

THE SCHOOL BOARD OF ALACHUA COUNTY, FLORIDA  
APPROVED WORKSHOP MINUTES

**Strategic Planning**

February 12, 2013

The School Board of Alachua County, Florida, met in workshop session duly called at 10 a.m. in Kirby-Smith Conference Room E, 620 East University Avenue, Gainesville, Florida. Present were: Eileen Roy, chairman; April Griffin, Leanetta McNealy, Gunnar Paulson, and Eileen F. Roy, members; W. Daniel Boyd, Superintendent; Hershel Lyons, Deputy Superintendent; staff members; and Strategic Planning Facilitator Sandy Hollinger. Carol Oyenarte was absent.

The purpose of today's meeting is to review the Past Work and the Specific Outcomes for each Goal; to discuss the process for obtaining Stakeholders' Input and the Timeline for New Tasks. Mr. Everett Caudle, Director, Project Development, has been appointed District Liaison for Strategic Planning.

Mrs. Hollinger reviewed aspects of a Strategic Plan, including:

- It is a fluid document, which can be adjusted at any time by the Board.
- It is an excellent tool to measure if the direction is on-track.
- All Outcomes are measurable.
- Action Plans are how the Specific Outcome will be accomplished.
- Once the Board determines a direction, staff takes it forward.
- An annual report will be provided to the Board, but they can request an update at any time.

Mrs. Hollinger emphasized that this Strategic Plan differs from others in that the Outcomes will all be measurable. Dr. Steven Stark, Director, Research and Evaluation, will provide baseline data.

Each Goal was briefly reviewed, with comments that included:

- Goal 1 – STEM courses are a very big initiative coming from the federal level.
- Goal 2 – Community input for Crisis Plans and Code of Student Conduct will come from an advisory committee to the Board, yet to be established.
- Goal 3 - Mrs. Hollinger will work on specific wording for *market competitive* in the first Specific Outcome. Work with teachers on incentive programs to retain highly effective teachers at schools with significant data deficits in FCAT and EOC assessments.
- Goal 4 – The District can be a great service to the community through CROP and GED. All teachers are required by DOE to have a Website by 2014.
- Goal 5 – Change energy *costs* to energy *usage*. Timeline should be less than three years.
- Goal 6 – Define *mentoring* more specifically. Increase business partnerships and strive to connect them with internships. The huge challenge is how all students will have access to technology.
- Goal 7 – Reformat financial reports to provide ease of understanding for the public.

Focus Groups will be formed from the community to gather information for development of Belief Statements and to develop Action Plans. Board members will provide Mrs. Hollinger with list of groups they wish to see included. After Focus Group responsibility is complete, a Standing Board Committee (Strategic Planning Advisory Committee) will be established.

Mrs. Hollinger will develop a timeline of sequential steps to help clarify the upcoming process.

The meeting was adjourned at 11:30 a.m.