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Mequon-Thiensville School District Launches Strategic Planning Process *The District will Review & Revise Current Strategic Plan*

MEQUON, WI. — Mequon-Thiensville School District is taking a proactive step in maintaining its status as a leader in education by reviewing and revising its current strategic plan. The strategic planning process is designed to engage all stakeholders – including parents, teachers, administrators, staff, students, and community residents – in reaffirming the mission and vision of the District. Involvement of stakeholders from every corner of the community will result in the renewal of a three-year strategic framework for decision-making that builds upon common values held by the entire community. Completion of the process is set for July 2015.

“An effective public education system requires a commitment from the entire community,” said Dr. Demond Means, superintendent. “We are excited to launch this inclusive strategic planning process that will help reaffirm the direction of our award-winning schools. The approach we are taking is very different than what most schools undertake in that it is research-based, which means that decisions come from data, rather than intuition.”

In February 2015, MTSD will solicit input from the community through the form of a survey to ascertain the community’s perception of the District’s effectiveness in accomplishing the current strategic plan and new objectives that should be added to the plan for the future. The District will conduct focus groups of parents, teachers, staff, high school students, and community leaders in order to gather qualitative data for the strategic planning process.

All of the data collected through focus groups and surveys, along with the District’s mission statement, archival reports, and current strategic plan will be analyzed to determine findings and refresh objectives for the District. The information will be presented to the Board of Education and released to the public in a strategic plan report when the process is complete.

The District is partnering with ECRA Group, Inc., to conduct the strategic planning process. ECRA Group is an established leader in the areas of educational assessment, research, analytics, and strategic planning. Based in Rosemont, Illinois, ECRA Group has a 35-year history of partnering with school districts in educational research and planning.

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