outcomes

Goal Area: Stakeholder Engagement

Strengths		Challenges	
Community outreach		Parent engagement and involvement	
Continued involvement		Community perception	
Family feel		Senior community involvement	
Community / legacy alumni		Communication (misinformation)	
Cat Eye		Create community of learners (parents support education; senior)	
Strong community		Our story – what makes us special!	
Communication		Community / parent involvement	
Alumni Staff Foundation		PTSO / Booster Club	
Community donations		Social media	
Roots – family feel		Press	
Community – caring, pride, generosity, scholarships		Pinelands reputation	
Vision		Initiatives	
The community going in and going out to help each other, grow and promote education for the younger and older generations, as well as making the old style, the new style by creating the school the community center.		Community liaisons	
		Student ambassadors to local government and senior communities	
		Community outreach	
		Webcast / podcast, coffee news	
		Events in school	
		Lunch & Learn	
Innovative culture that fosters pride by empowering our students and engaging our community.		Community involvement / mentors	
		Changing perceptions	
The students of the Pinelands Regional School District will know exactly where they are going when they graduate. Each student and their family will create a viable path for post-school outcomes.		Parental involvement	
		Local business internships with curriculum development	
To decrease the negative perception of our reputation through consistent, positive, informational dissemination.		Public Relations driven plan	
		RFP Marketing plan	
		Rebranding	
		Paint the town green and gold	

Pinelands Regional School District Strategic Planning Meeting #3 Outcomes

Goal Area: Facilities / Finance

Strengths		Challenges	
Referendum		Money / budget / revenue	
Improving facilities		Facilities	
		Transportation	
		Funding / budget	
		Lack of vo-tech programs here	
		Uncontrollable costs	
		Staff salary	
		More variety – STEM – tech – trades	
		Finances	
		Social media	
		Parent and community involvement	
		Press	
		Pinelands reputation	
		Busing	
Vision		Initiatives	
To decrease the negative perception of our reputation through consistent, positive, informational dissemination.		Public Relations driven plan	
		RFP Marketing Plan	
		Rebranding	
		Monstrous school opening	
		Paint the town green and gold	
Exposure to multiple learning experiences		Schedule – extended learning opportunities	
The students of the Pinelands Regional School District will know exactly where they are going when they graduate. Each student and their family will create a viable path for post-school outcomes.		Dual enrollment	
		On-line course work	
		Local business internships with curriculum development	
		Increase vocational opportunity	
Pride every day in the Wildcat way		Academies	
		College-like atmosphere	
		Vo-tech campus	
		Flexible start times / work time	
		Meditation / decompression / sleep pods / yoga	
		Makerspace	
		Therapy dogs / service dogs	
Pinelands provides a variety of programs and offerings so ALL Students can be successful. Pinelands is back on the map establishing a sense of pride and community / parent / student involvement by providing a future ready school.		More vo-tech offerings non-college bound students – auto, computers, cosmetology, culinary, nursing, horticulture, performing arts; transition coordinator	
		Creating more choice school options – sciences, performing arts, computer science / technology, math	
		Jr. ROTC	
		Provide STEAM – STEM – Kean, Rutgers, Stockton partnerships (and other colleges); marine biology	
		Life-skills – establishing a curriculum for future success / goals	

Pinelands Regional School District Strategic Planning Meeting #3 Outcomes

Goal Area: Improving PRSD Perception / Image

Strengths		Challenges	
Amazing students		Community perception	
Strong community		Communication – misinformation	
School Based Youth Services for kids and parents		Our story – what makes us SPECIAL	
Communication		Social media	
Acceptance of diversity		Parental involvement	
Longevity of staff		Not feeding into negative people	
SCHOOL SPIRIT		Focus on education	
Improved / increased communication		Perception	
Sense of community		Realtor's school district rating	
Family feel		Pinelands reputation	
Rainbow strength		Press	
Empowerment / collaboration between students and administration		Different towns	
Community – caring, pride, generosity, scholarships		Limited parent and community involvement	
Improving facilities		Finances	
		Lack of school culture	
		Lacks pride	
Vision		Initiatives	
The community going in and out to help each other, grow and promote education for the younger and older generations, as well as making the old style, the new style by creating the school the community center.		Community liaisons	
		Lunch & Learn	
		Student Ambassadors to local government and senior community	
		Community outreach	
		Webcast / podcast, coffee news	
		Events in school	
To decrease the negative perception of our reputation through consistent, positive, informational dissemination		Public Relations driven plan	
		RFP Marketing Plan	
		Rebranding	
		Monstrous school opening	
		Paint the town green and gold	
Pride every day in the Wildcat way.		Community mentorship	
Innovative culture that fosters pride by empowering our students and engaging our community		Changing perceptions	
		Clean, well-kept environment	
		Community involvement / mentor	

Common Themes Identified by Large Group

Meeting #1 Strengths & Challenges

- School Based Youth Services
- Cat Eye
- Excellent Special Ed Services
- Staff
- Money
- Absenteeism
- Staff commitment
- Parent engagement & involvement
- Perception
- Reputation
- Pinelands experience
- Course offerings
- Identifying gaps
- Social media
- Negative perception
- Culture
- Family feel

Meeting #2 Vision & Initiatives

- Parent involvement
- Helping all students find success
- Student & community pride
- Community involvement
- 100% graduation
- Course offerings
- Mentors
- Dual enrollment
- Pinelands experience

Four goal areas emerged from the common themes identified by the group at large:

- 1. Student Achievement / Experience / Involvement / Engagement / Civic Responsibility**
- 2. Stakeholder Engagement**
- 3. Facilities / Finance**
- 4. Improving Pinelands Regional School District Perception / Image**

Utilizing the information from Meetings #1 and #2, the following goal statements and objectives were developed by the small groups. Consensus was achieved in the individual groups. Each small group then reported out and consensus was achieved by the larger group.

Pinelands Regional School District Strategic Planning Goals

1. Student Achievement / Experience / Involvement / Engagement / Civic Responsibility

Goal: Produce positive, productive citizens

Objectives:

- 1. Design engaging, purposeful experiences in a safe culture**
- 2. Create a culture of social and emotional safety**
- 3. Self-identify their strengths and challenges**
- 4. Student led learning experiences**

2. Stakeholder Engagement

Goal: Create a positive image through the consistent dissemination of academic and cultural success

Objectives:

- 1. Develop a partnership with a Public Relations firm to create a plan to change our image**
- 2. Define who our stakeholders are and which roles they play in order to improve perception**
- 3. Establish community outreach program to foster positive image and perception of Pinelands Regional School District**
- 4. Create academics with classes unique to our location in order to draw students and increase enrollment**

3. Facilities / Finance

Goal: Create and ensure a clean, safe and positive environment for all students, staff and community members while maintaining all fiscal responsibilities

Objectives:

- 1. Complete the current project while maintaining the established budget**
- 2. Highly effective stewardship as measured by increased public confidence**
- 3. Rebrand the district with an emphasis on Wildcat pride!**

4. Improving Pinelands Regional School District Perception / Image

Goal: Create a connected plan that uses effective communication techniques to involve and encourage all stakeholders

Objectives:

- 1. Dramatically increase and sustain parental involvement**
- 2. Analyze our methods of communication for its effectiveness**
- 3. More community interaction with Administration and Board**
- 4. More student initiatives (student driven)**

Next Steps

The Superintendent / Administrative Team will develop action plans to implement the vision and goals developed in the 3D Strategic Plan. The action plans will include:

1. The actions necessary to accomplish the goals and objectives
2. Select measures for accountability
3. Resources required
4. A timeline for implementation
5. Indicators of success

All participants will be invited to attend the board meeting, date to be determined, when the final strategic plan will be presented to the Board of Education by Mary Ann Friedman, NJSBA, Field Service Representative.

Thank you to all of the participants who gave of their time, energy and talents to contribute to the strategic plan for the Pinelands Regional School District! It has been a pleasure to work with you.