



Community-Driven Strategic Planning to Start Soon!

Charlotte Public Schools is initiating a strategic planning process to develop a comprehensive blueprint for continuous improvement to our Charlotte schools. This strategic plan will guide our district's decisions during the next five years, 2019-2023.

A strategic plan assists any organization to manage expected change. Because the strategic planning requires establishing priorities and goals, our district is then also enabled to better manage unexpected changes. Our district will benefit from improvements to its teaching and learning environment, accompanied by quality enhancements to our educational programs and services delivered to our students and their families.

A thorough community research study is the first step to bring the perspectives and opinions of our staff, parents, community and students into the planning process. This community research is comprised of separate surveys for parents and residents, staff, and students. These surveys will be administered via online questionnaires this April-May, allowing for a more thorough set of questions along with enabling everyone to respond at their convenience. A West Michigan community research firm (Gartner & Associates LLC) with extensive experience conducting similar studies for school districts, will assist our district with these surveys and the associated planning process.

Utilizing the findings from these surveys, a planning team comprised of Board members, district and school administrators, teachers and other staff, and community members will develop the new strategic plan later this Summer and Fall. This plan will include short-term, intermediate-term and long-term goals, along with related strategies to accomplish them. This blueprint for continual improvement will be distributed to our community via both the district's web site and as a printed document. Progress to attaining the goals will be reported in Board meetings and via our web site.

We welcome your involvement and participation in our new strategic planning. Please begin to look for the surveys after Spring Break!

Respectfully,

Mark Rosekrans, Superintendent