

Strategic Plan

2011-2016

Prepared for the
Freehold Borough School District
Freehold, New Jersey

Facilitated by NJSBA Field Service Department

**Kathy Winecoff
Mary Ann Friedman and
Charlene Zoerb**

Field Service Representatives



New Jersey School Boards Association
Serving Local Boards of Education Since 1914

Acknowledgements

The Freehold Borough School District's Strategic Planning process, completed during the 2011 academic year, could not have occurred without the support, cooperation and dedication of the following people and groups:

Freehold Borough School Board of Education

Annette Jordan, President

Elizabeth O'Connell, Superintendent

Patrick DeGeorge, Business Administrator

Joy Forrest, Internal Coordinator

Joseph Jerabek, Internal Coordinator

New Jersey School Boards Association

Kathy Winecoff, Field Service Representative

Mary Ann Friedman, Field Service Representative

Charlene Zoerb, Field Service Representative



Strategic Planning Steering Committee

Patrick DeGeorge

Joy Forrest

Joe Jerabek

Annette Jordan

Liz O'Connell

Claudia Pohlke

State of the School(s) Research Committee

Tracey Edwards

Susan Greitz

Kevin Kane, Committee Co-Chair

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Nicole Tate

Dan Xavier

State of the Community Research Committee

Christy Anderson

Heidi Brache

Jennifer Cajigas

Stacy Laberde

Rebecca LoCurcio

Denise Lucarelli

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Tom Tramaglino, Committee Co-Chair



Planning Council

Christy Anderson	Jim Keelan
Jennifer Cajigas	Stacy Laberdee
Paul Ceppi	Mike Lichardi
Patrick DeGeorge	Maureen MacCutcheon
Ronnie Dougherty	John Newman
Lauren Filipek	Liz O'Connell
Joy Forrest	Bruce Patrick
Evelyn Garcia Martinez	Carolyn Patrick
Richard George	Claudia Pohlke
Dina Galifi	Kristine Price
Josh Goldberg	Michele Prouty
Rebecca Graham	Maritza Ramirez
Steve Hirsch	Tara Reich
Jean Holtz	Margaret Rogers
Alyssa Hostnik	Sue Scalgione
Joe Jerabek	Tom Tramaglino
Annette Jordan	Julie Whipkey
Debra Keelan	Dan Xavier

Student Presenters

Dulce Avila (High School)	Shakira Santiago
Jake Curry	Caleb Shreier
Joshua Dixon	Mai-Anh Tran (High School)
Matthew Kuper (High School)	Chloe Williams



Action Teams

Educational Program/ Student Achievement Team

Ronnie Dougherty, Committee Chair

Nicole Sabel, Committee Co-Chair

Christine Cirino

Myra Doughty

Jessica Herbert

Annette Jordan

Debra Keelan

Rose Koerner

Shelley Kole

Linda Maya

Elizabeth O'Connell

Michele Prouty

Tara Reich

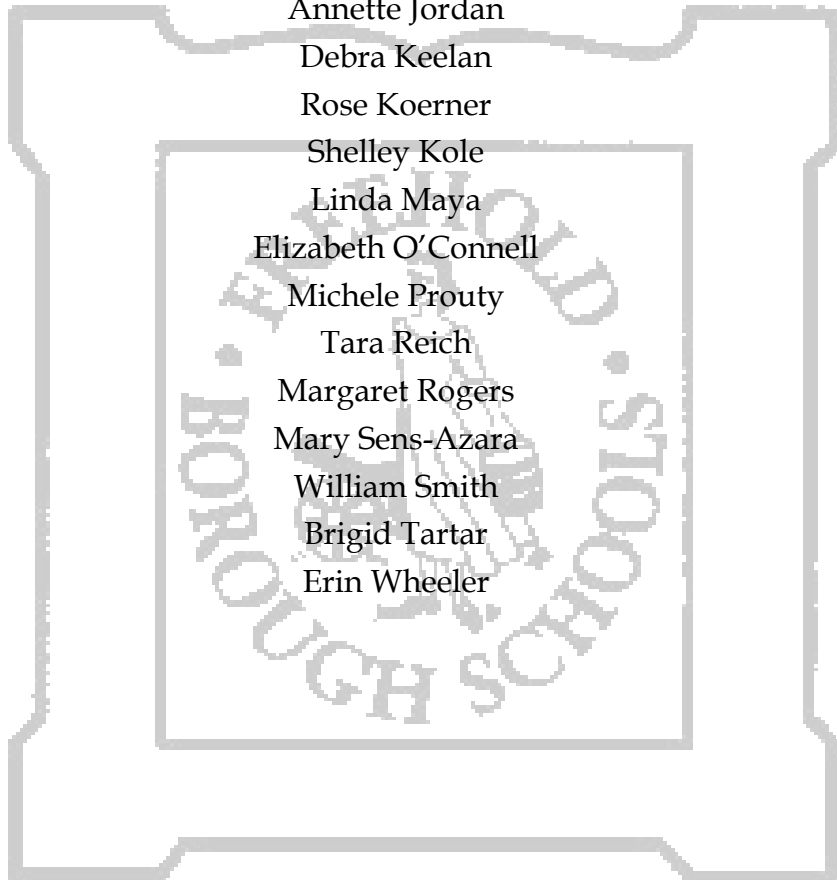
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Action Teams

Facilities / Finance Committee

Lauren Filipek, Committee Chair

Joy Forrest, Committee Co-Chair

Heidi Brache

Patrick DeGeorge

Josh Goldberg

Susan Greitz

Jean Holtz

Mike Lichardi

Jack LoPrete

Bruce Patrick

Kristine Price

Leslie Stivale

Dan Xavier

School / Community Partnerships

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Joe Jerabek, Committee Co-Chair

Carolyn Carr

Paul Ceppi

Liz Clancy

Jenna Corrigan

Tracey Edwards

Josh Goldberg

Steve Hirsch

Annette Jordan

Bob Robinson

Jill Schiff

Nicole Tate

Kristen Raymond



Strategic Planning Process

Executive Summary

A. Educating the Board to make an informed decision

At the annual New Jersey School Boards Association on October 27, 2009, New Jersey School Boards Association Field Service Representative, Kathy Winecoff, made a presentation to the Freehold Borough Public Schools Superintendent, Elizabeth O'Connell, on the Strategic Planning Services available through the Association.

The information included a review of the following information and requirements:

- commitment of time and resources
- school and community level involvement
- strategic planning to meet the needs of the district
- the Board's role in the process
- potential participants to be included in the process

The Superintendent then discussed the process with the Freehold Borough Board of Education. After the Board of Education determined the process would be valuable for the school district, they included the fee for strategic planning services into the 2010-2011 district budget.

On July 19, 2010, the Board contracted with NJSBA for these services.

B. Pre-Process Planning

On July 21, 2010, Kathy Winecoff and Charlene Zoerb met with the superintendent, board president, and business administrator to set up a schedule for the organization of the process, review of resources required and the establishment of the Steering Committee.

C. Planning

Between July 22, 2010 and August 31, 2010, several telephone meetings were held to finalize the Strategic Planning calendar and to identify methods of informing the community and staff of the upcoming meetings.



D. Staff Orientation Meeting

The staff orientation meeting was held on September 1, 2010 and was facilitated by Kathy Winecoff and Charlene Zoerb, NJSBA Field Service Representatives. All staff members attended, including administrators as well as certified and non-certified staff.

As a result of the orientation meeting, the participants had an understanding of the strategic planning process and their opportunities for involvement. Volunteer sign-up forms were distributed.

(Appendix A: *Sample forms from Kick-off packet*)

E. Community Orientation Meeting

The community orientation meeting was held on September 28, 2010 and was facilitated by Mary Ann Friedman and Charlene Zoerb, NJSBA Field Service Representatives. As a result of the meeting, the participants had an understanding of the strategic planning process and the opportunities for involvement. Volunteer sign-up forms were distributed.

(Appendix A: *Sample forms from Kick-off packet*)

F. Community Orientation Meeting

An additional community orientation meeting was held on October 13, 2010 with the support group for Spanish speaking parents in the district. This orientation session was facilitated by Kathy Winecoff of NJSBA and Joy Forrest of the Freehold Borough School District. Claudia Polhke served as translator for the session. As a result of the meeting, the participants had an understanding of the strategic planning process and the opportunities for involvement. Volunteer sign-up forms were distributed.

(Appendix A: *Sample forms from Spanish Kick-off packet*)

G. State of the School and State of the Community Research Committees

On October 13, 2010, Kathy Winecoff and Charlene Zoerb provided information and training to the State of the School and State of the Community Research Leaders. The meeting included the distribution of material and a training component for completion of the two required reports.

Training included guidance in the following areas:

1. information needed for the State of the School
(internal research)



2. information needed for the State of the Community (external research)
3. development of reports for the Planning Council Conference

Committee reports in both English and Spanish are included in the Strategic Planning binder

(Appendix B: *Sample forms from Training packet*)

H. Planning Council Conference

On January 21, 2011 and January 22, 2011, Kathy Winecoff and Mary Ann Friedman facilitated the Planning Council Conference. Outcomes of the conference included:

1. the vision of the future
2. the system of beliefs
3. the district mission statement
4. strengths, opportunities, key factors, and roadblocks
5. goals
6. strategies/objectives to accomplish the goals

Outcomes are included in the Strategic Planning binder.

I. Developing the Action Plans

On February 8, 2011, Kathy Winecoff and Mary Ann Friedman provided information and training to the Action Plan Team Leaders and worked directly with the internal coordinator to assist these teams to do the following:

1. identify the action plans needed to accomplish the strategies/objectives
2. select measures for accountability
3. cost out the plan and develop a cost/benefit analysis
4. present action plans to the Planning Council for review

Outcomes are included in the Strategic Planning binder.

(Appendix C: *Sample forms from Training packet*)

J. Initial Review of the Strategic Plan

On May 16, 2011, Kathy Winecoff and Mary Ann Friedman facilitated the second Planning Council Conference where action plans were presented for review to do the following:

1. test the plan for validity
2. evaluate the progress of the plan
3. rework the plan as necessary with full team input



K. Presentation of Strategic Plan to the Board of Education

NJSBA Kathy Winecoff and Mary Ann Friedman worked with the internal coordinator and Action Team Leaders to shape the presentation of the plan to the full Board of education. The Strategic Plan was presented to the Freehold Borough Board of Education on May 23, 2011.



Freehold Borough School District

BELIEF STATEMENTS

We believe our children learn best when...

- all people have inherent worth.
- life-long learning is basic to the survival and advancement of society.
- the primary influence on the individual's development is the family in all its forms.
- *valuing diversity is essential to individual growth and the advancement of society.*
- all individuals have strengths and human potential has no known limits.
- democracy thrives when individuals accept responsibility for their choices
- being trustworthy builds trust.
- *creativity and imagination are essential for society to flourish.*
- **a safe environment is essential for the well-being of the individual and for society to flourish.**



MISSION STATEMENT

Freehold Borough Schools

Educate and inspire all
to believe and achieve.



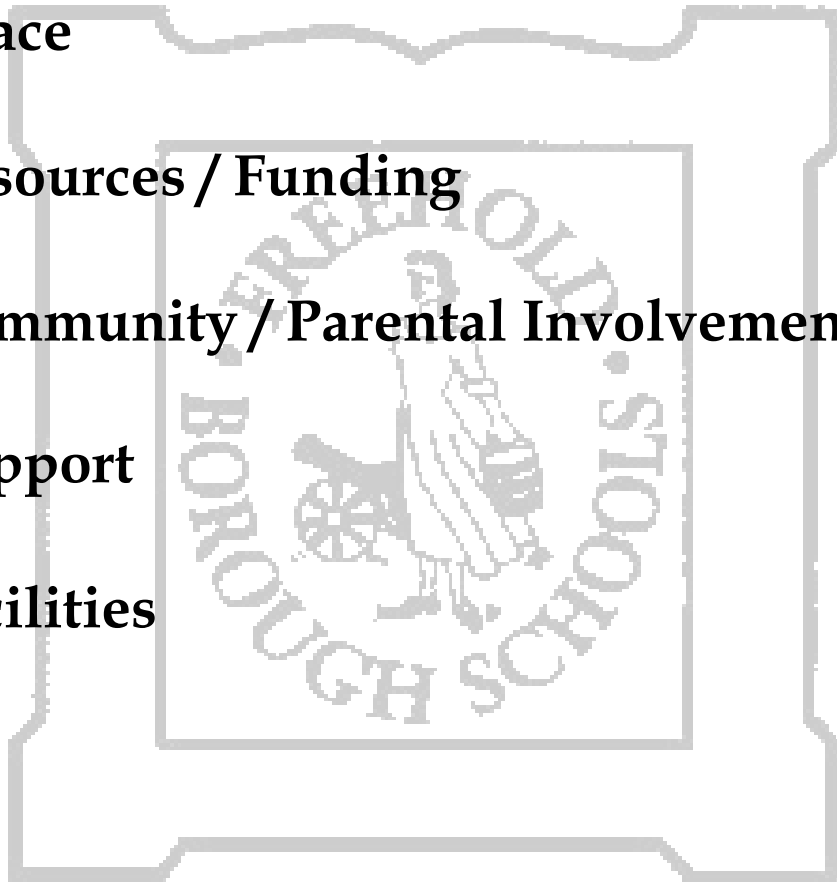
COMMON THREADS

- Space
- Testing
- Funding
- Perception
- Parent Involvement
- Community Support
- Hope to improve
- Disconnect
- More offerings for students



DISTRICT ISSUES

- Pre-School Program
- Space
- Resources / Funding
- Community / Parental Involvement /
Support
- Facilities



GOAL AREAS
and
ACTION PLANS

**Goal # 1: Educational Program /
Student Achievement**

Goal #2: Facilities / Finance

**Goal #3: School and Community
Partnerships**



GOAL #1

Student Achievement/Educational Program

Assess the delivery of the curriculum and restructuring of schools to accommodate all student needs across the spectrum.

- Re-evaluate the preschool program to accommodate as many children as possible
- Support social/character development (uniforms, extra-curricular activities)



GOAL AREA # 2

Facilities / Finance

- Realignment of district's schools
- Standardize, stabilize and support global IT enterprise
- Develop a five year financial plan to explore alternative funding sources, with a focus on capital projects



GOAL #3

School / Community Partnerships

Develop an effective communication plan to better inform the public

- Overcome negative perceptions
- Encourage greater parental involvement
- Promote partnerships among community, faith-based and local businesses
- Provide outreach and support for Freehold Borough Schools.

