



## **Creating a Strategic Plan For the Neptune City School District**

### **Mission Statement**

*The Neptune City School, in partnership with the parents and community, will support and sustain an excellent system of learning, promote pride in diversity and expect all students to achieve the New Jersey Core Curriculum Content Standards at all grade levels enabling them to become responsible and productive citizens*

### **Session 3 Developing Strategic Planning Goals & Objectives**

On August 9, 2018, Neptune City School District administrators, staff, parents, and community members, thirty-six (36) in all, came together for the third and final strategic planning meeting. The topic for the third meeting was focused on developing strategic planning goals and objectives for the Neptune City School District. The meeting began with a welcome by Superintendent, Dr. Deb Mercora. Facilitators, Kathy Winecoff and Mary Ann Friedman, from New Jersey School Boards Association (NJSBA) provided an overview of the strategic planning process.

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 August 9, 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.

**At the conclusion of Meeting #2, four goal areas emerged from the common themes identified by the group at large. Those areas listed below the goal areas were identified as topics to include in objectives and strategies.**

## ***Neptune City School District Strategic Planning Meeting #3 Outcomes***

1. Student Success
2. Community Involvement and Outreach
3. School Climate & Culture
4. Facilities

The strengths and challenges, vision and initiatives have been grouped under the goal area that applies. Please note that items may appear under several goal areas.

### **Goal Area: Student Success**

<b>Strengths</b>	<b>Challenges</b>
Dedicated staff & teachers	Understanding cultural differences in the community
Added Tech	Limited funds
Staff works well with limited resources	Parental involvement
Reaching out to Alternative Funding Sources	Retaining staff
	Leader in Me (start sooner rather than later)
Teachers	Parent Involvement
Girls on the Run	Life Skills
Yoga	More rounded programs (Gifted & Talented)
Chromebooks	\$ \$ \$ \$ \$
Foundations	Grade reporting – parents don't go on PowerSchool
Amazing teachers	Parent participation
Chromebooks in Middle School	Value needs to be placed on education – make school a priority
Google Classroom	Keep NC kids in NC
Technology	Finances
Shift in reading programs	Add STEM / STEAM full program
Leader In Me program	Financial
Staff willingness to learn new things	Diverse needs of students
Staff thinking outside the box	Parental involvement
Friendly staff	Motivating students
Dedicated teachers	Not enough subs
Little peer-pressure	Parent support
The KIDS!!!!	Money doesn't support students with special needs
Working with parents to us current means of education	ESL support
Faculty dedication	School library
Small class size	DARE continue after 5 <sup>th</sup> grade
Students	Additional support staff
Teachers	Technology

**Neptune City School District Strategic Planning Meeting #3 Outcomes**

<b>Strengths</b>		<b>Challenges</b>	
Leadership		21 <sup>st</sup> Century opportunities	
Support staff		More PD – multicultural training	
Maintaining resources		Supplies	
PD		Students going to other districts	
Teaching staff		Decreased enrollment	
Support staff		Transient population	
Student presentations, example: wax museum, Egypt Night		School funding	
		More involved students in after-school activities	
		Teacher turnover	
<b>Vision</b>		<b>Initiatives</b>	
Access in ALL Grades		STEAM Lab with dedicated staff & space Dedicated technology & curriculum Community Showcase	
Dedicated Learning Specialists		Virtual Library – After School Access	
Afterschool clubs/activities		All levels both Special Ed & G&T engaged	
FREE for all levels		After School “Challenge Me” Club	
Behaviorist (Guidance Counselor) change attitude and behavior of student behavior; training for staff		STEAM	
STEAM		Life skills	
Gifted & Talented		Cultural club	
Technology Programs		Chess	
Language Programs (Handling Diversity)		Drama club	
All students will grow academically and socially		Computer club	
Children will be challenged and also given the support needed to be successful as they are given the strong foundation to become well-rounded individuals		Photo club	
Technology		Knitting/crochet	
Dual teachers in the class		Debate/Public speaking	
		Library, more clubs, sports participation, students, booster involvement, needs assessment, marketing campaign	
STEAM focused		Guidance Counselor – give social skills to students; social skills training; decrease behavior problems	
Well rounded music and visual arts with more hands-on teaching		Create more special education programs with qualified teachers to handle all disabilities and all gifted and talented students instead of sending out of district.	
		Computers for All students	
		1 – Gen Ed, 1 – Special Ed	
Continue with Leader in Me		Increase technology but not to replace classroom interactions	

### **Neptune City School District Strategic Planning Meeting #3 Outcomes**

<b>Vision</b>	<b>Initiatives</b>
One on One Chromebooks	Electives and clubs
Real World Trips	Small class sizes
	Group 7 & 8 grades with Middle School Privileges, add specials to Middle School Wing to parent travel through elementary school
	STEAM lab
	School scheduling so everyone can be involved with a variety of instruments/equipment
	Partnership with a major Tech Comp. Initiative to wire the school (virtual library)
	More field trips (science based, etc.)

### **Goal Area: Community Outreach / Engagement**

<b>Strengths</b>	<b>Challenges</b>
Dedicated staff & teachers	Positive messaging
Improved relationship between the school & Boro	Understanding cultural differences in the community
Boosters	Limited funds
Reaching out to Alternative Funding Sources	Parental involvement
Girls on the Run	Parent Involvement
Yoga	Life Skills
Boosters	\$ \$ \$ \$ \$
Wilson Boosters – carnival, book fair	Grade reporting – parents don't go on PowerSchool
Caring community	Parent participation
E alert	Value needs to be placed on education – make school a priority
Home-town feel	Keep NC kids in NJC
The KIDS!!!!	Finances
Working with parents to us current means of education	Financial
Communication	Community perception
Diversity	Diverse needs of students
Small community	Parental involvement
Small class size	Reduction in population is affecting funding
Community partnerships	Is E-communication effective?
Maintaining resources	Parent support
Community involvement	Enrollment / Funding
	DARE continue after 5 <sup>th</sup> grade
Student presentations, example: wax museum, Egypt Night	Money

**Neptune City School District Strategic Planning Meeting #3 Outcomes**

<b>Strengths</b>	<b>Challenges</b>
Communication / collaboration between staff and administration	Funding is based on inaccurate numbers
Boosters	Communication – advanced notification
Communication with parents	Parent communication
Diversity	Mind sets in the community and school
	Students going to other districts
	Trust
	Decreased enrollment
	Transient population
	School funding
<b>Vision</b>	<b>Initiatives</b>
Change public perception through community involvement	Parent Boot Camp @ Back to School Night
Something for everyone	Parent Involvement Coordinator
	Community Garden
	Spanish/English for adults
Recapturing the community students	Library, more clubs, sports participation, students, booster involvement, needs assessment, marketing campaign
Parent participation and have them informed	Phone chain to get parents involved; possibly going back to paper correspondence
More Family/Community Involvement	Partnership with a major Tech Comp. Initiative to wire the school (virtual library)
	More community-based programs Police Recreation Businesses

**Goal Area: Facilities**

<b>Strengths</b>	<b>Challenges</b>
Staff works well with limited resources	Limited funds
Yoga	Life Skills
Technology	More rounded programs (Gifted & Talented)
Maintaining resources	\$ \$ \$ \$ \$
Facility	Keep NC kids in NJC
	Finances
	Add STEM / STEAM full program
	Financial
	School library
	Technology
	21 <sup>st</sup> Century opportunities
	Decreased enrollment
	Transient population

### **Neptune City School District Strategic Planning Meeting #3 Outcomes**

<b>Vision</b>	<b>Initiatives</b>
Afterschool clubs/activities	Community Garden
	STEAM Lab with dedicated staff & space Dedicated technology & curriculum Community Showcase
	After School "Challenge Me" Club
	STEAM
	Life skills
	Cultural club
	Chess
	Drama club
	Computer club
	Photo club
	Knitting/crochet
Recapturing the community students	Library, more clubs, sports participation, students, booster involvement, needs assessment, marketing campaign
STEAM	Electives and clubs
Gifted & Talented	Small class sizes
Technology	Computers for All students
STEAM focused	STEAM lab
Well rounded music and visual arts with more hands-on teaching	School scheduling so everyone can be involved with a variety of instruments/equipment
	Partnership with a major Tech Comp. Initiative to wire the school (virtual library)

### **Goal Area 4: School Climate / Culture**

<b>Strengths</b>	<b>Challenges</b>
Dedicated staff & teachers	Positive messaging
Added Tech	Understanding cultural differences in the community
Staff works well with limited resources	Limited funds
Improved relationship between the school & Boro	Parental involvement
Boosters	Retaining staff
Teachers	Leader in Me (start sooner rather than later)
Girls on the Run	Parent Involvement
Yoga	Life Skills
Boosters	Too much coddling
Amazing teachers	\$ \$ \$ \$ \$
Leader In Me program	Grade reporting – parents don't go on PowerSchool
Staff willingness to learn new things	Parent participation
Staff thinking outside the box	Value needs to be placed on education – make school a priority

**Neptune City School District Strategic Planning Meeting #3 Outcomes**

<b>Strengths</b>		<b>Challenges</b>	
Teaching staff		Decreased enrollment	
Caring community		Financial	
Friendly staff		Community perception	
Home-town feel		Diverse needs of students	
Dedicated teachers		Parental involvement	
Little peer-pressure		Motivating students	
The KIDS!!!!		Not enough subs	
Working with parents to us current means of education		Expectations for parents, teachers, coaches. . are unclear	
Crossing guards		Parent support	
Police presence			
Communication		Communication – advanced notification	
Faculty dedication		Discipline	
Diversity		No follow through	
Small community		- PE – recess removal	
Small class size		- Collective punishment	
Community partnerships		- ESL support	
		DARE continue after 5 <sup>th</sup> grade	
Students		Money	
Teachers		Additional support staff	
Leadership		More PD – multicultural training	
Support staff		Supplies	
Communication / collaboration between staff and administration		Parent communication	
PD		Mind sets in the community and school	
		Students going to other districts	
		Trust	
Support staff		Transient population	
Community involvement		School funding	
Student presentations, example: wax museum, Egypt Night		More involved students in after-school activities	
Communication with parents		Teacher turnover	
<b>Vision</b>		<b>Initiatives</b>	
Teaching staff		Decreased enrollment	
Diversity		Parent Boot Camp @ Back to School Night	
		Parent Involvement Coordinator	
		Community Garden	
Something for everyone		Life skills	
Afterschool clubs/activities FREE for all levels, including food		Cultural club	
Recapturing the community students		Chess	
Language Programs (Handling Diversity)		Drama club	
Dual teachers in the class		Knitting/crochet	
All students will grow academically and socially		Computer club	

### ***Neptune City School District Strategic Planning Meeting #3 Outcomes***

<b>Vision</b>	<b>Initiatives</b>
Teaching staff	Decreased enrollment
Children will be challenged and also given the support needed to be successful as they are given the strong foundation to become well-rounded individuals	Photo club
Student/Community School Spirit	Debate/Public speaking
Continue with Leader in Me	Guidance Counselor – give social skills to students; social skills training; decrease behavior problems
More Family/Community Involvement	1 – Gen Ed, 1 – Special Ed
	Group 7 & 8 grades with Middle School Privileges, add specials to Middle School Wing to parent travel through elementary school

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

### **Neptune City Strategic Planning Goals**

#### **1. Student Success**

**Goal: To develop a positive learning environment to achieve student success through positive discipline, social skills training and individual student needs.**

#### **Objectives:**

- a. To spotlight more on positive behavior plan – grade specific, daily / weekly review for students to see the positive impact**
- b. Create some sort of Guidance Counseling Social Skills training for staff and students**
- c. Create less behavior / discipline issues by following through**
- d. Create a mentoring program to expose students to more social and learning opportunities**
- e. Create a student panel to express concerns and have students help develop plans**



## **2. Community Involvement / Outreach**

**Goal:** Develop an all-inclusive plan to reach out to all corners of the community in an effort to provide more consistent engagement in the school district.

**Objectives:**

- a. Develop a means of communication to reach all parts of the community
- b. Create programs that will bring all groups of the community into the school
- c. Identify the needs of the community and create supportive programs
- d. Create an open door sense of community and belonging within the school

## **3. Facilities**

**Goal:** Continue to create a safe and secure learning environment.

**Objectives:**

- a. Harden soft targets, i.e., playground
- b. Install magnetic locks for large student areas
- c. Key fob access for all staff
- d. New lighting in gym for shelter in place
- e. Burglar alarm / motion sensor
- f. Translators for emergency situations

## **4. School Climate / Culture**

**Goal:** Create a positive, welcoming and safe environment

**Objectives:**

- a. Increase open and fluid communication to and by all involved
- b. Create a climate where all belong and feel welcome / important: improve Arts & Music program
- c. Establish clean and consistent expectations for behavior: develop and sustain relationships through understanding and respect
- d. Hire professional staff that meets diverse needs of our student body

## **Next Steps**

The Superintendent will develop action plans to implement the vision and goals developed in the 3D Strategic Plan. The action plans, which will cover the next 3 – 5 years, 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 a future board meeting when Kathy Winecoff, NJSBA Field Service Representative, will present the final strategic plan, along with the action plans, to the Board of Education. The Superintendent, Dr. Deborah Mercora, will notify you when the meeting will take place.

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