

11/29/17

- 1) Strategic Planning Meeting
  - a) Introduction of Dr. Don Groves by Mr. Keller
- 2) Dr. Don Groves
  - a) Call to order
  - b) Roll call
  - c) Minutes approved
- 3) Strategic Planning Committee Intentions and outcomes
  - a) Development and goals for the children in our school district
  - b) Pass information on to the school board for implementation and forward progress
  - c) Aid in future super intendant search
- 4) SWOT analysis
  - a) Strengths
    - i) Great Staff, kids, principal
    - ii) Beautiful schools
    - iii) Technology
    - iv) JH tutoring
    - v) Cohesiveness
    - vi) STEAM program
  - b) Weaknesses
    - i) Funding (teacher pay, recruitment)
    - ii) Perception that other schools are better than others, inside and outside district. Biasness of one school over others, school resources, superintendents negative impact on image
    - iii) Support for non-English speaking parents
    - iv) Lack of board focus (kids not school grades; misguided rolls and responsibility
    - v) Animosity within the district
    - vi) Cultural sensitivity within the High School
    - vii) Follow through with policies and procedures, allowing core instructors to continue
    - viii) Need for more sports and after school programs
    - ix) Common core math
    - x) Lack of communication within the district administration and outside
    - xi) Lack of professional development for teachers
    - xii) Low student teacher ratios in some classrooms
    - xiii) A lot of community members that do not have children in the district
    - xiv) Facility cleanliness
  - c) Opportunity
    - i) Parent and community support
    - ii) Refocus
    - iii) Improve staff
    - iv) Provide biligual enrichment to all students
    - v) Anyalyze, evolve, and innovate district

- vi) Operate more efficiently
- vii) Grow and improve curriculum
- viii) Attract good teachers with beautiful surroundings

d) Threats

- i) Stress and misinformation between schools
- ii) School board
- iii) Money
- iv) Cost effectiveness of 2 schools and IB school
- v) Declining school enrollment
- vi) Red Rock New bias
- vii) Choosing schools outside of Sedona
- viii) Teacher pay
- ix) Benefit of Masters Degree
- x) New Schedule is not great
- xi) Parent involvement
- xii) High Spanish population is stressful on teacher

5) Discussion

- a) Percentage of population with children in the schools 5%-14%
- b) Common Theme among all 4 categories is the lack of leadership
- c) Public perception of mistrust of Superintendent and School Board
- d) Heavily declining enrollment (rural vs. suburban)
  - i) Outside influences (ie. Cost of living, low wages)
  - ii) Only 2 districts have seen a slight incline Clarkdale and Camp Verde
  - iii) The way the taxes are allocated on a state level to each school (Arizona is the lead school in the country for declining funds.) Prop 206 and where the money will come to increase teacher pay. Importance of Prop 301
  - iv) Tax credit is 100% to charter and private schools and they select who comes into their schools
  - v) Education rally at the state capital
  - vi) What is the private school voucher program? Parents can get a voucher of approx. \$5,000, based on specific criteria, to use for private school tuition. 30 day students at VVS because of the voucher program which deducts from our student population and tax dollars given to the schools.
  - vii) How does the school board intend on utilizing the data received through this forum to take action in a timely manner. The information will be narrowed down to 5 key points for the board to work with the incoming superintendent.
    - (1) Consideration may be given to repeated points that may be changed for the next school year.
    - (2) The strategic plan will help attract a new superintendent, bring more community involvement to the school district.
  - viii) Cottonwood schools advertise consistently in the Sedona mailers and around town. Sedona schools are unadvertised.

- ix) A loss of \$250,000-\$280,000 equates to 6-8 educators, forecasted due to state funding
  - (1) How to reach out to legislators to repeatedly request where funds can be allocated.
  - (2) Find ways to reach out to the 86% of Verde Valley population that do not have children in the schools to help advocate for the schools
    - (a) Highly funded schools are in communities with strong economies
    - (b) Create 501(c3) to raise money for supplies
- x) Create a school district that is innovative and attracts people into our community and schools
  - (1) Teacher housing in vacant buildings on campuses
  - (2) Survive to thrive
- xi) Find a way to change, consolidate and succeed
  - (a)
- xii)