

Background

In March 2012 ASD initiated a strategic planning process with a core planning team comprised of both ASD staff and field representatives. The work began with internal and external engagement opportunities including interviews, surveys, and statewide forums. The team also developed an ASD Vision Statement, a Purpose Statement and identified four Strategic Initiatives along with a set of goals for each initiative.

Overview of the ASD Strategic Plan

When complete, the CDE After School Division Strategic Plan will consist of three primary components:

- 1) A **Statement of Strategic Direction**, including the ASD's Vision, Purpose, Core Values, Strategic Initiatives and Goals. The Statement of Strategic Direction answers the question: ***Where is it that we want to go?;***
- 2) An **Accountability Framework** will summarize the objectives, indicators, and targets to be realized by the ASD. It will answer the question: ***How will we know that we have arrived where we want to go?:***
- 3) An **Annual Implementation Plan** will summarize the key activities, responsible parties, and timelines for the work necessary to realize all objectives. It will answer the questions: ***What do we need to do to get where we want to go? Who will do it? When will it be done?***

Implementation Teams

There is one Implementation Team for each of the four Strategic Initiatives. Each team is co-chaired by someone from ASD and the field and each team includes both ASD and field representatives. Over the course of a year (February 2013 – January 2014) the Implementation Teams will develop the accountability framework and annual implementation plan.

Statement of Strategic Direction Components

The Statement of Strategic Direction was approved by CDE in September 2012 and widely distributed to the field in October 2012. Some of its core components include:

After School Division Vision

"California's Expanded Learning¹ programs are an integral part of young people's education, engaging them in year-round learning opportunities that prepare them for college, career, and life."

After School Division Core Values

Accountability
Service
Courage
Integrity
Respect

¹ The term Expanded Learning here is meant to refer to before and after-school programs, summer learning, and extended-day, -week, or -year programs, with a focus on developing the academic, social, and emotional and physical needs and interests of students through hands-on, engaged learning experiences. Expanded Learning programs should be results-driven, flexible to student and community needs, include community partners, and complement but not replicate traditional classroom instruction.

After School Division Purpose

“Working in collaboration with stakeholders, the After School Division supports the development and sustainability of high-quality Expanded Learning programs throughout California by:

- *Providing a comprehensive and coordinated system of support and accountability to maintain and improve program quality while encouraging creativity and innovation in the field;*
- *Developing and maintaining clearly defined guidelines, regulations, program requirements and processes supporting efficient program administration;*
- *Communicating with the field in a clear, timely, and transparent manner; and*
- *Championing expanded learning as a vital and integrated part of the education system.”*

Strategic Initiatives

1. System of Support
2. Grant Administration and Policy
3. Communication/Information Systems
4. Expanded Learning/ K-12 Integration

Accountability Framework Components

As noted above an Accountability Framework will summarize the objectives, indicators, and targets to be realized by the ASD to answer the question: *How will we know that we have arrived where we want to go?* To date the Implementation Teams have focused on developing objectives and indicators of success for their initiative’s goals.

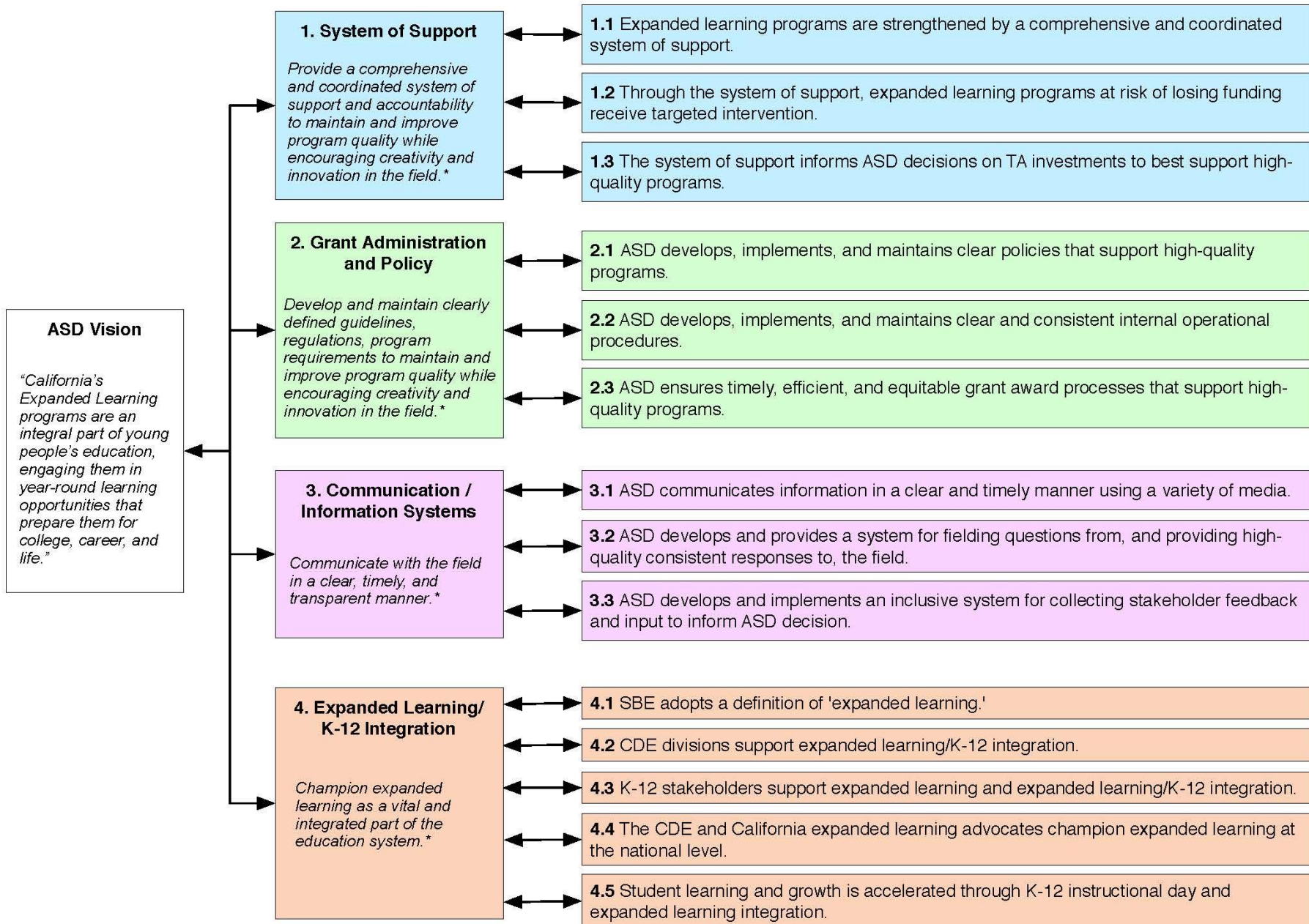
Objectives

- **Definition:** Intended result or consequence – a measurable step within a designated period of time that directly supports the achievement of a goal.
- **Answers the question:** *What major steps do we need to take to achieve our goals?*
- Objectives should be SMART (Specific, Measurable, Attainable, Realistic/Results-based, and Time-bound).

Indicators of Success

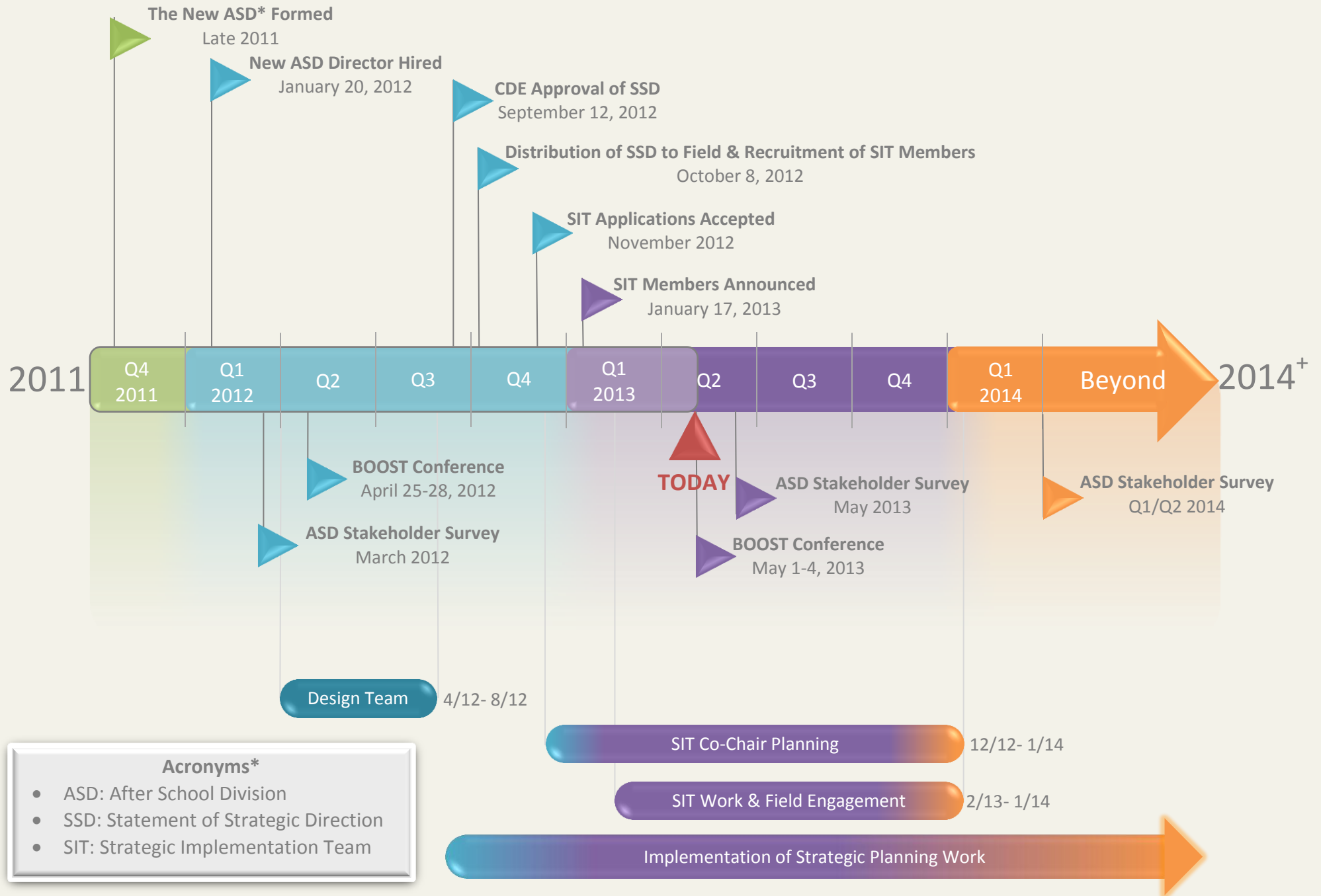
- **Definition:** A measurement of achievement relative to a planned objective over a period of time. An indicator provides evidence that a certain condition exists or certain results have or have not been achieved.
- **Answers the question:** *How will we know that our objectives and/or goals have been achieved?*
- Objectives can have multiple indicators.
- These are not activities/tasks.

Initiatives & Goals



* From ASD Purpose statement.

After School Division Strategic Planning Process Timeline

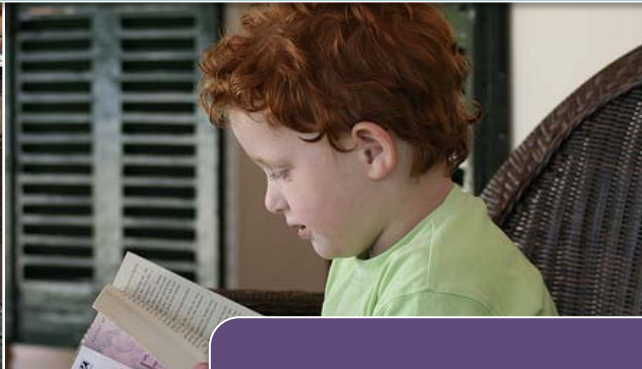
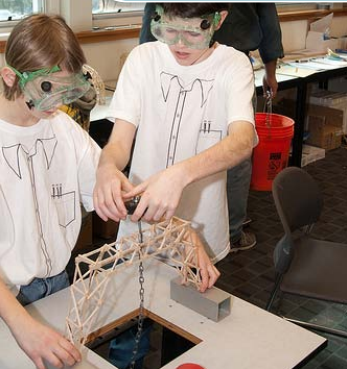


Acronyms*

- ASD: After School Division
- SSD: Statement of Strategic Direction
- SIT: Strategic Implementation Team



CDE's After School Division Strategic Planning Process



BOOST Conference 2013



Welcome!!

Strategic Initiative 3:
Communication/Information
Systems

Friday, May 3, 2013
1:15 PM - 2:30 PM

Today's Objectives

- 1. Provide information of strategic planning process to date with the Communication/Information Systems team.*
- 2. Seek feedback on content developed to date.*

Agenda



Background Information

Small Roundtable Discussions – Feedback Opportunity

Next Steps, Concluding Comments

Statement of Strategic Direction

After School Division Vision

“California’s Expanded Learning programs are an integral part of young people’s education, engaging them in year-round learning opportunities that prepare them for college, career, and life.”

After School Division Purpose

“Working in collaboration with stakeholders, the After School Division supports the development and sustainability of high-quality Expanded Learning programs throughout California by:

After School Division Purpose (*continued*)

- *Providing a comprehensive and coordinated system of support and accountability to maintain and improve program quality while encouraging creativity and innovation in the field;*

After School Division Purpose (*continued*)

- *Developing and maintaining clearly defined guidelines, regulations, program requirements and processes supporting efficient program administration;*

After School Division Purpose (*continued*)

- *Communicating with the field in a clear, timely, and transparent, manner; and*
- *Championing expanded learning as a vital, equal, and integrated part of the education system.”*

Follow us on Facebook and
Twitter for the latest news!



www.facebook.com/CaliforniaExpandedLearningPrograms



@CaELPrograms

Welcome!!

Strategic Initiative 3:
Communication/Information
Systems

Friday, May 3, 2013
1:15 PM - 2:30 PM

Today's Objectives

- 1. Provide information of strategic planning process to date with the Communication/Information Systems team.*
- 2. Seek feedback on content developed to date.*

Strategic Initiative Teams

- *Systems of Support*
- *Grant Administration and Policy*
- *Communication/Information Systems*
- *Expanded Learning/K-12 Integration*

After School Division

The Process – Where We've Been



After School Division

The Process – Where We've Been



Statement of Strategic Direction

After School Division

The Process – Where We've Been

October 8, 2012:
Recruitment of
Strategic
Implementation
Teams Begins

December 2012 –
January 2013:
Co-Chair
Orientation/Planning
Meetings

November 2012:
Team Member Applications
Accepted



After School Division

The Process – Where We Are

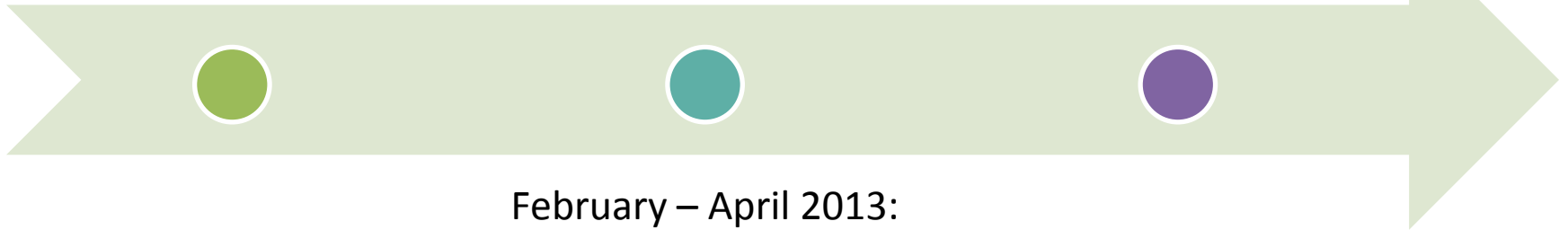
We are here!



January 17, 2013:
Team Members
Finalized/Announced

May 2 & 3, 2013:
BOOST Presentations

February – April 2013:
Monthly Strategic
Implementation Team
Meetings (3 Meetings)



Our Team:
Communication/Information
Systems

Goals

3.1 – ASD communications information in a clear and timely manner using a variety of media.

3.2 – ASD develops and provides a system for fielding questions from, and providing high-quality consistent responses to, the field.

3.3 – ASD develops and implements an inclusive system for collecting stakeholder feedback and input to inform ASD decisions.

After School Division

Q & A

Roundtable Discussions

Next Steps

Compile Feedback &
Share with
Implementation Team

Incorporate Feedback

Create Final Draft
Framework?

Follow us on Facebook and
Twitter for the latest news!



www.facebook.com/CaliforniaExpandedLearningPrograms



@CaELPrograms

Strategic Initiative: Communication/Information Systems		
Goal/Objective	Indicators of Success	
Goal 3.1: ASD communications information in a clear and timely manner using a variety of media.		
Objective 3.1.1: Create an internal annual communication calendar.	a.	ASD distributes information to the appropriate stakeholders on a timely and consistent basis.
	b.	ASD meets communication due dates/deadlines.
	c.	Communication Calendar is utilized by ASD Staff.
Objective 3.1.2: Create a communication framework.	a.	Intended message reaches intended audience (region leads, PD's, TA providers, etc.).
	b.	The appropriate types of media are used to communicate with stakeholders effectively (webpage, email, newsletter, workshops, external calendar, etc.).
	c.	ASD staff are more likely staff to adhere to a communications protocol.
Objective 3.1.3: Expand and modify ASD-CDE webpage to facilitate & communicate info to the field.	a.	Website analytics show increase traffic/use.
	b.	
	c.	

Strategic Initiative: Communication/Information Systems		
Goal/Objective	Indicators of Success	
Goal 3.2: ASD develops and provides a system for fielding questions from, and providing high-quality consistent responses to, the field.		
Objective 3.2.1: Define the “field” that the system will serve.	a.	ASD will have a clear understanding of what information should be communicated to what stakeholders in the field.
	b.	
	c.	
Objective 3.2.2: ASD will identify and prioritize type of questions received from the field.	a.	Increased response time to high priority questions from the field.
	b.	
	c.	
Objective 3.2.3: Develop procedures and protocol to address field inquiries.	a.	An identified point person/position is established to coordinate/oversee all field inquiries (responsible for accuracy and response time).
	b.	ASD will have clearly established expectations for responding (ex; 48 hour turnaround time).
	c.	ASD staff receive ongoing support to increase response time.
	d.	System will be developed for routing questions to person responsible for “official answer.”
	e.	FAQ’s are updated and accurate.

<p>Objective 3.2.4: Conduct an assessment of the current system.</p>	a.	ASD is more likely to know what works and what doesn't.
	b.	Feedback compiled into best-practices, gaps and potential opportunities.
	c.	The system is improved.
<p>Objective 3.2.5: Develop guiding principles for building communication system.</p>	a.	Communication system is more accessible and user-friendly.
	b.	Communication has increased accuracy.
	c.	Communication system is more transparent.
	d.	Communication system is more reciprocal (interactive).

Strategic Initiative: Communication/Information Systems		
Goal/Objective	Indicators of Success	
Goal 3.3: ASD develops and implements an inclusive system for collecting stakeholder feedback and input to inform ASD decisions.		
Objective 3.3.1: ASD will identify & assess the existing system for collecting stakeholder feedback.	a.	Report is developed based on existing strategies.
	b.	ASD identifies existing strategies that are working and not working.
	c.	Best-practices, gaps and potential opportunities are identified.
Objective 3.3.2: ASD will collaborate with all levels of stakeholders in the field to ensure comprehensive ongoing active participation.	a.	All levels of stakeholders are included in the communication process.
	b.	All levels stakeholders have collective dialogue and inputs.
Objective 3.3.3: ASD will work with the field to develop a process for identifying and reporting out inquiries and opportunities.	a.	Opportunities are available to obtain input from the field.
	b.	Criteria is established for the selection of promotion and opportunities.
	c.	ASD is able to make better informed decisions for the field based on increased insight and perspective from the field.