

REPORT OF THE STRATEGIC ENGAGEMENT AND PLANNING COMMITTEE

The Strategic Engagement and Planning Committee (StEP) met on Tuesday, October 16, 2018 at 4:00 P.M. at the Cincinnati Public Schools Education Center in Conference Room 1-A.

ATTENDEES

StEP Committee Members

Board Members Eve Bolton, Ericka Copeland-Dansby, Ryan Messer

Olivia Ballard, Michael Beck, Pamela Bowers, David Brenner, Marlena Brookfield, Kate Eisenpress, Valda Freeman-Karmo, Kent Friel, Marcia Futel, Kathyne Gardette, Heather Gerker, Carol Gibbs, David Hanper, Stacey Hill-Simmons, Yolanda Lawson, Kareem Moffett, Craig Rozen, Tim'm West, Vanessa White, Flora Young

Administration/Staff

Laura Mitchell, Superintendent; Jennifer Wagner, Treasurer; Lauren Worley, Chief Strategic Communications Engagement Officer

Union Representation

Julie Sellers, President, CFT; Milbeth Allen, CFT

Share Individual Favorite Strategic Plans

Committee Co-Chair Bolton began the discussion of strategic plans from other school districts and companies, and what parts of them members found noteworthy.

Noteworthy items included: data collection upfront, survey work, timeline established, turning around lowest performing schools, funding, and connected citywide plan.

Ms. Bolton stated that being aware of other area organizations' concerns and priorities could be helpful to create more of an integrated effort on CPS' part, and possibly on their part too. CPS has many community partnerships.

Discuss Equity Education

The Committee discussed the *Key Data Highlights on Equity and Opportunity Gaps in Our Nation's Public Schools* report. This report is somewhat dated, but CPS has current data for the District that the committee would like to see.

ACTION: Administration will prepare the relevant and matching data and report back to the Committee.

In order to move ahead on equity, Ms. Bolton suggested the Administration also provide data regarding poverty disruption, absenteeism, and disproportionality of discipline.

Review Results of Compiled SWOT (Strengths, Weaknesses, Opportunities, Threats) Themes

Committee member Messer originally suggested and introduced the SWOT analysis, and provided the committee with background information on the SWOT tool and how it can be utilized.

The Committee reviewed and discussed the SWOT Results. The fact that some items are listed in multiple categories was discussed.

Attached please find a copy of the presentation.

From the discussion, the Committee suggested that sub-committees need to be created. However, it was decided to wait until after the Board meets on Saturday, October 20, 2018. At that meeting, the Board will discuss the parameters of the Strategic Plan, both the financial and also what kind of Strategic Plan and its scope, length, and timeline.

The next StEP Committee meeting will be on Tuesday, October 30, 2018, 4:00 p.m.

The meeting adjourned at 6:00 PM.

StEP

Strategic Engagement and Planning Committee

SWOT RESULTS

Strategic Engagement and Planning Committee Plan



- | | | | |
|---|--|---|--|
| <ul style="list-style-type: none">• Things your company does well• Qualities that separate you from your competitors• Internal resources such as skilled, knowledgeable staff• Tangible assets such as intellectual property, capital, proprietary technologies etc. | <ul style="list-style-type: none">• Things your company lacks• Things your competitors do better than you• Resource limitations• Unclear unique selling proposition | <ul style="list-style-type: none">• Underserved markets for specific products• Few competitors in your area• Emerging need for your products or services• Press/media coverage of your company | <ul style="list-style-type: none">• Emerging competitors• Changing regulatory environment• Negative press/media coverage• Changing customer attitudes toward your company |
|---|--|---|--|

SWOT GROUPS 1, 2

| STRENGTHS Group 1 | WEAKNESSESS Group 2 |
|--|--|
| <ul style="list-style-type: none"> • Broad Community Support • Community Learning Centers • Data Driven Decisions • Diversity of Programming / Choices • Enrollment Increasing • Facilities • Partnerships • Preschool Promise • Quality of Administration and Teachers • Strategic Initiatives for Students (My Tomorrow, Co-op, Vision 2020, etc.) • Technology | <ul style="list-style-type: none"> • Allocation of resources/funding • Curricular and extracurricular imbalance across CPS • External communications process • External forces beyond our control (e.g., Public Health) • Facilities (equity across CPS) • Internal communications process • Lack of both parent and community engagement • Lack of student-centeredness/student voice • Lack of clarity about policies CPS, by parents and students, even teachers and admin • Socio-economic/racial student teacher demographics |

SWOT Groups 3, 4

| OPPORTUNITIES Group 3 | THREATS Group 4 |
|--|---|
| <ul style="list-style-type: none"> • Beyond FMP • Collaboration • Community Learning Centers • Engagement • Equity and Inclusion • Marketing • Political Factors • Programs • Public/Private Partnerships (Collaboration) | <ul style="list-style-type: none"> • City/State/Federal (Constraints) • CLC – Consistency • Cultural Competency – DEI • Neighborhood -vs-Magnet • OSFs • Perceptions • Pipeline and Retention – Principals, Teachers, Staff • SEL (MH) • Support (Community) • Issues related to trust and broader community engagement |

Items Mentioned in 3 of 4 S,W,O

- Community Learning Centers
- Facilities, Facilities Equity Across District, Beyond FMP
- Quality Administrators / Teacher's Pipeline and Retention Teachers Socio and Economic

Items Mentioned in 3 of 4 Demographics W, O, T

- Beyond our Control, Political Factors, City, State, Federal
- Engagement, lack of parent and community issues related to broader community, internal and external communication

Items Mentioned in 2 of 4 S, T

- **Community Support**
- **Diversity of Program and Choice**
- **Enrollment: Social and Racial Demographics**
- **Partnerships**

(S) Strengths Singletons

- **Data**
- **Preschool Promise**
- **Strategic Initiatives**
- **Technology**

(W) Weakness Singletons

- Curricular and Extra-Curricular Imbalance
- Allocations of Resources / Funding
- Lack of Student Centeredness and Student Voice
- Lack of Clarity of Board Policy

(O) Opportunity Singletons

- Collaboration
- Equity and Inclusion
- Marketing

(T) Threat Singletons

- Cultural Competency
- Neighborhood (v) Magnets
- OSF's