

## **STRATEGIC PLANNING COMMITTEE**

**January 24, 2013**

**11:15 a.m.**

**Room 120**

### **MINUTES**

#### **Welcome and Introductions**

The meeting was called to order at 11:14 a.m. with the following Board members and Board staff present: Mr. Michael Durso (chair); Ms. Shirley Brandman (committee member); Mrs. Patricia O'Neill (committee member); Mr. Ikhide Roland Ikheloa, chief of staff, Office of the Board of Education; Ms. Laura Steinberg, staff assistant, Office of the Board of Education; and Ms. Kathy Yorro (recorder).

The following Montgomery County Public Schools (MCPS) staff was present: Mr. Larry Bowers, chief operating officer; Dr. Kimberly Statham, deputy superintendent for teaching, learning, and programs; Dr. Susan Marks, associate superintendent for shared accountability; Dr. Donna Hollingshead, community superintendent, Office of School Support and Improvement; Ms. Robin Confino, executive director to the chief operating officer; Ms. Lori-Christina Webb, executive director to the deputy superintendent for teaching, learning, and programs; and Ms. Samantha Cohen, intern, Office of the Deputy Superintendent for Teaching, Learning, and Programs.

#### **Approval of Agenda and Minutes**

The committee unanimously approved the minutes of the Strategic Planning Committee meeting of December 4, 2012.

#### **Status Update on Renovation of Strategic Plan**

Dr. Statham provided an update on the renovation of the strategic plan. She noted that the Internal Strategic Planning Committee had expanded to include a representative from the Office of School Support and Improvement with Dr. Donna Hollingshead now serving as a co-chair. Dr. Statham provided a Power Point presentation which provided information on the Strategic Plan Work Process—roles and responsibilities, the strategic planning framework, Internal Strategic Committee membership, application process, questions for applicants wishing to serve on the Network Team, an application rubric, Network Team kick-off information, and a timeline for the renovation.

The committee and staff had a brief discussion regarding the Strategic Planning Forums previously held by the Board of Education and the relevancy of those forums in the future. It was noted that although the community would have had major input/feedback on the renovation of the strategic plan, the forums are used for purposes of developing and approving the budget and would still be necessary. Committee members noted that having had so many activities with the community based on the renovation that asking people to attend yet another forum would not be necessary. The committee felt that the

full Board would need to have a conversation regarding their forums and cluster meetings for next year.

Dr. Susan Marks explained that the Network Team would consist of 60 members from the applicant pool with a 20/20/20 breakdown for each group. She explained that the Town Halls would help to include additional community member feedback. The committee indicated that we will need to be clear about what we are asking people to do and that the vision should be very narrow and needs to be communicated clearly.

The timeline for the work of the teams was shared. Dr. Statham indicated that the Internal Strategic Planning Committee will need guidance on how and when the BOE Strategic Planning Committee, as well as the full Board, would need to provide feedback and be provided updates, with the goal of bringing the strategic plan to the full Board for approval in May 2013. Dr. Statham indicated that the Internal Strategic Planning Committee will ensure that updates and meaningful dialogue are scheduled with the BOE committee throughout the process.

Committee members felt that they need to continue work on the revision of the Guiding Tenets and that there should be group feedback throughout. The committee also felt that the full Board should be involved throughout. Committee members and staff indicated that the BOE has a retreat scheduled for March 4 where in-depth conversation could take place on developing the revised mission, vision, and purpose statements. It was suggested that the Executive Leadership Team participate in the retreat in order to provide meaningful conversation when developing the revised guiding tenets. BOE staff will work with Dr. Statham regarding the questions that were put out to the Network Group.

### **Guiding Tenets**

Ms. Laura Steinberg introduced a discussion on revision of the Board's Mission and Vision Statements. She shared a Power Point presentation on the development/revision of mission and vision statements with language that was developed by Dr. George Perry, Panasonic Foundation consultant. The Power Point focused on the difference in a purpose and a mission. She explained that the superintendent wants the Board to develop a purpose statement.

The committee discussed the difference in a core purpose and separate mission statement. The committee agreed that the focus should be on the mission statement and "park" the purpose statement at this time. Suggestions by the committee included:

- Current statement is not that far off.
- Don't want to just shuffle words around.
- Would like to see more language on the equity statement and who we are.
- Partners and community concept should be added.
- Statement needs to be concise.
- If this paradigm is used, what is missing is the "results."

- Result could be “college and career ready/ready for life.” Would be more inclined to go with “ready for life.”
- Core values should be in a more final version before the retreat. Core values would be posted at the retreat and used to align with the mission statement.
- Park the purpose statement and focus on the mission/vision.

The committee continued the discussion focusing on the draft core values and connectivity with the mission and vision statements. The committee felt that an in-depth discussion at one BOE retreat with the leadership team would be a very useful exercise and would help to provide buy-in by the administration who has to ultimately follow through on the mission and vision.

The committee reviewed the updated core values which incorporated all of the additional feedback received and made some suggested “tweaks.” It was agreed that the committee chair would prepare a memo to the full Board with the committee’s recommendations on the “updated” core values and ask for any other suggestions from the Board members. The final approval of the core values by the full Board would be scheduled for a February Board meeting.

### **Summary of Actions Taken, Follow Ups and Future Agenda Items**

1. Logistics of the retreat – Use a facilitator with the BOE and ELT. Don’t think a half day is enough—should be an all-day retreat. Laura Steinberg and Roland to follow up with both deputies.
2. Committee chair to prepare a summary memo to full Board and send core values for one last look.
3. Schedule final approval of core values for a meeting in February.
4. Schedule retreat.

Additional discussion:

Committee discussed the issues around the coordination of the BOE calendar and the superintendent’s calendar and the need to coordinate more thoroughly for the upcoming year. With all of the town halls, cluster meetings, etc., we do not want to overwhelm the community with meetings on meetings. It was noted that the Communications and Public Engagement Committee is working on this.

### **Adjournment**

The meeting was adjourned at 12:49 p.m.