

Empowering and Inspiring Excellence

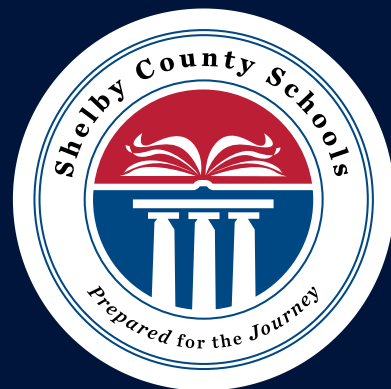
2024 NSPRA Gold Medallion Award Entry

Comprehensive, Strategic, Year-Round
Communication Program

Dr. Lewis Brooks - Superintendent
Cindy Warner, APR - Public Relations &
Community Education Supervisor

Shelby County School District
410 East College Street - Columbiana, AL 35051
205-682-7084 or 205-682-5940 -
cwarner@shelbyed.org

Communication Staff of three
K-12 Public School District
21,000+ students / 2,800+
31 schools



The Path Forward
**STRATEGIC
PLAN**

SYNOPSIS



Located 30 minutes from Birmingham, Shelby County Schools is the seventh-largest district in Alabama. It comprises 31 schools within seven attendance zones and is home to over 21,000 kindergarten through 12th-grade students and 2,800+ employees.

Shelby County Schools recently updated its strategic plan for the first time in 15 years. The previous plan was implemented from 2008-2018 under the former superintendent's leadership. Dr. Lewis Brooks, who assumed office as the new superintendent in January 2019, followed this plan for four additional years.

The previous plan featured 12 strategic areas and vision, mission, and belief statements. It was well-known by stakeholders and had established a culture of excellence.

However, a new leader often brings a new vision. Dr. Brooks believed a new strategic plan could inspire a renewed focus on the future and provide the catalysis needed to propel the district to the next level in its pursuit of excellence.

One year into his first term in office, Dr. Brooks faced the daunting task of leading the district through the COVID-19 pandemic. After successfully navigating the unprecedented time, Dr. Brooks prioritized drafting a new strategic plan to guide the district on a new path forward.

Dr. Brooks developed an initial draft detailing his vision that was grounded in comprehensive research. He then began gathering qualitative research from various stakeholders across the district through strategic listening and input-gathering sessions with the District Leadership Cabinet, and teachers and parents through VOICE (Vision, Openness, Insight, Communication, and Engagement) advisory councils. Students' voices were also heard through the district's Shelby Cares Mental Health Student Advisory Councils and analysis of responses to questions posed during those meetings, ranging from school culture to mental health/wellness concerns and successes.

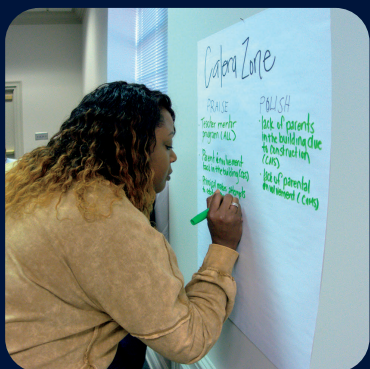
Due to the ongoing recovery efforts of the pandemic and extended research gathering, the process took over two and a half years to complete. However, the result is a comprehensive plan that provides a roadmap to direct the district's work for the next several years.

A communication plan was implemented to outline the process and ensure successful communication to internal and external audiences.

RESEARCH

Previous Strategic Areas

- At-Risk
- Communication
- Community Partnerships
- Continuous Improvement
- Curriculum, Instruction & Assessment
- Facilities
- Finance
- Governance & Leadership
- Human Resources
- Professional Learning
- Safety and Discipline
- Support Operations



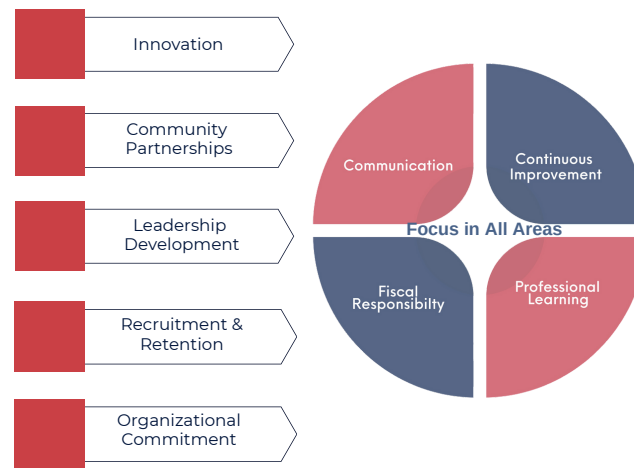
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The development of the new strategic plan was driven by formal, informal, primary, secondary, quantitative, and qualitative research. This research also informed communication goals, objectives, strategies, tactics, and key messages.

Historical research of the former plan the district had utilized for the previous 15 years was conducted. Despite the previous plan being well-known, having 12 strategic areas made it difficult to remember or recall every area of the plan.

It was determined that an important aspect of the new plan would be to narrow the strategic areas to five main commitments, with an additional four that overlap due to their critical importance - simplifying the plan's scope for maximum impact and allowing district leaders to easily commit it to memory.

New Strategic Plan Commitments



Qualitative research included focus group meetings with the district leadership cabinet. Using a two-way symmetrical communication model, these district leaders provided verbal and written feedback regarding the plan's components and any needed suggestions to the initial draft.

These sessions resulted in only a few necessary changes, validating that the information contained in the draft was indeed the direction that district leaders felt was important for the future of the district.

Other qualitative research was conducted through the Superintendent's VOICE (Vision, Openness, Insight, Communication, and Engagement) Parent and Teacher Advisory Groups from all seven of the district's school attendance zones.

The district used the two-way, symmetrical communication model to engage over 200 parents and teachers from every school community in active dialogue. These VOICE groups were asked to define "excellence in education" and to participate in Praise and Polish/Glows and Grows activities to provide critical feedback on areas where the district (and each school attendance zone) excelled and areas that need improvement.

Fact-finding research was also conducted by studying model programs including The Digital Promise League of Innovative Schools, Center for Creative Leadership, Schlecty Center, and Milliken and Company.

“

"I was so impressed with Milliken and Company," said Dr. Brooks of his research of the global leader in industrial manufacturing. "They went from being a textile company to an innovation company with over 5,000 patents worldwide. I was intrigued by their organizational model and how they went through that transformation. I wanted to bring that same mindset to our district. How do we continue to build on the foundation of excellence we had established while transforming our district through innovation and a new organizational commitment?"

PLANNING



GOALS

Goals were established for the strategic plan's development and for communicating it to internal and external audiences.

Since district leaders would be responsible for the plan's implementation, it was imperative that several of the goals and objectives were centered around their awareness and understanding of its components.

OVERALL GOAL: Develop a new strategic plan for Shelby County that will inspire a renewed focus on the future and provide the catalysis needed to propel the district to the next level in its pursuit of excellence.

COMMUNICATION GOALS:

1. Create a transparent process for the development of the plan with stakeholders.
2. Generate buy-in among key district leadership responsible for the plan's implementation.
3. Communicate an approved plan to raise awareness about the district's new path forward.

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OBJECTIVES

Outcome and output objectives were measured throughout the research gathering and evaluation processes.

- 100% of Leadership Cabinet members will share opinions and perceptions of the new Strategic Plan draft by December 2021.
- Over 200 teachers and parents from all seven school zones will share opinions and perceptions of the new Strategic Plan through VOICE Advisory Meetings by May 2023.
- The five-member Shelby County Board of Education will unanimously approve the new Strategic Plan by September 2023.
- Secure media placement with at least three out of six media outlets by December 2023.
- Distribute Strategic Plan booklets using three communication channels (website, paid advertising, and personal distribution at events/meetings) by March 2024.
- 70% of all district leaders will be able to identify and recall the vision, mission, and belief statements from the new Strategic Plan by March 2024.
- 70% of all district leaders will be able to identify and recall at least three out of five commitment areas from the Strategic Plan by March 2024.



STRATEGIES

Strategies were developed to guide the research, planning, and implementation process.

- Streamline strategic plan components
- Stakeholder Engagement & Education (students, staff, & parents)
- Achieve meeting consensus with stakeholders
- Consistent/Transparent Messaging
- Professional Development
- Accessibility in Multiple Languages
- Internal/External Communication
- Media Relations & Advertising
- Social Media promotions and hashtag
- Digital Media and Storytelling



TARGET AUDIENCES

- Employees/Staff
- Students
- Parents
- Board Members
- Community Members
- Business Leaders
- Media



MESSAGING

Shelby County Schools is empowering and inspiring our students to achieve academic excellence and make a positive contribution to the world.

PLANNING



BUDGET

Staff Time - \$11,000

Approximately 200 hours of combined staff time went into developing and communicating the new strategic plan. Seven staff members worked on the plan with an average hourly salary of \$55 between them.

Video Script & Production (Staff Time) - \$900

Approximately 20 hours of combined staff time went into developing the Strategic Plan video. Three staff members worked on the script and video with an average hourly salary of \$45 between them.

Printing and Paid Advertising of Strategic Plan Booklet - \$6,580 + \$7,295 = \$13,875

The booklet was printed and inserted into two publications with a combined readership of 65,000. 2,000 extra copies were printed to distribute at VOICE meetings and special events.

Breakfast for Leadership Cabinet Meeting - \$455

Refreshments for VOICE Advisory Meetings - \$500

Total: \$26,730

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TIMELINE / TASKLIST

The timeline for developing the Strategic Plan began in late 2021. In addition to the timeline specific to communication activities, the district also completed a yearlong Leadership Development focused PLU during the 2022-2023 leading up the launch of the plan in 2023.

	2021	2022	2023	2024
Lewis Brooks, Cindy Warner	Fact Finding Research			
Lewis Brooks, Shelley Davis, Cindy Warner	Develop initial draft			
Lewis Brooks, Shelley Davis, Cindy Warner	Hold Leadership Meetings	VOICE Advisory Meetings - 7 community zones	VOICE Advisory Meetings - 7 community zones	
Lewis Brooks, Shelley Davis, Cindy Warner		Revise draft based on feedback	Leadership Cabinet reviews final plan	
Cindy Warner, Bryan Pope, Cole Pevey			Video Script and Production	
Cindy Warner, Resia Brooks			Design Booklet	
Cindy Warner, Ashley Wheeler			Website Design Mobile App	
Lewis Brooks			Board Meeting Approval	
Cindy Warner			Press Release Media Interviews	
Cindy Warner, Bryan Pope, Cole Pevey			Social Media	Social Media
Cindy Warner				Paid Advertising Booklet Inserts
Lewis Brooks, Shelley Davis, Cindy Warner			Video & Booklets at Special Events & VOICE meetings	Video & Booklets at Special Events & VOICE meetings
Cindy Warner				Evaluation

IMPLEMENTATION

As mentioned in the research section, partial implementation of the Strategic Plan began during its initial stages of development, with a focus on professional learning and leadership development - two of the main commitment areas. The Center for Creative Leadership and the Schlecty Center, two companies identified during research for best practices, conducted leadership training for district leaders and school administrators. The Center for Creative Leadership led a one-year leadership-focused professional learning unit during the 2022-2023 school year based on their Better Conversations Everyday framework. The Schlecty Center facilitated a one-day training retreat for Leadership Cabinet members in August 2023.



Click the picture box above or hyperlink to the right to play the video

The video was posted to Social Media via Facebook, Instagram, and X (Twitter). It has been viewed over 6,229 across all platforms. It was also included as a link in the district's SMORE newsletter.

Posters and Digital Signage were created for the district's two main campuses, the Central Office and the Shelby County Instructional Services Center. The framed posters feature the plan's commitments and the new vision, mission, and beliefs. The digital signage features the new vision, mission and beliefs.

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TACTICS/ACTIVITIES

The Shelby County Board of Education approved the new strategic plan in September 2023. It was officially revealed to the broader community in early October 2023. The following tactics were implemented to reach the goals, objectives, and strategies.

An eight-page **Strategic Plan booklet** consistent with the district's overall branding was published in English and Spanish to outline the new strategic plan components.

The booklet was posted to a new **Strategic Plan section of the district's website**. There are two links to on the website homepage to the site, one under the Our District tab and another large button link featured prominently on the home landing page. It is also listed in the district document section of the district's **Mobile App**. The plan is also linked within the custom content section of district's **Niche website page**.

The booklet has been widely distributed throughout the district and in the community. Distribution has occurred at special events such as the Teacher of the Year and the Showcase of Schools events attended by students, teachers, parents, and community members. It has also been distributed through packets of information given to this year's VOICE advisory groups participants.

The Shelby County Schools Public Relations Department wrote the script and filmed a video to outline the new **Empowering and Inspiring Excellence Strategic Plan Video**. Instead of the video being a series of "talking heads" outlining the strategic planning process, there was an intentional effort to showcase the components of the new plan by highlighting our district with visual depictions of our teachers, students, parents, and community leaders engaged in meaningful activities and work. Narrated by Dr. Brooks, the video showcases diverse students and staff while highlighting the district's focus on empowering and inspiring excellence.

Media Relations tactics included a **press release** sent to all local newspapers and television stations. Two local newspapers published stories about the plan and linked them to their websites/social media. One local television affiliate also ran a story and shared it on their website/social media page.

Community distribution of the strategic booklet was achieved through **paid advertising** with the two local newspapers. The eight-page booklet was inserted into the March 2024 edition of 280Living with an estimated readership of 33,000 and the Shelby County Reporter special edition Profile Magazine with a readership of 32,000.

The **District SMORE Newsletter** was used to highlight the launch of the plan and the new Vision, Mission, and Beliefs. **September 2023 Edition** - Story, video link, and website link to the plan. (2,837 Newsletter views) **October 2023 Edition** - Getting to Know the New Vision, Mission, and Beliefs. (2,732 Newsletter views)

Social Media posts were used to introduce the launch of the plan. Social Media was also used to highlight the plan's components, such as innovation, community partnerships, or leadership development being demonstrated. The **#empoweringandinspiringexcellence** hashtag was used with strategic plan-inspired posts. Schools in the district and the Shelby County Education Foundation have organically started using the hashtag with their social media posts also.

EVALUATION

Evaluation of the plan was compared to the goals and objectives.

An email seeking final input was also sent to our district leadership team and cabinet members before the finished plan and video were implemented publicly. This email served as both continued research and as the first evaluation instrument to be used prior to the public launch.

“When reviewing the booklet and video, I feel excellence, commitment, vision, and something very special about our district. The content is strong and the presentation is powerful. This makes me proud to be a part of such a great organization.”

Email feedback from
Jennifer Galloway
Human Resources Supervisor

“I like the following choice of words: Intentional, Growth, Foster, and Improvement. These words all show that we are constantly moving ahead. We are not stopping once we think we've achieved being the best - we will continue to move, change, and adapt to maintain that momentum! With that, our goals are attainable. We will continue to be intentional, grow, and foster those environments, and improve at all times. We won't reach perfection, but we can keep working to get as close as possible with the resources we have.”

Email feedback from
Lacey Brackner Motes,
Finance Supervisor

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Objective One: Strategies Used - Stakeholder Engagement / Achieve Meeting Consensus / Consistent & Transparent Messaging / Internal Communication

- 100% of Senior Leadership and Leadership Cabinet members will share opinions and perceptions of the new Strategic Plan draft by December 2021.
- ✓ All Leadership Cabinet members provided verbal and written qualitative feedback on the strategic plan draft during focus group meetings held in October 2021. Both groups provided suggestions for improvement but unanimously favored the main commitments outlined in the plan. This group was instrumental in helping develop the belief statements of the plan.

Objective Two: Strategies Used - Stakeholder Engagement / Achieve Meeting Consensus / Consistent & Transparent Messaging / Internal Communication

- Over 200 teachers and parents from all seven school zones will share opinions and perceptions of the new Strategic Plan through VOICE Advisory Meetings by May 2023.
- ✓ VOICE Advisory Group meetings were held in 2022 and 2023 for parents and teachers from 31 schools in seven zones. Between 3-5 teachers and parents from each school/zone attended. Both groups provided verbal and written qualitative feedback. Information gathered during these meetings was used to make small adjustments to the plan.

Objective Three: Strategies Used - Achieve Meeting Consensus / Internal Communication

- The five-member Shelby County Board of Education will unanimously approve the new Strategic Plan by September 2023.
- ✓ The Shelby County Board of Education unanimously approved the plan at its September 28, 2023 board meeting.

Objective Four: Strategies Used - Media Relations

- Secure media placement with three out of six media outlets by December 2023.
- ✓ Media placement was secured with two local newspapers and one television media outlet (out of four).

Objective Five Strategies Used: Digital Media / Media Relations / Stakeholder Engagement

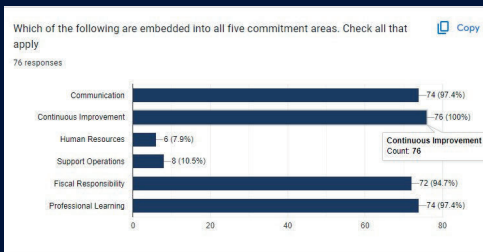
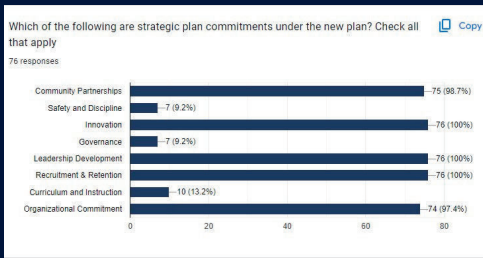
- Distribute Strategic Plan booklets using three communication channels (website, paid advertising, and personal distribution at events/meetings) by March 2024.
- ✓ Media placement was secured with two local newspapers and one television media outlet (out of four).

EVALUATION

“Both the booklet and the video do a great job promoting our values, positive stories, and the essence of what we provide for students in our district.

Additionally, I think it clearly articulates our efforts as leaders relative to how we accomplish the critical aspects of our work, and how it helps sustain our district's success in a collective manner.”

Email feedback from
Jeremy Turner
Principal
Chelsea High School



Objective Six: Strategies Used - Streamline Strategic Plan Components / Stakeholder Engagement / Consistent & Transparent Messaging / Internal Communication / Professional Development

➤ 70% of all district leaders will be able to identify and recall the vision, mission, and belief statements from the new Strategic Plan by March 2024.

✓ A strategic plan evaluation survey was sent to members of the Senior Leadership Team, Leadership Cabinet, and administrators. 77 individuals responded to the survey.

100% of respondents said they were aware of the new Strategic Plan. 94.8% responded that they have attended meetings where the Strategic Plan has been highlighted. 98.7% had seen communication materials detailing the plan.

89.5% of respondents recognized the new vision statement. 100% recognized the new mission statement. 100% recognized two of the new belief statements and 98.7% recognized the other three new belief statements.

Objective Seven: Strategies Used - Streamline Strategic Plan Components / Stakeholder Engagement / Consistent & Transparent Messaging / Internal Communication / Professional Development

➤ 70% of all key leaders will be able to identify and recall at least three out of five priorities from the Strategic Plan by March 2024

✓ When asked to select the new strategic plan commitments, the following percentages of individuals responded correctly:
Community Partnerships - 98.7%
Innovation - 100%
Leadership Development - 100%
Recruitment and Retention - 100%
Organizational Commitment - 97.4%

Seven individuals (9.2%) incorrectly identified Safety and Discipline and Governance, and ten (13.2%) incorrectly identified Curriculum and Instruction. These were strategic plan areas of the previous plan.

When asked to select strategic plan commitments that are embedded in all five areas the following percentages of individuals responded correctly:
Communication - 97.4%
Continuous Improvement - 100%
Fiscal Responsibility - 94.7%
Professional Learning - 97.4%

Six individuals (9.2%) incorrectly identified Human Resources and eight (10.5%) incorrectly identified Support Operations. These were strategic plan areas of the previous plan.

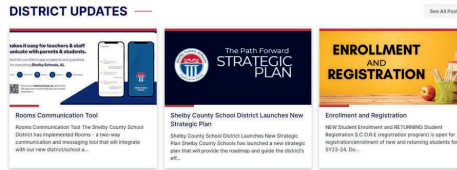
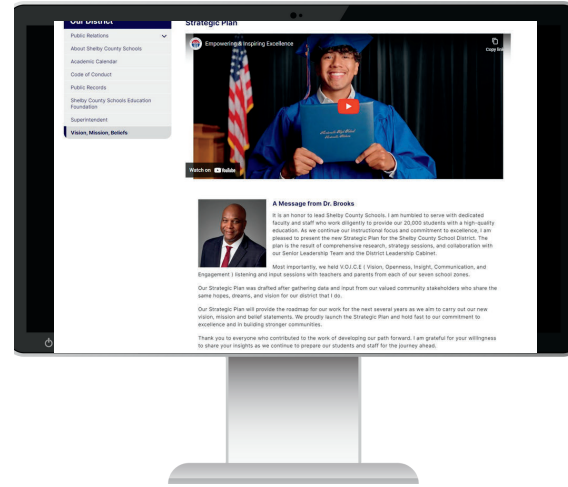
The evaluation of objectives four and five will be used to strengthen communication of the vision and belief statements and the plan's commitment areas, to administrators.

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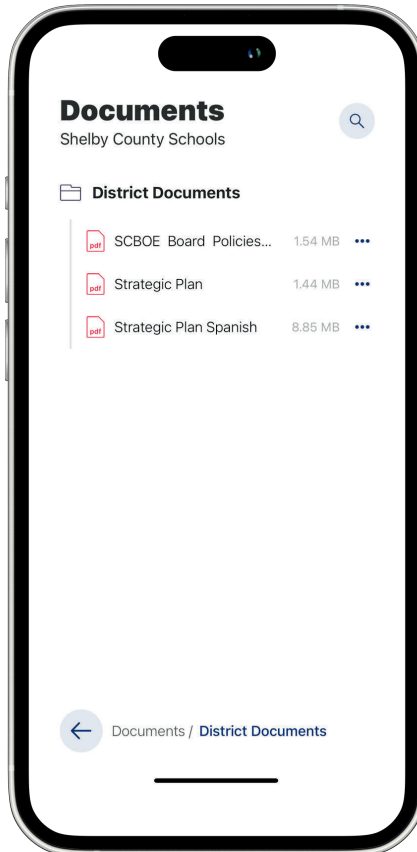
SUPPLEMENTAL MATERIALS



Website



Mobile App



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SUPPLEMENTAL MATERIALS

Social Media

Shelby County AL Schools
Published by Cindy Jo Warner · October 3, 2023

Shelby County Schools launches new strategic plan - Shelby County Reporter
Shelby County Schools has launched a new strategic plan that will serve as a roadmap for the ...

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ision. Our Strategic Plan will provide the roadmap for o
shelbycoschoolsal - Original audio
October 3, 2023 - Duration: 2:32

4271 152 0 12 6

Overview

Accounts reached 2,316
Reel interactions 170
Profile activity 0

Reach

2,316 Accounts reached
1,796 Followers 520 Non-followers

Plays 4,271

Initial plays 2,732
Replays 1,539

Watch time 11 hr 34 min 36 sec
Average watch time 15 sec

Reel interactions 170

Likes 152

Shelby County AL Schools
Published by Christine · March 12 at 2:01 PM

Last week, Shelby County Schools hosted the 10th Annual E3 (Engaging Elementary Engineers) event. Students gathered together in teams to tackle challenges that incorporated elements of STEAM education, using time constraints and using materials that were kept a mystery until the competition began. E3 is always a time filled with fun and innovation, and we are already looking forward to next year! #E3isGreatThings #EmpoweringandInspiringExcellence

1 comment · 10 shares

Like Comment Share

Shelby County AL Schools
Published by Cole Pevey · October 3, 2023

Shelby County Schools recently introduced its new Strategic Plan, and we are excited to share with you this video that details the main points of our mission and vision. Our Strategic Plan will provide the roadmap for our work over the next several years. We proudly launch the Strategic Plan and hold fast to our commitment to excellence and in building stronger communities. #empoweringandinspiringexcellence

The new Strategic Plan can be viewed in its entirety at the bottom of the page at the following link: <https://www.shelbyed.k12.al.us/page/vision>

View insights Boost post

Liked by Stephanie and 77 others

Shelby County AL Schools
Published by Brian Pope · February 22 at 11:29 AM

What a day of celebration at this year's Showcase of Schools! Big thanks to our students, staff, parents, and other community partners who joined us as we showcased the amazing work happening in Shelby County schools. Shoutout to our incredible students and teachers for their hard work and dedication! #OGGreatThings #EmpoweringandInspiringExcellence

2 comments · 9 shares

See insights and ads Boost post

Liked by Helena Elementary News and 132 others

Shelby County AL Schools
Published by Trish Lane · October 18, 2023

One of the 5 commitments in the Shelby County Schools' Strategic Plan is Leadership Development. The Teacher Leader Academy consists of teachers who want to grow in non-administrative roles and leverage their passion to make a positive difference in our district. Today was the final meeting of the Teacher Leader Academy and they were here at work! #EmpoweringandInspiringExcellence

View insights and ads Boost post

Shelby County AL Schools
Published by Cindy Jo Warner · February 14

Providing innovative learning environments that promote technology and engage students in critical thinking, problem-solving, and design thinking is one of the commitments of Shelby County Schools' new strategic plan. All of that was on display at the 3rd Annual Byte of Code competition held on February 13 at the Shelby County Instructional Services Center. The competition recreated a shipping warehouse where students had to code robots to complete the shipping process from picking the correct item off a shelf at the warehouse to delivering it to the correct homes and businesses. #EmpoweringandInspiringExcellence #PreparedforTheJourney

41

See insights and ads Boost post

Shelby Co Schools AL @ShelbyALSchools · Feb 14

The 3rd Annual Byte of Code competition displayed innovation! Students recreated a shipping warehouse where they had to code robots to complete the shipping process from picking the correct item off a shelf at the warehouse to delivering it to the correct homes and businesses.

5 shares

See insights and ads Boost post

Shelby Co Schools AL @ShelbyALSchools · Feb 21

Yesterday was a big celebration for our second group of teachers to complete LETRS (Language Essentials for Teachers of Reading and Spelling) training! #EmpoweringandInspiringExcellence #PreparedforTheJourney

2

Like Comment Share

Shelby Co Schools AL @ShelbyALSchools · Feb 14

Providing innovative learning environments that promote technology and engage students in critical thinking, problem-solving, and design thinking is one of the commitments of Shelby County Schools' new strategic plan.

670

Like Comment Share

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The Path Forward STRATEGIC PLAN

MESSAGE FROM DR. BROOKS

It is an honor to lead Shelby County Schools. I am humbled to serve with dedicated faculty and staff who work diligently to provide our 20,000 students with a high-quality education. As we continue our instructional focus and commitment to excellence, I am pleased to present the new Strategic Plan for the Shelby County School District. The plan is the result of comprehensive research, strategy sessions, and collaboration with our Senior Leadership Team and the District Leadership Cabinet.



Dr. Lewis Brooks
Superintendent

Most importantly, we held V.O.I.C.E. (Vision, Openness, Insight, Communication, and Engagement) listening and input sessions with teachers and parents from each of our seven school zones. Our Strategic Plan was drafted after gathering data and input from our valued community stakeholders who share the same hopes, dreams, and vision for our district that I do.

Our Strategic Plan will provide the roadmap for our work for the next several years as we aim to carry out our new vision, mission, and belief statements. We proudly launch the Strategic Plan and hold fast to our commitment to excellence and in building stronger communities.

Thank you to everyone who contributed to the work of developing our path forward. I am grateful for your willingness to share your insights as we continue to prepare our students and staff for the journey ahead.



VISION

To achieve excellence in education for our students and their success

MISSION

To empower and inspire our students to achieve academic excellence and make a positive contribution to the world

BELIEFS

- We embrace authentic hope for our students and know that our work is critically important in their lives. This hope is energized by a relentless and resolute purpose: our students will learn and grow.
- We believe that high standards, integrity, transparency, communication, and accountability promote a positive culture and a dedication to excellence.
- We recognize promoting creativity, innovation, and critical thinking is vital for continuous growth and improvement.
- We set high expectations for both students and staff but recognize that resources and support are necessary for these expectations to be met and exceeded.
- We focus on establishing meaningful and collaborative relationships with all stakeholders because they are vital to providing a welcoming, secure, and supportive environment.

STRATEGIC PLAN COMMITMENTS



Innovation

Community Partnerships

Leadership Development

Recruitment & Retention

Organizational Commitment

INNOVATION

Engage in forward-thinking modalities to identify bold ideas that enable us to be responsive to the expectations of our organization and community while cultivating creativity, critical thinking, and resourcefulness in our students.

- Engage in critical thinking, problem-solving, and design thinking
- Develop project-based learning opportunities
- Integrate technology
- Explore college and/or career pathways
- Increase STEAM opportunities



LEADERSHIP DEVELOPMENT

Create an atmosphere in which leadership is cultivated under the tenets of integrity, accountability, learning, communication, and trust.

- Improve productivity and bring out the best in our teams
- Increase engagement through effective leadership
- Promote positive culture building
- Emphasize strategic planning and problem-solving
- Intentionally mentor future leaders



RECRUITMENT & RETENTION

Recruit and retain a talented, diverse, and impactful workforce. Provide ongoing professional development opportunities while celebrating our faculty and staff members and highlighting their achievements.

- Devote resources and time to intentional recruitment
- Implement professional learning systems for continuous improvement
- Foster positive, collaborative, and productive work environments



COMMUNITY PARTNERSHIPS

Provide communication that enhances collaboration between our schools and families. Seek out and build family and community partnerships to meet the needs of each student.

- Increase parental engagement
- Cultivate business partnerships
- Improve governmental partnerships
- Promote engagement with higher education



ORGANIZATIONAL COMMITMENT

Foster a strong belief in and acceptance of our goals and values and a willingness to exert considerable effort on behalf of the school district. Create a culture where everyone feels included and that they are an integral part of the Shelby County family.

- Create a strong teamwork culture
- Create safe learning environments
- Communicate clear goals and expectations to employees
- Be transparent and encourage open communication
- Create a safe and productive learning environment
- Develop and foster trust



FOCUS IN ALL AREAS

Communication, Continuous Improvement, Professional Learning, and Fiscal Responsibility are critical to the district's success and will be embedded into all five commitment areas.

Communication

Ensure that the district is engaged in open, two-way communication with all stakeholders.

Continuous Improvement

Promote a culture of continuous professional growth that is pervasive throughout the district to make certain that students are in their best and most productive learning environment.

Professional Learning

Provide professional learning as the cornerstone to help improve professional practice and teaching and learning every day.

Fiscal Responsibility

Oversee responsible management and allocation of district resources in order to meet the needs of all students and staff.



Shelby County Board of Education

- David Bobo | President
- Jimmy Bice | Vice President
- Peg Hill
- Brian Boatman
- Amber Polk

Booklet

A Spanish version of the booklet was also developed and posted to the Strategic Plan section of the website, which also has translation features for multiple languages. Spanish is the second most commonly used language spoken by Shelby County students out of more than 50 languages. Parents have also been instructed to use translation features on social media pages since it isn't possible to translate collateral to all languages.

Posters and Digital Signage



VISION
To achieve excellence in education for our students and their success

MISSION
To empower and inspire our students to achieve academic excellence and make a positive contribution to the world

BELIEFS

- We embrace authentic hope for our students and know that our work is critically important in their lives. This hope is energized by a relentless and resolute purpose: our students will learn and grow.
- We believe that high standards, integrity, transparency, communication, and accountability promote a positive culture and a dedication to excellence.
- We recognize promoting creativity, innovation, and critical thinking is vital for continuous growth and improvement.
- We set high expectations for both students and staff but recognize that resources and support are necessary for those expectations to be met and exceeded.
- We focus on establishing meaningful and collaborative relationships with all stakeholders because they are vital to providing a welcoming, secure, and supportive environment.




Community Partnerships

Parental Engagement Business Partnerships
Government Partnerships Higher Education




Innovation

Critical Thinking College/Career Pathways Design Thinking
Project Based Learning STEAM Problem Solving






Leadership Development

Improved Productivity Employee Engagement Effective Leadership
Positive Culture Building Strategic Planning Mentoring Problem Solving



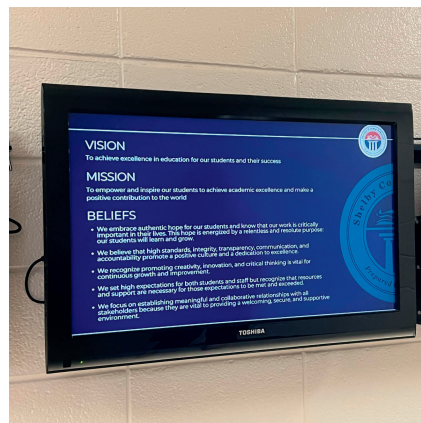
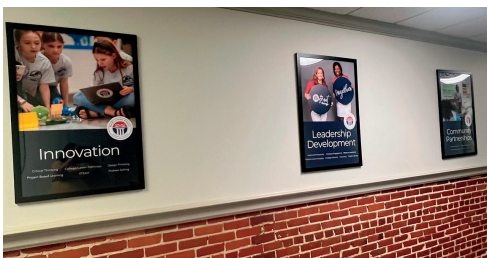

Organizational Commitment

Teamwork Culture Clear Goals & Expectations
Transparency & Open Communication
Safe & Productive Learning Environments

Recruitment & Retention

Resources for Intentional Recruitment Professional Development
Attract and Retain Best and Diverse Teachers and Staff



Getting to Know the SCS New Vision, Mission, and Beliefs

VISION
To achieve excellence in education for our students and their success.

MISSION
To empower and inspire our students to achieve academic excellence and make a positive contribution to the world.

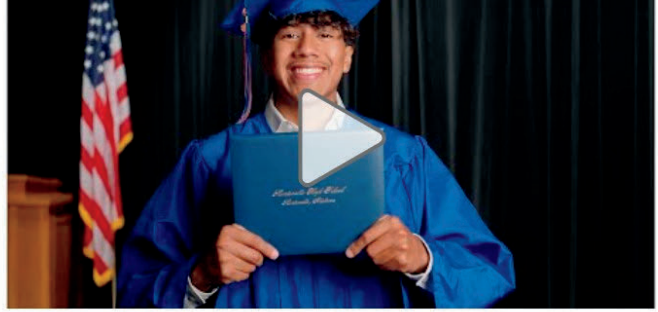
BELIEFS

- We embrace authentic hope for our students and know that our work is critically important in their lives. This hope is energized by a relentless and resolute purpose our students will learn and grow.
- We believe that high standards, integrity, transparency, communication, and accountability promote a positive culture and a dedication to excellence.
- We recognize promoting creativity, innovation, and critical thinking is vital for continuous growth and improvement.
- We set high expectations for both students and staff but recognize that resources and support are necessary for those expectations to be met and exceeded.
- We focus on establishing meaningful and collaborative relationships with all stakeholders because they are vital to providing a welcoming, secure, and supportive environment.

The Shelby County School District has new vision, mission, and belief statements as part of the newly launched Empowering and Inspiring Excellence: The Path Forward Strategic Plan. The statements speak to the district's commitment to excellence for our students, staff, and communities.

SMORE Newsletter

SCS Strategic Plan 2023



Shelby County School District Launches New Strategic Plan

Shelby County Schools has launched a new strategic plan that will provide the roadmap and guide the district's efforts for the next several years as it seeks to carry out its new vision, mission, and belief statements.

"Empowering and Inspiring Excellence...The Path Forward" is the result of over two years of research, planning, and gathering input from various community partners. The plan was formally approved by the Shelby County Board of Education on September 28.

I am pleased to present the new Strategic Plan for the Shelby County School District," said Superintendent Lewis Brooks. "The plan is the result of comprehensive research, strategy sessions, and collaboration with our Senior Leadership Team and the District Leadership Cabinet."

"Most importantly, we held V.O.I.C.E (Vision, Openness, Insight, Communication, and Engagement) listening and input sessions with teachers and parents from each of our seven school zones," Dr. Brooks continued. "Our Strategic Plan was drafted after gathering data and input from our valued community stakeholders who share the same hopes, dreams, and vision for our district that I do."

The new strategic plan includes new vision, mission, and belief statements that reflect the district's commitment to strive for excellence as an organization for its students and staff.

The plan itself derives its name from the new mission statement: To empower and inspire our students to achieve academic excellence and make a positive contribution to the world.

The Strategic Plan Commitments will focus on the following areas: Innovation, Leadership Development, Recruitment and Retention, Community Partnerships, and Organizational Commitment. Included within those five areas will be a focus on Communication, Continuous Improvement, Professional Learning, and Fiscal Responsibility which will be applied in all areas.

Read more about the the Strategic Plan by visiting the SCS website link below, or by clicking on the blue button.

[Empowering and Inspiring Excellence Strategic Plan](#)



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For Immediate Release - September 29, 2023

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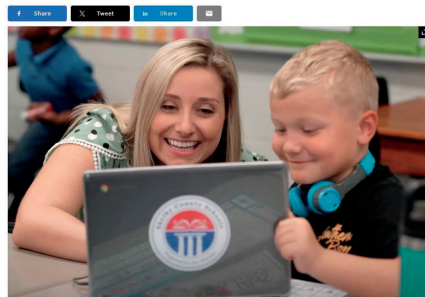
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Media Relations

Shelby County Schools launch new strategic plan

OCTOBER 2, 2023 9:58 PM



Shelby County Schools has launched a new strategic plan that will provide the roadmap and guide the district's efforts for the next several years as it seeks to carry out its new vision, mission, and belief statements.



Shelby County Schools launches new strategic plan

Shelby County Schools has launched a new strategic plan that will serve as a roadmap for the district's efforts during the next several years.

By Shelby County Reporter / Oct 2, 2023



Shelby County Schools launches new strategic plan

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WBRC / Oct 2, 2023