

Ohio School Boards Association November 2008 Conference

Breakout presentation

“How Effective is Your Strategic Plan?”

Outline of Presentation submitted by Dr. Ralph A. Johnson, Director Center for Leadership, Franklin County ESC & Superintendent In Residence, The Ohio State University

I. Introduction:

1. The importance of planning
2. Vulnerable to irrelevance
3. Elements of a successful plan
4. Research on the future of strategic planning
5. Corporate and Educational Examples/Exemplars

II. Key Concepts

1. Overview of what a quality strategic plan is suppose to accomplish:
 - a) Organizational focus, allocation of resources, measurable outcomes, benchmarks for success, building consensus, identifying organizational values and mission.
2. Problem areas
 - a) Confusion over goals versus objectives, sheer number of goals, dilution by committee, absence of effective management, not linked to personnel evaluations, transparency, unrealistic timelines, identification of wrong goals, misunderstanding long term versus short term goals, goals that don't relate to teachers or instruction, burden and cost of managing.
- 3) Research: Rethinking Strategic Planning
 - a) Influence of research from graduate schools of business on strategic planning.
 - b) Evolution of strategic planning

III. Summary:

- 1) Identification of indicators that reflect a successful strategic plan
- 2) Auditing your strategic plan
- 3) Thoughts for the future of district planning.