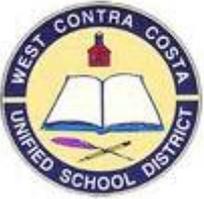





Strategic Planning Process
2013



1. Overview: What is a strategic plan?

2. WCCUSD: Why does WCCUSD need one now?

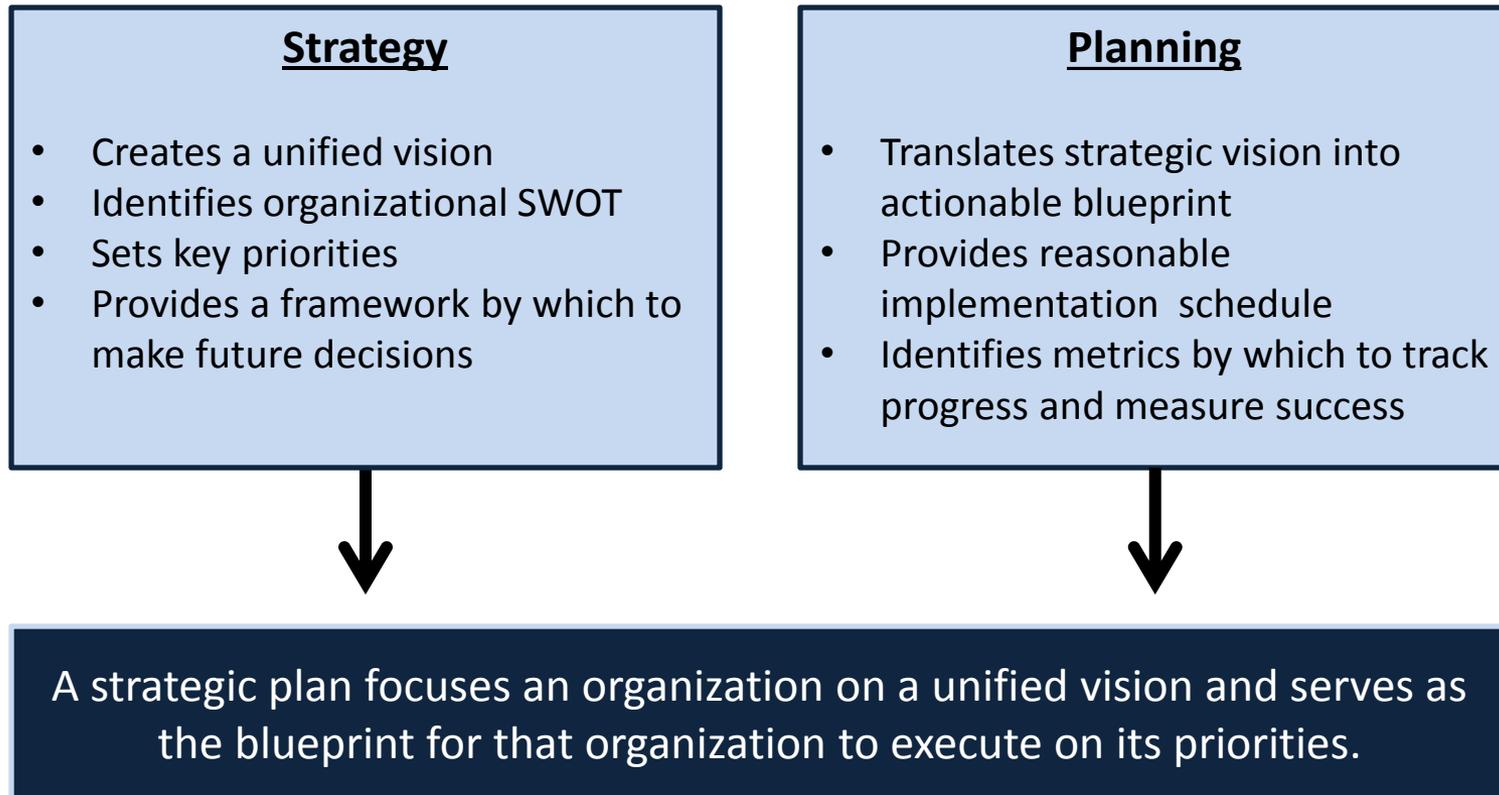
3. Our Role: Who is leading the effort?

4. Process: How does it work and when will it happen?

5. Next steps: Okay, so now what?



What is a strategic plan?





Why does WCCUSD need a strategic plan now?

The Good

- 1991 state loan fully paid off
- Highly invested stakeholder groups
- \$1.9B bond program

The Bad

- Last strategic plan (2006) has expired
- No unified vision for district priorities
- Continued state budget reductions

The Ugly

- West County unemployment is at record highs
- The achievement gap, though narrowed, still persists

WCCUSD can do more to promote student success.

This strategic plan is the foundation for doing exactly that.



Who is leading the strategic planning effort?



- Social impact consulting
- Business planning
- Organizational visioning
- Program implementation
- Metrics & accountability



- Education consulting
- Policy development
- Project management
- Program implementation
- Communications

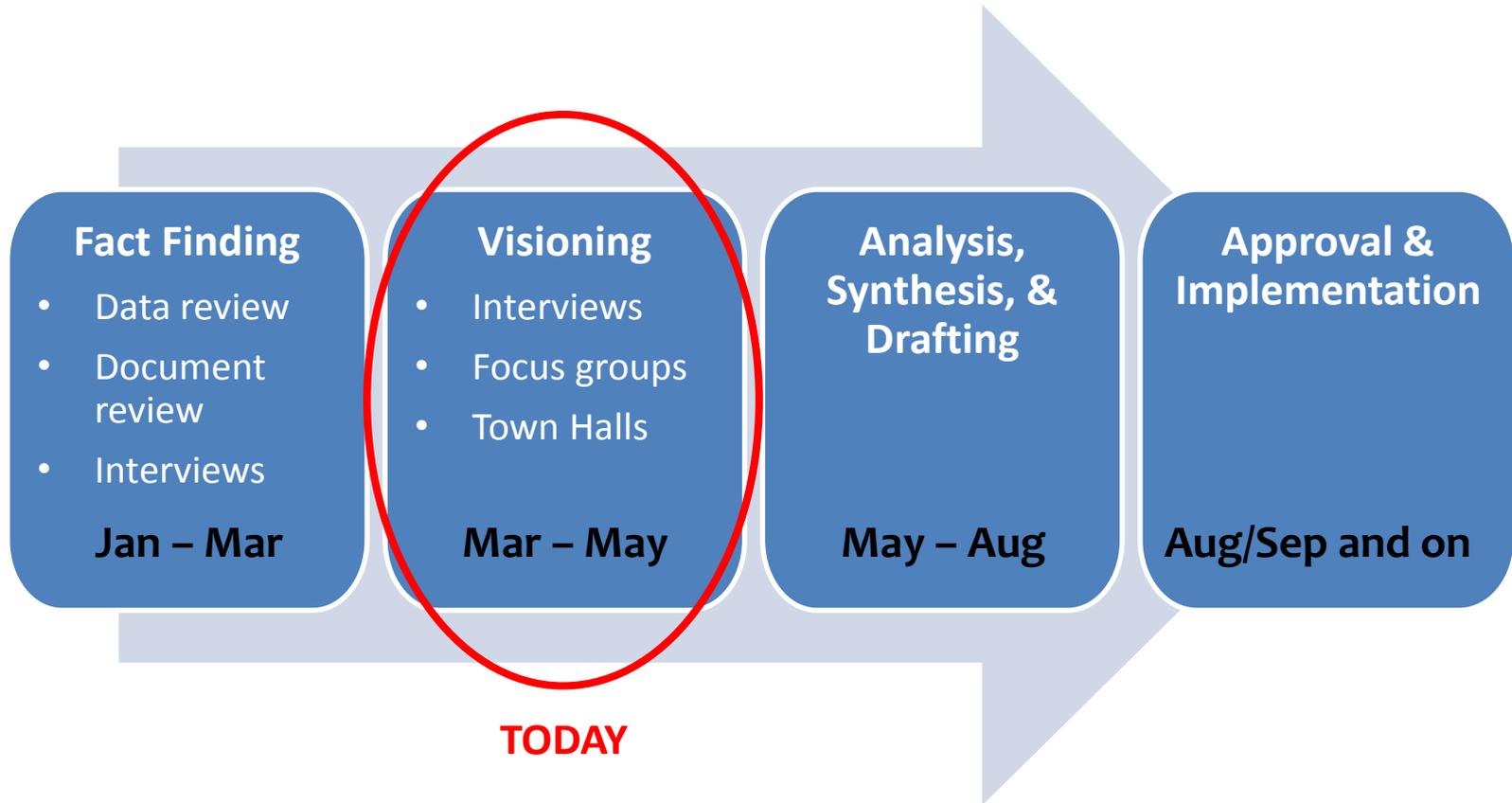
Successful strategic plans are created by stakeholders (YOU).
We facilitate that process.



Overview	WCCUSD	Our Role	Process	Next Steps
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What is the strategic planning process and what is the timeline?



TODAY

Overview	WCCUSD	Our Role	Process	Next Steps
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Who is involved in the strategic planning process?

- **Advisory Committee:** Reps from district leadership, School Board, and funders
- **Steering Committee:** District leadership, School Board, funders, Chamber of Commerce, nonprofits, community colleges, early childhood education, teacher's unions, local businesses, and education research and data
- **1-on-1 Interviews:** District leadership, School Board, and community leaders
- **Focus Groups:** Teachers, principals, parents, students, teacher's unions, nonprofits, Chamber of Commerce, local businesses, community organizations, funders, and city and county officials
- **Town Hall Meetings:** Parents, students, teachers, and community members in each district area: De Anza, El Cerrito, Hercules, Kennedy, Pinole Valley, and Richmond

Overview	WCCUSD	Our Role	Process	Next Steps
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So what happens next and what's my role?

Engage.

Overview	WCCUSD	Our Role	Process	Next Steps
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