



Creating a Five Year Strategic Plan For the Wall Township School District

Mission Statement

The Wall Township School District is a partnership of committed staff, dedicated learners, and supportive community members.

Our mission is to provide meaningful educational experiences and opportunities, thereby ensuring all students achieve the New Jersey Core Curriculum Content Standards and are prepared to become productive citizens, informed decision-makers and life-long learners in a diverse and evolving society.

Meeting # 1

Strengths & Challenges

On February 14, 2017, Wall Township school administrators, staff, board of education members, parents, town council and community members, 71 in total, came together for Meeting #1 of the strategic planning process. We began with a welcome and introductions by Mrs. Cheryl Dyer, Superintendent of Schools, Board President, Mrs. Allison Connolly and Mrs. Robin Zawodniak, Chair of the Strategic Planning Committee. Mrs. Cheryl Dyer, Superintendent, presented the State of the School report. Kathy Winecoff then gave a review of New Jersey School Board Association's (NJSBA) strategic planning process.

We reviewed the consensus process utilized in strategic planning. The topic for the first evening focused on identifying district strengths and challenges. Participants were asked to brainstorm on the strengths and challenges for the Wall Township School District. Participants gathered in randomly assigned groups, ten groups in total, engaged in brainstorming the strengths and challenges. After group discussion, each group identified their consensus points and presented those to the full group of meeting participants.

Following the reporting out from the small groups, we were able to identify common themes from the activity. Those common themes will be consolidated into possible goal areas to be further developed at Meeting #3.


The information that follows is a summary of the work of the small groups. As discussed with the meeting participants, all consensus points are recorded and posted on the district website to share the group work during the course of the strategic planning process.

Group Consensus District Strengths & Challenges

Group 1:

Strengths	Challenges
Full day kindergarten	Facilities (major overhaul of facilities)
More Advanced Placement courses	Technology <ul style="list-style-type: none"> • Better technology infrastructure • Technology team • Consistency within district & buildings
Brookdale dual enrollment for Associates credits	Equality / support in special programs, i.e., G & T, ROTC
Communication	Elementary report card (clarity); explanation / interpretation
Academy programs	Scheduling (Wall Intermediate School / Wall High School), i.e., class offerings, promotion of programs, repeating electives, Freshman Seminar
Teachers	Better professional development for elective teachers
Music & Art program	
Genesis (when it works)	
Variety of course offerings	
Sports & extra-curricular programs	

Group 2:

Strengths	Challenges
Fine & Performing Arts	Technology
Parent support (communication)	Parent Academies (programs)
Increased use of social media to engage students & community	Leadership 
Special Education – inclusive	“Managing Business” – facilities
Learning opportunities for staff & students	Managing the mandates

Group 3:

Strengths	Challenges
Teaching staff and administration	Over testing
Extra-curricular activities	Involving working parents
Community involvement	Too much screen time
Electives	Technology problems (not cloud based)
Advanced Placement classes	Facilities
Safe schools	Extra help only focuses on task at hand (not root problem)
Helping students achieve their goals	No teacher contracts
Focus on good citizenship	Not enough focus or recognition for academic achievement
Knights in Training	Anti bullying
	Elementary school consistency

Wall Township Strategic Planning Meeting #1 Outcomes

Group 4:

Strengths	Challenges
Dedicated teachers	Demands “forced upon” teachers
Sense of community as a whole	Create more avenues to encourage student voice
Opportunities for advanced placement courses	Financial restrictions
Unique high school transcript re: academies	Technology
Technology	High achieving students choose alternate high schools
High School / Intermediate School extra-curricular offerings	Demands on administration interfere with support instruction
High School / Intermediate School athletic offerings	Lack of quality athletic facilities
Good, great students	Elementary – lack of athletic & extra-curricular activities

Group 5:

Strengths	Challenges
School performance	Lack of positive public relations for Wall High School; lacks advertisement of selling points, i.e., (21 Advanced Placements, quality of teachers & teacher / student relationships)
Quality of staff	Increase athletic offerings at Wall High School to include intra-murals
Quality of website	Need to attract North Jersey residents relocating to Central New Jersey
School / township pride / support	Need to use schools as the vehicle to help residents connect to community
	Wall High School open house later than private schools
	Increase Performing Arts (drama classes)
	Enhance Arts facilities

Group 6:

Strengths	Challenges
Community support	Lack of consistency in academic rigor
High school academic program	Facilities
Relationship with Brookdale Community College	Quarter 3 percent matriculation rate
Academics at intermediate school	Stronger / more guidance for college prep
Clubs & activities participation at intermediate & high school	Need for alternative programs for special education
Teachers	Not enough recess for elementary
Communication	More activities for elementary
Parents & students	Pre-school program
Mid-term schedule	Technology

Group 7:

Strengths	Challenges
Extra-curricular activities	Technology
Security	Older facilities / infrastructures
Climate & culture	Consistency in elementary schools
Character development (social, emotional)	Budget constraints

Wall Township Strategic Planning Meeting #1 Outcomes

Group 8:

Strengths	Challenges
Leadership of the district	Age of buildings
Strong teachers	Wall High School track
Safety of the schools	Wall High School athletic facility
Low incidence of violence	Wall Intermediate School fields – soccer / field hockey, track & field
Guidance Counselors / support	Money spent on technology
Community support of co-curriculars	Classification rate – more classroom support
	Need better public relations / marketing – no “WOW” factor

Group 9:

Strengths	Challenges
Teachers and their involvement are awesome	Technology <ul style="list-style-type: none"> • Not consistent • Not adequate to the need • Behind
Wide variety of sports, clubs and class choices	Facilities are old <ul style="list-style-type: none"> • No empty rooms • No air conditioning in some rooms
Dual enrollment <ul style="list-style-type: none"> • Advanced Placement courses 	Multiple HVAC issues (heating, ventilation and cooling)
Prepare students <ul style="list-style-type: none"> • College prep 	Rolling out new curriculum too fast causes issues for struggling learners (Math)
Communication of superintendent – principals	Band, art, extra-curricular & athletic facilities in need of update
Academy <ul style="list-style-type: none"> • Wall Business Finance Academy • Pre-Engineering 	High School counselor / student ratio
Amazing and respectful student body	Community Outreach

Group 10:

Strengths	Challenges
Security	STEM Programs
Maintenance / custodial	Technology 1:1
Communications	Facilities
Music Program	Corporate support
Intervention Programs	Quickly changing / inconsistent visions
School spirit	Budget / funding
	High achieving students elect to leave district at high school

Wall Township Strategic Planning Meeting #1 Outcomes

Based on the information gathered from the majority of the groups that participated in this meeting, the common themes the Wall Township School District that may be considered in the goal areas include:

- Technology
- Business involvement
- Facilities
- Security
- Public relations
- Academies
- Excellent teachers
- Fine & Performing Arts
- Safety
- Community
- Communication
- Course offerings
- Teachers being awesome
- Common & consistent vision

The second strategic planning session is scheduled for:

Monday, March 13, 2017

Wall High School Media Center

Meetings are scheduled to begin promptly at 7:00 pm
(6:45 pm Sign-In)

The topic / activity for the 2nd meeting will be to:

- Review the outcomes from Meetings 1
- Develop a Vision for the Wall Township School District

Bring a friend / colleague to our next meeting!

We look forward to seeing you!