

# Want to get everyone pulling in the same direction?



## Setting District Goals and Direction

Strategic Planning for Boards  
Kansas Association of School Boards



### What are the benefits of facilitation by KASB leadership services?

KASB leadership services brings expertise about the board's role in setting district goals and direction.

And, as KASB member districts, you can access these professional services for a reasonable fee.

Half-day Workshop (up to three hours). . . . \$500

Full-day Workshop (four hours or longer). . . . \$1,000

**Kansas Association of School Boards**  
1420 SW Arrowhead Rd  
Topeka, Kansas

Gary Sechrist  
Brian Jordan  
Doug Moeckel  
Randy Weseman  
1-800-432-2471

### How much does all this cost?

- After determining the best format for your district, the fee is based on the number of meetings that take place.
- All materials and follow-up reporting are included.

### How do we get started?

- Contact KASB leadership services today!
- Depending on your board's available time and resources, we will help you determine the format that works best for you.
- KASB staff captures the work in a report format that will set the stage for further planning by your district staff.

*“ I thought the process went well. It definitely put into play the intentions of the BOE. This gave me a hit list to pursue (along with everything else). And, yes, I would certainly use and recommend KASB's services in the future. ”*

*It goes by many names — ...setting district goals and direction ...strategic planning ...values/beliefs/mission/vision/goals work... — whatever you call it, school boards are responsible for clarifying the district's purpose.*

## What is the school board's role in setting district goals and vision?

- School boards, sitting in trust for the entire community, are responsible for clarifying the district purpose by articulating district ends.
- District staff is responsible for strategically planning to achieve those district ends.
- Boards focus on ends— staff focus on means.

## What are district needs?

- Simply put, needs are the desired end result of any organization's efforts.
- Setting district goals is about addressing those needs.
- In a school district, results are composed of four components:
  - ✓ Values and Beliefs - What do we care about regarding public education in our community?
  - ✓ Mission - What benefits are we trying to provide, to whom, and at what cost?
  - ✓ Vision - What does it look like when we provide those benefits?
  - ✓ Goals - What does the district need to achieve to get there?

## How does the district benefit from doing this work?

- Solidifies board and superintendent relations by clearly stating expectations.
- Establishes clear expectations for areas such as: student achievement, programs and curriculum, district finances, facilities and physical plant, personnel, community relations and involvement, and communication.
- Drives the organization to pursue excellence.
- Empowers and energizes the staff.
- Permits performance monitoring and evaluation.
- Ensures the board speaks for the community.
- Ensures alignment between community values and school district operations.

## How can our board do this important work?

- KASB field services directors are ready, willing and able to work with the board and superintendent governance team to assist you in articulating your district level goals for accomplishing the mission and vision.
- Staff will help you plan and implement a community conversation to gain and increase involvement and support.



*“ We selected KASB because this is the work of the BOARD. Who better to provide this guidance for them? ”*

*Sue Givens  
Superintendent  
USD 490 Eldorado*

*“ I know many of the fine people with KASB, and I had worked with KASB in a professional capacity previously. Also, the Proximity to our district was a nice benefit. ”*

*Scott Myers  
KSDE  
Former Superintendent  
USD 340 Jefferson West*

*“ Having Dr. Moeckel come into our district for board planning was some of the best time and money that our district invested this year. He quickly helped us define the "what" aspect of the Boards goals and the "how" aspect of my role as facilitator. ”*

*Stuart Sutton  
Superintendent  
USD 217 Rolla*