

**Ludington Area Schools
STRATEGIC PLANNING GOALS
2/25/2008**

Target Date

Goal #1: Establish Long-term Financial Stability.

- ❖ Involve stakeholders in the budget process. 10/1/08
- ❖ Permit fund balance to decrease through declining enrollment years, but building back to a minimum of 10% after enrollment stabilization. 6/1/10
- ❖ Create a future facility needs plan (building and property maintenance, transportation, technology, gymnasiums, auditorium). Continuing
- ❖ Pursue grant opportunities where possible. Continuing

Goal #2: Promote and Attain the Highest Educational Standards Possible.

- ❖ Concentration on the Michigan Merit Curriculum with an emphasis on the AYP areas of Math and ELA (English Language Arts). Continuing
- ❖ Continue to emphasize the whole student by providing options in the electives and the arts. Continuing
- ❖ Study options for gifted or accelerated students at the K-8 level. 11/1/08
- ❖ Create a succession plan for the upcoming retirements in all staff areas. Continuing
- ❖ Ensure that the LAS Curriculum School Improvement and Teaching is data driven. Continuing
- ❖ Recognize, encourage, and support the Professional Learning Community efforts of LAS teachers. Continuing
- ❖ Continue to earn the highest scores in the area while, at the same time, working as a valuable partner with all schools ISD-wide to explore consolidation of services. Continuing
- ❖ Design an effective future for Journey High School with and without supplemental grant funding. 5/1/08+
- ❖ Expand early childhood offerings to fill community needs. Continuing

Goal #3: Increase the Positive Promotion and Recognition of the Ludington Area School District.

- ❖ Create a Marketing Plan to include the following:
Planned newsletters, website revision, media relations, public student recognition. Website 9/1/08;
Others continuing.
- ❖ Increase recognition and pride for LAS test scores. 9/1/08
- ❖ Complete the face-lift of the LAS main campus. 9/1/08
- ❖ Provide a parent web communication vehicle. 11/1/08
- ❖ Recognize and utilize community expertise in the learning environment. 12/1/08
- ❖ Adopt a new motto, "Soaring Higher," to replace, "Where Kids Come First". 7/1/08