

EMERSON-HUBBARD COMMUNITY SCHOOLS

STRATEGIC PLANNING PROPOSAL

EMERSON-HUBBARD COMMUNITY SCHOOLS

SUPERINTENDENT OF SCHOOLS

Dale Martin

MEMBERS OF THE BOARD OF EDUCATION

Joani Franzluebbbers, President

Kip Ahlers

Tricia Belt

Scott Albrecht

Ryan Beacom

Ashley Fuchser

MISSION STATEMENT

The mission of the Emerson-Hubbard Community School is to empower students to apply their skills and knowledge to become productive and contributing citizens.



STRATEGIC PLANNING PROPOSAL

STRATEGIC PLANNING CONSULTING SERVICES

PRESENTED BY THE NEBRASKA ASSOCIATION OF SCHOOL BOARDS

John Spatz, NASB Executive Director

Marcia Herring, NASB Director of Board Leadership

Katie Corfield, Evaluation and Assessment Specialist

Caden Frank, Community Engagement Specialist

Ben Anderjaska, Board Leadership Engagement Associate

Stacie Higgins, Board Leadership Associate

Stephanie Summers, Board Leadership Associate

MISSION STATEMENT

The Nebraska Association of School Boards provides programs, services, and advocacy to strengthen public education for all Nebraskans.

February 19, 2025

Superintendent Martin and members of the Emerson-Hubbard Community Schools Board of Education,

It is a privilege to share the NASB Strategic Plan Proposal with the Emerson-Hubbard Community Schools Administrators and Board of Education. The NASB Board Leadership Department is pleased to provide a multitude of programs and services to our members, including the following strategic planning process.

The Association adopted protocol and procedures that are characteristic of a comprehensive planning process. The proposal outlines the scope and sequence that includes engagement of both internal and external stakeholders through online surveys, and purposeful focus group discussion. Our unique process ensures open and continuous communication with our staff, and a personalized strategic plan design that will meet the vision and expectations of administration and the board of education.

The NASB Board Leadership team represents a collective commitment to the time, resources, and values necessary to provide the optimum service needed to meet the defined timeline and to support the creation of a purposeful three-five-year plan to guide the district, align resources, and improve instruction and learning.

It would be our honor to partner with Emerson-Hubbard Community Schools on this most important endeavor. I look forward to the opportunity to address questions and points of clarification as needed. Please feel free to contact me at 402-817-0296 at your convenience.

Respectfully submitted,

Marcia R. Herring

Marcia R. Herring
NASB Director of Board Leadership



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PROPOSED FEE

The following is a description of Services to be provided by NASB:

Engagement & SOC Meetings

NASB will engage the Client in stakeholder engagement and Strategic Overview Committee meetings as needed and mutually agreed upon, to be conducted by the NASB Board Leadership Department. Reasonable travel expenses will be assessed.

Stakeholder Engagement & Data Analysis

NASB will provide engagement via online surveys. The charge associated with the collection and analysis of data is based on school district enrollment, projected survey response rates, and the administrative management of survey responses.

Needs Analysis & Strategic Plan

NASB will provide analysis, drafting, and planning work including the construction and presentation of a comprehensive Needs Analysis and necessary support for the district to write the final Strategic Plan document, as well as the following:

- Define a timeline to support the board/district's intended outcome of Strategic Planning.
- Work collaboratively with the board/superintendent/district to define the internal/external stakeholders engagement process and procedures to meet the vision and expectations for Strategic Planning.
- Design communications for district approval.
- Provide administrative support and leadership through the planning process as requested by the board and/or superintendent.
- Prepare outcomes from the meetings for district web posting and distribution as directed.
- Compile and analyze the needs assessment stakeholder data and summarize the needs and priorities for the District Needs Analysis.
- Develop the Strategic plan and administer the Prioritization Matrix.

Emerson-Hubbard Community Schools Enrollment: 223

Total Estimated Cost: \$6,200-\$8,100

*Note: The estimated cost does not include reasonable travel expenses. Final price will be determined by the district's ability to complete the process according to the identified timeline.

This proposal is valid until May 19, 2025. If not accepted by Emerson-Hubbard Community Schools before the specific date, this proposal shall be deemed null and void, neither party shall have further obligations or liabilities arising from this proposal. If Emerson-Hubbard Community Schools desires to accept the proposal after the expiration date, the parties may negotiate new terms and conditions, but any proposal after the expiration dates shall not be binding unless expressly agreed to in writing by both parties.

APPENDIX I: DETAILED PROSPECTIVE TIMELINE

The draft timeline provides a general scope of the project and the optimum timeline for strategic planning. The timeline for a district will vary based upon the ability to schedule stakeholder engagement meetings.

Stage One		
Organize and Plan the Process	Target Date	Date Complete
Timeline/District Visit with All Administrators, Board President, Vice President, and School Improvement Team, and/or Lead Teachers <ul style="list-style-type: none"> Create a proposed timeline to support: <ul style="list-style-type: none"> Identify district point person Distribute the District Profile Strategic Overview Committee meetings I and II Stakeholder Engagement Surveys Community engagement meeting EL Engagement meeting (as needed) Business Leader Surveys 		
District Profile Email/Phone Call from Katie Corfield <ul style="list-style-type: none"> District will Complete Profile Katie will send District Email with All Survey Dates		
District/board will: <ul style="list-style-type: none"> Identify members of the Strategic Overview Committee (e.g., superintendent, administrators, 2 to 4 teachers, 2 classified staff, board members, secondary students, 2 to 4 parents, community members, and business leaders) Identify members of the community and business leaders 		
Distribute the District Communications Packet		
Design communications packet/engagement criteria		
Meeting preparation		
Send invites, press release, social media promo		
Verify attendance		
Stage Two		
District Needs Assessment	Target Date	Date Complete
Administrative review of district NASB will administer the: <ul style="list-style-type: none"> Administrator Surveys Board Member Surveys 		
NASB will administer the Stakeholder engagement surveys: <ul style="list-style-type: none"> Certified Staff (<i>Identify a Professional Development/In-Service date</i>) Classified Staff Students (Grades 5 through 12) (<i>Identify a class or homeroom block. Inform staff and/or administrators responsible for scheduling.</i>) Parents (all) Business Leader Survey (<i>if selected</i>) 		
NASB will facilitate the Strategic Overview Committee Meetings:		

<ul style="list-style-type: none"> Meeting I – NASB facilitates review of Mission, Vision, Beliefs/Values and Opportunities/Challenges Meeting II – NASB facilitates review of Opportunities/Challenges and Mission, Vision, discussion 		
NASB will facilitate the Community Meeting <ul style="list-style-type: none"> Community Focus Group Meeting EL Community Focus Group Meeting <i>(if needed)</i> Note: District is responsible for inviting, promoting, and encouraging a robust attendance to the Community Focus Group Meetings.		
NASB will compile and code all stakeholder data		
NASB will develop the School District Needs Analysis		
Stage Three		
Define and Build the Plan	Target Date	Date Complete
NASB will Develop Strategic Plan Framework		
NASB Present Strategic Plan Needs Analysis and Framework to Board and Administration		
Administration make Modifications/Edits to Framework		
Stage Four		
Implement and Monitor	Target Date	Date Complete
Align Strategic Plan Strategies (e.g., AQuESTT, School Improvement, NE Framework/COGNIA, other*		
NASB Prioritizes Strategic Plan and Returns the Plan to District		
Strategic Overview Committee Meeting III: NASB Facilitates & Present final prioritized plan to all SOC		
District Establishes Strategic Implementation Team to monitor progress and success at regular intervals		
Strategic Implementation Team Meeting <ul style="list-style-type: none"> NASB facilitate Administrative Leadership and SIT Team Meeting to assign Strategies and Performance Indicators. 		
Promote plan internally and externally		
Board Adopts Strategic Plan		
Integrate Strategic Plan into SPARQ Meetings*		
Stage Five		
Support and Evaluation	Target Date	Date Complete
Establish superintendent evaluation aligned to strategic plan		
Administer Board Self-Assessment Annually and Review Goals		
Contact, schedule, and conduct Progress Analysis Annually (Year 1, 2, 3, and 4)		
Reengage SOC and Community Annually of Progress/Success of Strategic Plan		
Schedule Phase II – Strategic Planning at end of Year 4		

* Indicates optional components of the NASB Strategic Planning Process.

APPENDIX II: IDENTIFICATION OF STAKEHOLDERS

Below contains an unexclusive list of potential stakeholders to consider in the engagement process:

External Stakeholders

- a. Community
 - Parents (e.g., households with school-age and non-school age children)
 - Residents
 - Community groups
 - Neighborhood leaders
- b. Business and Industry Representatives
 - Chamber of Commerce
 - Community Economic Development
 - Developers
 - Business owners/leaders
 - Realtors
 - Banking
 - Preschool providers
 - Daycare providers
 - Post-Secondary Institutions
 - News media
- c. Community and Youth Service Organizations
 - Ministerial leaders
 - YMCA, Teammates, other
 - Civic Club Youth Programs (Optimist, Rotary, Kiwanis, Legion, Lions, etc.)
 - Veteran organizations (United Way)
 - Community Based Programs
 - Family/Student resource systems and organizations
- d. Social and Mental Health Service Representatives
 - Comprehensive care centers, drug prevention programs
 - Social Services
 - Health and Human Services
- e. Local and State Government Representatives
 - Mayor and/or City Council Members
 - County Board
 - Sheriff and Chief of Police
 - Legislators
 - Commissions
 - Minority Advocacy groups

Internal Stakeholders

- Board
- Superintendent
- Assistant Superintendents
- District Level Administration
- Building Level Administrators
- Certificated/Classified Staff
- Students (Middle and High School)
- Advisory Councils
- Booster Club Officers/Members
- PTO/PTA Groups
- Organized Parental Support Groups
- Foundation
- Alumni