

Strategic Plan

2013-2018

Strategic Plan Executive Summary

Prepared for

Estell Manor

Board of Education

Estell Manor, New Jersey

Facilitated by NJSBA Field Service Department

Charlene Zoerb and Kathy Winecoff,
Field Service Representatives

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

Acknowledgements

The Estell Manor School District's Strategic Planning process, completed during the 2012 - 2013 academic year, could not have occurred without the support, cooperation and dedication of the following people and groups:

Estell Manor School Board of Education

Leah McDonnell, President

ESTELL MANOR PUBLIC SCHOOL
Robert Kellner, Vice President

Howard K. Adelman

Martin J. Klosek

Teresa Byrd

Dr. Bruce Greenfield, Interim Superintendent

Elizabeth Edwards, Business Administrator

New Jersey School Boards Association

Charlene Zoerb, Field Service Representative

Kathy Winecoff, Field Service Representative

Planning Council

Howard Adelman

Sheree Andersen

Debbie Anderson

Albert Barbetto

Teresea Byrd

Judy Cassagrande

Peter Costantino

John Cressey

ESTELL MANOR PUBLIC SCHOOL
Charlotte Dorsey

Henry Dorsey

Betty Edwards

Dr. Bruce Greenfield

Kristopher Haeser

Jill Kuppel

Tom Maddox

Leah McDonnell

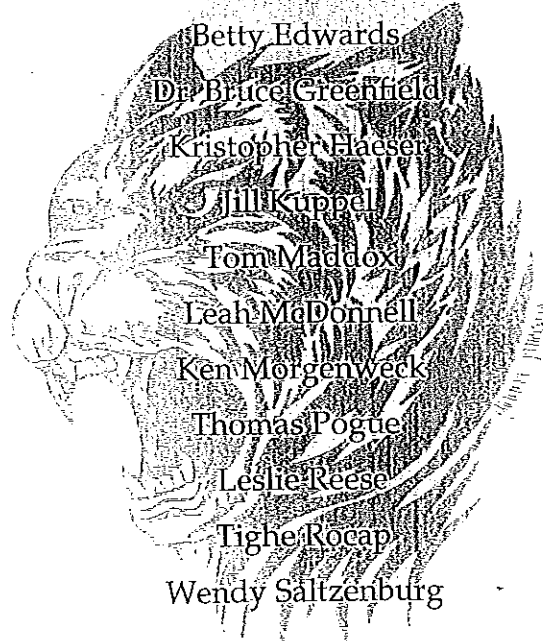
Ken Morgenweck

Thomas Pogue

Leslie Reese

Tighe Rocap

Wendy Saltzenburg



Action Teams

Community Partnership

Judy Casagrande - Chairperson

Debbie Anderson

Maureen Corbett

Dr. Bruce Greenfield

June Heath

Tom Pogue

Wendy Saltzburg

Sarah Sharpe

Finance

John Creesey - Chairperson

Judy Casagrande

Betty Edwards

Ellen Fatcher

Chris Kent

Student Achievement

Dianna Abraham - Chairperson

Janice Betts

Lisa Campanella

Audra Carano

Tara Corbett

Aime DeGirolamo

Megan DeGraaf

Bill Dittus

Brandi Dittus

Dr. Bruce Greenfield

Joy Krohn

Rachel Mattera

Leslie Reese

Trighe Rocap

Facility

Al Barbetto - Chairperson

Larry Brennan

Joe Byrd

Megan DeGraaf

Betty Edwards

Dr. Bruce Greenfield

Ken Morgenweck

Jim Petitt

Sarah Sharpe

ESTELL MANOR PUBLIC SCHOOL



School Environment and Climate

Jill Kuppel - Chairperson

Christina Clemenson

Julie Compton

Megan DeGraaf

Bill Dittus

Brandi Dittus

Lauren Dormanen

Rene Farrell

Dr. Bruce Greenfield

Leslie Reese

Tighe Rocap

Wendy Saltzburg

Joyce Schwartz

Sarah Sharpe

Andie Storey

ESTELL MANOR PUBLIC SCHOOL

Action Team Meeting Participants

Dianna Abraham

Howard Adelman

Debbie Anderson

Lowell Anderson

Al Barbetto

Elaine Baker

Judy Casagrande

Christine Clemensen

John Cressey

Aime DeGirolamo

Betty Edwards

Ellen Fatcher

Dr. Bruce Greenfield

Marty Klosek

Jill Marie Kuppel

Joy Krohn

Tighe Rocap

Sarah Sharpe



Strategic Planning Process

Executive Summary

A. Educating the Board to make an informed decision

On December 21, 2011, Charlene Zoerb, made a presentation to the Estell Manor Board of Education 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

On December 21, 2012, the Board contracted with NJSBA for these services for the 2011-2012 school year.

B. Pre-Process Planning

Materials were sent to Dr. Bruce Greenfield and discussed via telephone conference call between Dr. Greenfield, Charlene Zoerb and Kathy Winecoff to set up a schedule for the organization of the process, review of resources required.

C. State of the School Research Committee

Dr. Bruce Greenfield updated the State of the School Report which was reported out to all participants of the Weekend Planning Conference.

D. Planning Council Conference

On March 2, 2011 and March 3, 2011, Charlene Zoerb and Kathy Winecoff 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.

E. Developing the Action Plans

On May 3, 2012, Charlene Zoerb 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. present action plans to the Planning Council for review

Outcomes are included in the Strategic Planning binder.
(Appendix C: *Sample forms from Training packet*)

On October 10, 2012, Charlene Zoerb met with Dr. Greenfield and the Action Teams to review the Action Plans.

F. Initial Review of the Strategic Plan

On November 26, 2012, Charlene Zoerb and Kathy Winecoff 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

G. Presentation of Strategic Plan to the Board of Education

New Jersey School Boards Association Field Service Representatives, Charlene Zoerb and Kathy Winecoff 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 Estell Manor Board of Education on December 19, 2012.



Estell Manor School District

BELIEF STATEMENTS

We believe the role of the staff is:

That of a master teacher which incorporates the following themes:
ESTELL MANOR PUBLIC SCHOOL

- Teach with passion
- Engage all learners regardless of ability, age, or aptitude
- Be nurturing and compassionate

We believe the role of the community is:

- To be responsible to provide a supportive, educational institution by financial support and volunteerism (Educational foundation, fundraising, shared experiences)
- Instill in our children the richness and value of "small town" rural culture

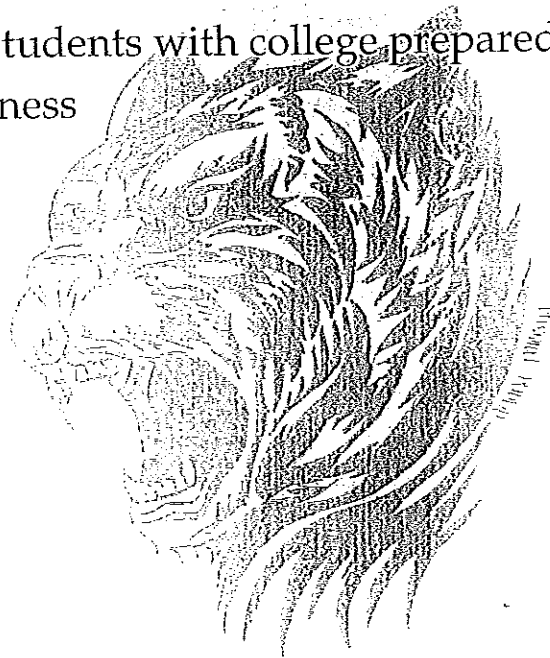
We believe the role of the parents is:

- To communicate with staff effectively via technology
- To ensure accountability and responsibility from their children
- Value the shared goals of the district and respect each other's roles and responsibilities



We believe excellence in education includes:

- All children having the opportunity to attend an early childhood program
- Every student having the opportunity to learn to their maximum potential
- A positive environment that encourages becoming an individual
- Academic, social, emotional, physical... the development of the whole child
- Equipping students with college preparedness and /or career readiness



MISSION STATEMENT

The Estell Manor School District in partnership with our community exists to provide our students with an innovative nurturing, safe and effective educational environment that fosters initiative excellence and emotional and physical well-being, and prepares our children to appreciate diversity, behave ethically, and succeed as life-long learners in a changing world.

The Vision Logo

E

M

S

Excellence

Motivating

Success

Preparing today's learners for tomorrow's world



COMMON THREADS

- Improve facilities
- Technology
- Traffic
- Additional use of facilities
- Money to make everything possible
- Retain rustic charm of Estell Manor
- More teachers



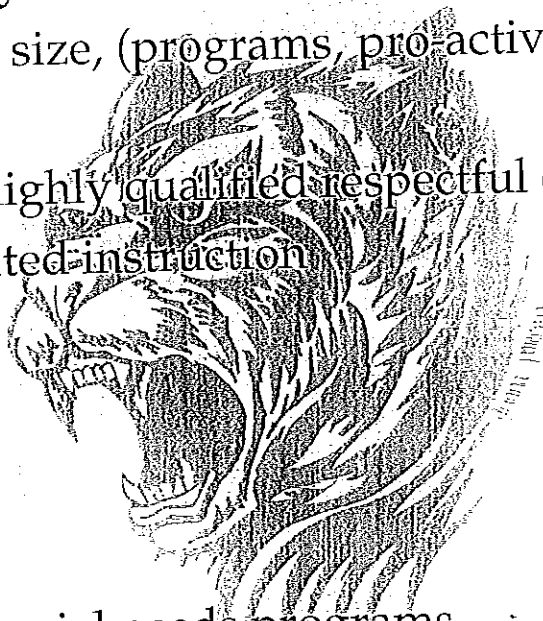
STRENGTHS AND CHALLENGES

Strengths:

- Parents ESTELL MANOR PUBLIC SCHOOL
- Community
- Small class size, (programs, pro-active administration, staff
- Excellent highly qualified respectful cooperative staff
- Differentiated instruction

Challenges:

- Funding
- Limited special needs programs
- Need additional technology
- Inferior secondary education



GOAL AREAS,
SURVEY RESULTS
and
ACTION PLANS

ESTELL MANOR PUBLIC SCHOOL

Goal #1: Student Achievement

Goal #2: Finance

Goal #3: Facilities and Campus

Goal #4: Community Partnerships

Goal #5: School Environment and
Educational Culture



GOAL #1

Student Achievement

Goal 1: Technology

- Enhance, support, and extend teaching, learning and communication through the significant and practical utilization of technology in our school

Goal 2: Curriculum

- Develop and promote strategies, programs, activities, and methodologies that provide opportunities to utilize and exceed the foundation established by the Core and State Curriculum Standards for the development of the 21st century learner

Goal 3: Home / School Communication

- Facilitate communication to build a strong connection between home and school through collaboration



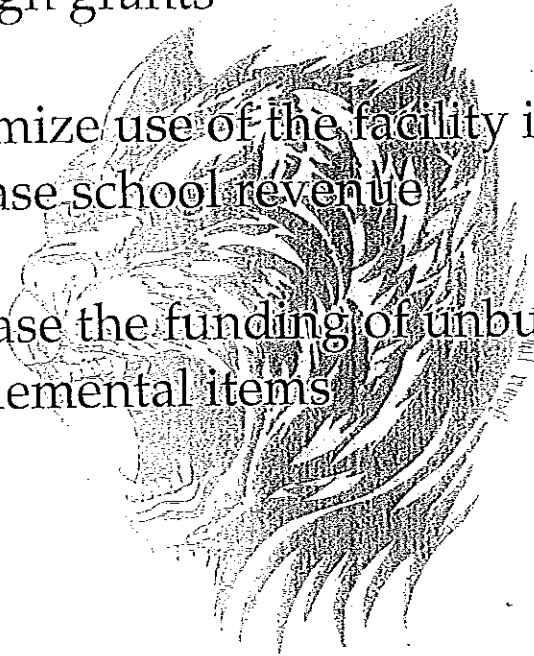
GOAL # 2

Finance

Goal 1: Obtain additional educational funding through grants

Goal 2: Maximize use of the facility in order to increase school revenue

Goal 3: Increase the funding of unbudgeted supplemental items



GOAL #3

Facility and Campus

Goal 1: Total upgrade of the 1955 lavatories (girls and boys)

ESTELLE MANOR PUBLIC SCHOOL

Goal 2: Re-align driveway configuration to provide a separate area for student drop-off / pick-up

Goal 3: Correct HVAC ventilation problems in the 1972 and 1995 sections and re-evaluate and complete the geo-thermal system in the 1995 section (7 rooms, office, 2 lavatories)

Goal 4: Emergency generator that would allow building to function (full or part)

Goal 5: Install two additional flag poles (New Jersey and POW / MIA flags)

Goal 6: Wireless accessibility throughout entire building



GOAL #4

Community Partnership

Goal 1: Improve communication between the school district and community

ESTELL MANOR PUBLIC SCHOOL

Goal 2: Develop a cooperative partnership among Estell Manor City government, the school district and residents to expand opportunities for activities and services

Goal 3: Provide an opportunity to community senior citizens and grandparents of Estell Manor school students to socialize and utilize their abilities, vast resources and experience

Goal 4: Make maximum use of the district facilities after school hours to enhance connection between the community and the school district



GOAL #5

School Environment and Educational Culture

Compliment and improve the school environment and educational climate for our students

ESTELL MANOR PUBLIC SCHOOL

Goal 1: Increase student access to the school library by utilizing parent volunteers and interns

Goal 2: Implement an after school activity program for students

Goal 3: Reward the outstanding academic and outstanding citizenship students of the month per class: "Wildcat Scholar" & "Wildcat Citizen"

Goal 4: Provide school-wide activities that increase the students' knowledge in the following areas: respect of others, problem-solving strategies, career awareness, kindness within the educational setting, drug and alcohol prevention – healthy choices, importance of self esteem



GOAL #5

School Environment and Educational Culture (continued)

Goal 5: Improve each child's awareness of their role
as a global citizen

Compliment and improve the school environment
and educational climate for our staff

Goal: Staff Motivator

Compliment and improve the school environment
and educational climate for our families

Goal 1: Establish guidelines for a formalized school
uniform

Goal 2: Create the opportunity for parents to learn
about the New Jersey Anti-Bullying Bill of
Rights



GOAL #5

School Environment and Educational Culture (continued)

Goal 3: Refine and / or improve the area of home to school communication

ESTELL MANOR PUBLIC SCHOOL

Goal 4: Create the opportunity for teacher classroom web pages

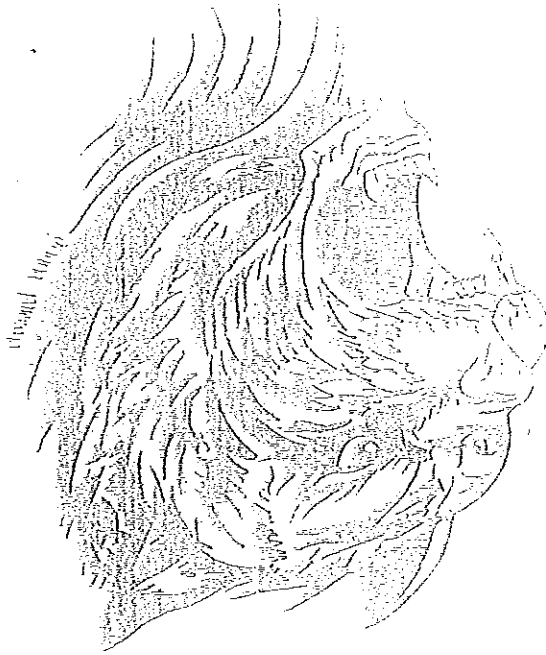
Goal 5: Create the opportunity for parents to learn how to utilize PowerSchool as an informational tool regarding their child's education

Goal 6: Expand the Estell Manor School Lending Library

Goal 7: Provide community websites to our parents

Goal 8: Provide current academic curriculum information to parents





WEST HILL MANOR PUBLIC SCHOOL