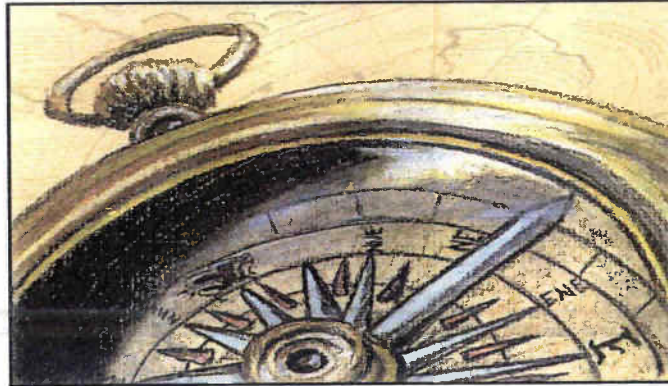


# STRATEGIC



# PLANNING

2007-2009

## GOAL SETTING RETREAT: PLAN & ELEMENTS

### *WHAT IS THE FUTURE?*

EASTERN remains committed to preparing students to successfully move to college and/or become skilled contributing members of our community and the local businesses we serve. We need your help and advice as we strive to answer this important question. To accomplish this, we need your insight and wisdom. Just what will the future that we are preparing students to enter look like and how can we best meet the needs of our students to meet the standards of that future? Your help by joining our strategic planning process is critical in developing a vision of our future. Please consider the information in this brochure and decide how you can assist us in helping our students meet the demands of the future you envision.

**The Retreat:**  
**October 5 & 6, 2007**

**Preliminary Planning Meeting:**  
**September 27, 2007**

 **EASTERN**  
CENTER FOR ARTS AND TECHNOLOGY

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## THE RETREAT DETAILS

The Goal-Setting Retreat will be held at the Penn State Abington campus on:

- ✚ Friday, October 5, 2007, from 8:00 a.m. to 9:00 p.m.; **and**
- ✚ Saturday, October 6, 2007, from 8:30 a.m. to 2:00 p.m.

The Retreat participants will be exposed to:

- ✚ The previous Strategic Plan and its key planning elements
- ✚ A report on the status of key action from the past Strategic Plan
- ✚ The *Current Reality 2007 Report*
- ✚ The individual reports of the seven planning teams from year one
- ✚ The agenda and desired outcomes for the Retreat itself

In addition, a preliminary planning meeting will be held at EASTERN on Thursday, September 27, 2007, from 5:00 p.m. to 8:00 p.m.

### Preliminary Planning Meeting at EASTERN:

- ✚ Thursday, September 27, 2007, from 5:00 p.m. to 8:00 p.m.
  - This planning meeting will include introductions, review of the previous plan, and revisiting the vision and mission. Additionally, the meeting will focus on an in-depth review of the Current Reality 2007 Report and an examination of the plan for the Friday-Saturday retreat meetings.

### Strategic Planning Retreat at Penn State Abington:

- ✚ Friday, October 5, 2007, from 8:00 a.m. to 9:00 p.m.
  - Participants will analyze and discuss implications for EASTERN's future based upon the data provided in the past Strategic Plan and the *Current Reality 2007 Report*.
- ✚ Saturday, October 6, 2007, from 8:30 a.m. to 2:00 p.m.
  - Participants will finalize the key action targets for the next five years that will form the basis for the Strategic Plan.

## STRATEGIC PLANNING PROCESSES

EASTERN employs three processes in the development of its Strategic Plan:

- ✚ **ASSESSMENT** - During the 2006-2007 school year, ten teams totaling more than 100 individuals reviewed all aspects of EASTERN's current operations in an attempt to assess its current status. To complete this assessment, seven teams implemented a Baldrige Review. An external team from the Pennsylvania Department of Education conducted a three-day compliance review of each of our programs. A team reviewed its findings and recommendations of all program reviews undertaken by EASTERN's advisory committees during the past five years, and the status of activities emanating from the current Strategic Plan was assessed. All of these reports will be summarized in a document titled *The Current Reality 2007 at EASTERN*.
- ✚ **GOAL SETTING** - Between September 27 and October 6, 2007, a team of approximately 35 individuals will meet in a retreat to develop the goals of strategic initiatives, which should guide EASTERN's behavior for the next five years.
- ✚ **ACTION PLANNING** - During the winter (January, February and March of 2008), teams will meet to develop specific plans to accomplish the strategic goals established by the planning team. These plans will include activities, benchmarks and measurable outcomes. Each strategic goal will be interpreted by an action team. Additionally, there will be teams to develop plans for technology and staff development to ensure adequate resources and capabilities to accomplish the desired goals.

## THE GOAL-SETTING RETREAT

The Goal-Setting Retreat is the key event bridging the assessment of the current reality in year one with the establishment of the goals and actions in year two for the next five years. The retreat participants will use the assessments conducted during January-April 2007 and the previous Strategic Plan to identify the key goals for continuing EASTERN's success into the future.

## THE RETREAT OUTCOMES

The Retreat will result in a consensus by the participants as to the key action targets (goals) that will help EASTERN to grow and develop over the next five years. These action targets will guide the formation of action teams that will work on developing action plans, which will be incorporated into the final Strategic Plan.

One action team will be formed for each key action target identified during the Retreat. These teams will be formed by late October and challenged to identify action plans that will be finalized by April 1, 2008. The individual action plans will be integrated into a comprehensive Strategic Plan by a plan writing team and presented to the Joint Committee and other stakeholders by mid-May of 2008.

Once the Strategic Plan is adopted, it will be used to guide the planning, budgeting and operations at the Eastern Center for Arts and Technology through June of 2012.

## THE RETREAT PARTICIPANTS

Participants of the Retreat will be selected by the Strategic Planning Steering Committee and will represent all of EASTERN's stakeholder groups. The members will also represent those who participated in the past strategic planning process, are new to the process, were engaged in the development of the description of the current reality, and are new to the process beginning with the Retreat. The goal is to create a Retreat process with multiple perspectives and experiences.

The stakeholders that will be represented include:

- Joint Committee
- Executive Advisory Committee
- Occupational Advisory Committees
- EASTERN staff
- Sending school districts (superintendents, principals and counselors)
- Parents
- Alumni
- Students
- Education consultants/experts

The Retreat participants will be identified by August 1, 2007 to allow them to reserve their schedules and prepare for the experience.