

The School District of Auburndale and the Strategic Plan

The School District of Auburndale is a rural agricultural school district located centrally in the State of Wisconsin, South of Wausau, West of Stevens Point, North of Wisconsin Rapids, and just East of Marshfield. While Auburndale is a relatively small community, its location neighboring larger communities provides an environment of various trades and professionals who are employed in the nearby cities. Records of the District date back to 1873 with official formation taking place in May of 1875. The majority of the District is located in Wood County, but boundary lines extend into Marathon and Portage County. Currently the school district has an enrollment of 888 students in grades PreK-12 as well as one parochial school, also located in Auburndale.

The School District of Auburndale created a Strategic Plan during the 1995-96 school year. A planning committee composed of members from the staff, school board, and community composed the original plan which was revised in 1997.

A new planning committee was created by the Auburndale Board of Education during the 2001-02 school year. The updating process was examined and members were selected that would contribute positively to the educational mission of the School District. The committee was designed to consist of two teachers from the elementary school, two teachers from the jr/sr high school, members of the school administration, board members, and respected citizens from the community. The selected facilitator of the new committee was Sally Cutler, who also served as the facilitator of the first committee when the plan was originally developed. Other members of the committee were Susan Raab, Marilyn Follen, Marleen Knutson, Doug Reding, Jim Castellano, John Timmerman, Mary Salo, Kevin Yeske, Chuck Payant, Steve Young, Brian Ostermann, James Johnson, Wanda Bauer, Beth Clouse, Kevin Leick, Carol Willfahrt, and Sharon Draxler.

The first meeting of the committee was held on February 11, 2002. The proposed plan was developed after several meetings. Copies of this plan were distributed and published in the District Mirror. The Auburndale Board of Education reviewed the Plan on October 16, 2002 and adopted the five year plan on October 16, 2002.

The Strategic Plan was created and updated to meet the needs of the community, give direction, provide proper organization, and uphold a solid structure in achieving the objectives of the School District. This plan will be updated or revised as needed.

Unit Name: Curriculum

Date 5/12/02
 Fiscal Year 2001 - 2002

Strategy: Focus on the success for reading comprehension by integrating a reading plan for all students (K-12).

Strategic Action (actions/objectives/how?)	Support/resources needed	Who is responsible?	Who else to involve?	When done?	How to measure?	Status
Develop a formal curriculum review process	Meeting time/Curriculum Coordinator time	Principals, Reading Specialist & Faculty	Parents Reading Group			
Action will be done by Reading Group						

Unit Name: Building, Grounds and Environment

Date 5/12/02
 Fiscal Year 2001 - 2002

Strategy: Continue to nurture a positive & optimistic school environment evident by decreased disciplinary incidence and truancy as well as increase student body participation.

Strategic Action (actions/objectives/how?)	Support/resources needed	Who is responsible?	Who else to involve?	When done?	How to measure?	Status
1. Obtain baseline statics & survey staff & student body	Administration	Guidance Counselors, Student Council, Wellness Group	Student Body, Staff, Parents & Community	Immediate to ongoing	Resurvey, compare statics with baseline	
2. Develop & facilitate K-12 rewards programs						
3. Increase inspiration speakers for staff & students						
4. Continue assessment & monitoring						
5. Develop a yearly community volunteer plan						

Unit Name: Building, Grounds and Environment

Date 5/12/02
 Fiscal Year 2001 - 2002

Strategy: Clearly identify locations by signage at both high school and the elementary.

Strategic Action (actions/objectives/how?)	Support/resources needed	Who is responsible?	Who else to involve?	When done?	How to measure?	Status
Develop physical signage	School budget	Finance Director, Safety Coordinator, Maintenance Director, Faculty member	Public input & Shop Class	1 year	If completed	

Unit Name: Building, Grounds and Environment

Date 5/12/02
 Fiscal Year 2001 - 2002

Strategy: Construct and install new bleachers with press box for the south side of the football field.

Strategic Action (actions/objectives/how?)	Support/resources needed	Who is responsible?	Who else to involve?	When done?	How to measure?	Status
1. Cost analysis	Finance Director	Administration & Board of Education	Public input	2 years	If completed	
2. Research vendors & types						
3. Determine seating needs						
4. Installation cost						
5. Maintenance needs						
6. Bleachers - handicap regulations						

Unit Name: Building, Grounds and Environment

Date 5/12/02
 Fiscal Year 2001 - 2002

Strategy: Design & implement beautification of the elementary and high school grounds.

Strategic Action (actions/objectives/how?)	Support/resources needed	Who is responsible?	Who else to involve?	When done?	How to measure?	Status
1. Identify needed locations	Administration	Principals, Maintenance Director, Mike Loveland	Public, staff, maintenance staff, Drafting, Horticulture & Other Classes FFA	2 year	If completed	
2. Installation - who?						
3. Where to purchase						
4. Maintenance needs						
5. Cost analysis	Finance Director					

Unit Name: Building, Grounds and Environment

Date 5/12/02
 Fiscal Year 2001 - 2002

Strategy: A natural fence will be placed on the north & west boundaries of the north elementary playground.

Strategic Action (actions/objectives/how?)	Support/resources needed	Who is responsible?	Who else to involve?	When done?	How to measure?	Status
1. Research types	Administration	Mary Salo, Beth Clouse, Maintenance Director	Staff, maintenance staff, public, Horticulture Class	1 year	If completed	
2. Cost analysis						
3. Installation						
4. Maintenance/upkeep						

Unit Name: Building, Grounds and Environment

Date 5/12/02
 Fiscal Year 2001 - 2002

Strategy: Increase elementary school visitor parking by 25 slots.

Strategic Action (actions/objectives/how?)	Support/resources needed	Who is responsible?	Who else to involve?	When done?	How to measure?	Status
1. Study where we could expand or optimize available parking	Administration	Curriculum Coordinator & Curriculum Committee Finance Director, Elementary Principal, Board of Education	Committee Members, Village Board	4 years	If completed	
2. Cost analysis	Finance Director					
3. Bid project						
4. Install parking area						

Unit Name: FacultyDate 5/12/02
Fiscal Year 2001 - 2002Strategy: Develop faculty to the extent that they prepare every student with necessary skills to meet challenges presented after high school.

Strategic Action (actions/objectives/how?)	Support/resources needed	Who is responsible?	Who else to involve?	When done?	How to measure?	Status
Develop marketing plan	Administration, website	Administration	Students and community	2002-203	# of applicants, Successful hire, Successful retention	
Attract & hire the best qualified staff						
Provide orientation & mentoring program	Mentors, Procedures Manual, Orientation Meeting, Department Meetings	Principals, Jim Johnson	Support staff	2003	Effectiveness survey	
Provide & encourage the resources for staff development	Finance Director, Quality F	Administrators, Building principals	staff	Ongoing	Feedback survey	
Evaluate & provide direction	Time, technology	Principals, co-workers		2002	Feedback	
Retain faculty by promoting cooperation with staff members, community & administration	Website, Powerschool	Administration, Staff		Ongoing	Feedback	
Develop a district recruitment and retention plan for the district						

Unit Name: FacultyDate 5/12/02Fiscal Year 2001 - 2002

Strategy: Develop teacher's abilities to assess student learning needs and individualize instruction to meet those needs.

Strategic Action (actions/objectives/how?)	Support/resources needed	Who is responsible?	Who else to involve?	When done?	How to measure?	Status
Provide specific in-service to staff K-12	Financial, Time	Administration	Staff Volunteers	2002 - 03	Evaluation, Feedback, Observation of lesson development	

Unit Name: FacultyDate 5/12/02Fiscal Year 2001 - 2002

Strategy: Achieve academic excellence with 80% of students at a proficient or advanced level on the Wisconsin Knowledge and Concepts Examination.

Strategic Action (actions/objectives/how?)	Support/resources needed	Who is responsible?	Who else to involve?	When done?	How to measure?	Status
Continuous evaluation of Curriculum	Time, Finance	Administration, Staff	Parents	Ongoing	Test Scores	
Provide remedial instruction	Time, Finance, Staff, Opportunity, Instructional Materials	Principals, Title I, Reading Specialist	Parents	Ongoing	Test Scores, Teacher Assessment	
Balance and sequencing of Curriculum	CESA #5, Examination of successful programs	Principals, Staff, Guidance Counselors, Curriculum Coordinator	Parents, Senior Citizens	Ongoing	Test Scores	

Unit Name: Financial

Date 5/12/02
 Fiscal Year 2001 - 2002

Strategy: Develop a system to evaluate grant opportunities, grant utilization and areas of strategic need with goal to increase grant dollars.

Strategic Action (actions/objectives/how?)	Support/resources needed	Who is responsible?	Who else to involve?	When done?	How to measure?	Status
Identify and locate grants	1. Writer	CESA, Principals, Community, School Psychologist. Staff	By next school year	Additional \$	In progress	
	2. Grant Review			Booster support for school priority areas		
	3. Comprehensive grant review and options by a committee					
	4. Target grants for priority areas					

Unit Name: FinancialDate 5/12/02Fiscal Year 2001 - 2002

Strategy: Maintain 22% fund balance for adequate cash flow for operations to avoid short term borrowing and other unforeseen mandated governmental directive.

Strategic Action (actions/objectives/how?)	Support/resources needed	Who is responsible?	Who else to involve?	When done?	How to measure?	Status
Resolution to acknowledge, endorse & approve 22% fund balance	Administration School Board Policy	Administration & Board of Education	Education, public	Summer 2002	Adjust policy	In progress levels to maintain
Monitor State budget resolutions	District Mirror article with information of impact on school finance					
Monitor cash flow through monthly Board meetings & report for community through Board actions		Curriculum Coordinator & STW Coordinator				
Write & distribute financial communications		Finance Director	Board Finance Committee			

Unit Name: FinancialDate 5/12/02Fiscal Year 2001 - 2002Strategy: Evaluate building referendum for district to expand fine arts, middle school space and financial stability.

Strategic Action (actions/objectives/how?)	Support/resources needed	Who is responsible?	Who else to involve?	When done?	How to measure?	Status
Referendum	1. Bonds agency	Administration & Board of Education	Staff and community	3 - 5 years	Vote	
Estimate costs for	2. Interest rate	District Administrator				
1. Lockers		Board Finance Committee				
2. Bleachers	3. Package to put to referendum	Music Booster Club				
3. Arts Center		Steve Allar				
4. 22% Fund Balance	4. Community Planning Committee					

Unit Name: LeadershipDate 5/12/02Fiscal Year 2001 - 2002

Strategy: Clearly identify all personnel and visitors by personal identification at both the elementary and the high schools.

Strategic Action (actions/objectives/how?)	Support/resources needed	Who is responsible?	Who else to involve?	When done?	How to measure?	Status
Provide personal ID and signage	School Budget	Administration, Safety Director & Maintenance Director	Public Input & Shop Class	1 year	If completed	
Identify types & location						
Cost analysis						
Vender availability						
Research types of personal ID						
Purchase package or sub- contract						

Unit Name: LeadershipDate 5/12/02Fiscal Year 2001 - 2002

Strategy: Continue to develop & provide a safe & secure school environment to all students & staff by monitoring hallways, doorways, playgrounds & parking lots.

Strategic Action (actions/objectives/how?)	Support/resources needed	Who is responsible?	Who else to involve?	When done?	How to measure?	Status
Increase use of cameras to observe movement in buildings & on grounds	Cameras	Principals, Finance Director and Maintenance Director	Administration	On going	Review process in place	
Provide two-way communication for playground	Walkie-talkies		Administration	On going	offered	
All outside doors locked except for designated main entrances			Administration	On going	Increase courses for dual credit	
Lock boiler rooms and janitor closets			Administration	Ongoing	Increase % of students going on to school	
Search grounds for drugs and weapons			Sheriff & local police	Ongoing	Integrated into curriculum	
Identify visitors & staff	Name tags		Administration			
Purchase cell phones for off campus faculty use	Budget		Administration	On going		
Implement a sign-out program for all students and staff leaving prior to dismissal			Administration	On going		

Unit Name: LeadershipDate 5/12/02Fiscal Year 2001 - 2002

Strategy: Promote a positive school environment through increased student, parent, staff and community involvement.

Strategic Action (actions/objectives/how?)	Support/resources needed	Who is responsible?	Who else to involve?	When done?	How to measure?	Status
Implement roundtable meeting	Round table meetings Contact businesses Library	Teachers	Parents & students	On going	Poll parents	
Develop and send parent surveys	Round table meetings	All staff, students	Community members	On going	Poll parents	
Implement a community polling program	Extra curricular activities	All staff		On going	Poll parents	
Reward exemplary student achievements & attendance	Rewards, certificates	Teacher & staff	Students Council	On going	Poll parents	
Implement a principals cabinet program				On going	Poll parents	