

STRATEGIC PLAN

The STEM Experience

2024-2028

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Purpose and audience for this presentation

Goal: Dive deeper into the second phase of the Strategic Plan in order to spark discussion and questions from the board with the purpose of moving towards a vote in October.

Audience: The primary audience for this work is the Koson / STEM school board

Our Goal: Approve a Strategic Plan in October

What That Means:

We are approving a target and the time spent figuring out what it will take to hit the target.
(Identity, Experience, Growth)



What That Does Not Mean

We are not approving the launching of every tactic – Before arrows are launched we will come back and present detail plans and seek approval before launching arrows.



STEM demonstrated strong school culture and operations on Bellwether's Readiness to Grow Assessment ¹

Outcomes: Academic Performance, Student Culture, Adult Culture

		1	2	3	4	5	6	7	8	9
DIMENSIONS		Academics	School Culture	Talent	Leadership	Community Engagement	Governance	Operations	Finance	Strategic Planning
COMPONENTS	Program Vision + Design	Culture Vision + Expectations	Talent Strategy	Org Roles	Family Engagement	Board Membership + Culture	Technology	Financial Planning + Forecasting	Long-Term Planning	
	Curriculum	Positive Relationships (S-T, S-S, T-T)	Recruitment, Hiring, Onboarding Practices	Decision-Making Structures	Community Partnerships	Board Governance Structures	Data Systems + Processes	Budgeting Tools + Processes	Annual Planning	
	Instruction	Community Building Practices	Professional Development + Coaching	Meeting Structures		Relationship with School	Physical Environment	Fundraising Capacity	Continuous Improvement	
	Data + Assessment	Non-Academic Skill Building	Staff Collaboration + Teamwork	Internal Communications			Daily Building Logistics			
	Response to Intervention	Restorative Practices	Evaluation, Retention + Promotion	Culture of Distributed Leadership			Student Recruitment + Enrollment			
		Student Supports								

Key

- High readiness
- Some progress needed
- Significant progress needed

Student Success Profile

School Mission, Vision, Core Values, Commitment to DEI

REVITALIZATION & GROWTH

Today, STEM School is strategically positioned to be a leading STEM School in the Nation

2023-2030



REDEFINE LIMITS. UNLEASH POTENTIAL.

By exposing students to real-world problems, we ignite a passion for Science, Technology, Engineering, and Mathematics through hands-on, collaborative learning that empowers students to become critical thinkers and innovative problem-solvers who do good in the world.



To achieve our goals, we will focus on three areas, starting from the inside out

3 Prepare for Sustainable Growth

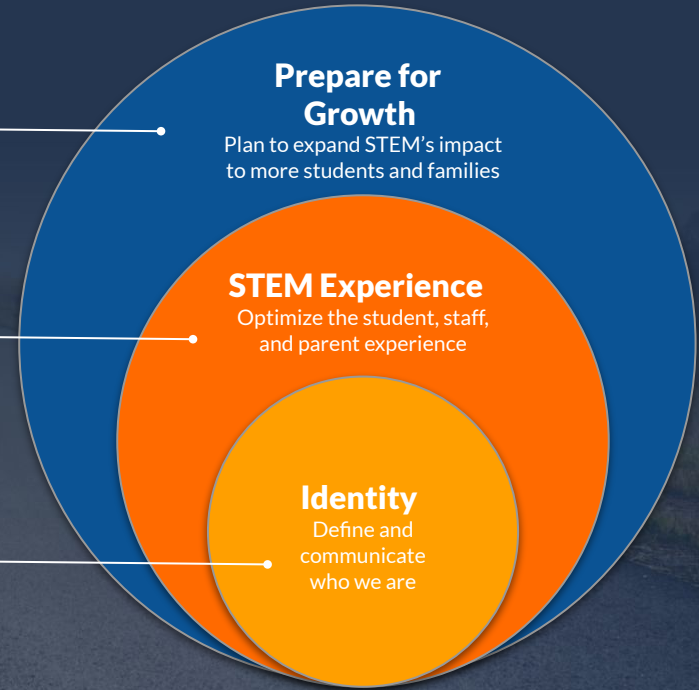
Our long-term vision is to broaden the reach of and expand access to STEM education to more Denver-area students and families. In doing so, we will strengthen communities, drive innovation, and contribute to a more prosperous society.

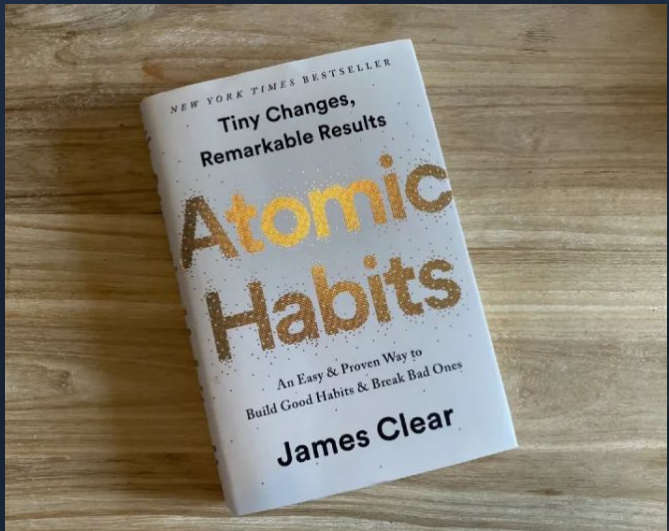
2 Optimize the STEM Experience

Our goal is to create a world-class experience for every member of the STEM community, including students, staff, and parents, empowering them to reach their full potential and make a lasting impact on the world.

1 Clarify and Communicate our Identity

Our identity is at the core of who we are. Our first priority is to clearly define and codify STEM Highlands Ranch so that we can communicate this vision effectively to current and prospective students, staff, and parents.





On Systems Over Goals:

- “You do not rise to the level of your goals. You fall to the level of your systems.”
- “Goals are good for setting a direction, but systems are best for making progress. A handful of problems arise when you spend too much time thinking about your goals and not enough time designing your systems.”
- “Goals are about the results you want to achieve. Systems are about the processes that lead to those results.”

On Identity Over Goals:

- “The ultimate form of intrinsic motivation is when a habit becomes part of your identity. It’s one thing to say, ‘I’m the type of person who wants this.’ It’s something very different to say, ‘I’m the type of person who is this.’ The more you repeat a behavior, the more you reinforce the identity associated with that behavior.”
- “Every action you take is a vote for the type of person you wish to become. No single instance will transform your beliefs, but as the votes build up, so does the evidence of your new identity.”

Our Identity - Recap

MISSION	Decided to spend time reviewing and potentially reconstructing...
VISION	Decided to spend time reviewing and potentially reconstructing...
VALUES	In Process - August 26th (next meeting)
TAGLINE	Never Stop Innovating
CAMPAIGN	Redefine Limits. Unleash Potential
FOCUS	Problem Based Learning Real World Application <u>Holistic</u> Development Personalized Pathways
ELEVATOR	By exposing students to real-world problems, we ignite a passion for Science, Technology, Engineering, and Mathematics through hands-on, collaborative learning that empowers students to become critical thinkers and innovative problem-solvers who do good in the world.
FUNDRAISING ARMS	Academics Athletics Enrichment
SCHOOL COLORS	Navy, White, Gray, Black, and Gold (accent) are primary colors for building, uniforms, and clothing Orange, along with Gold, will be used in print material
LOGOS	Removing K from STEM School Highlands Ranch. We are on hold in the redesign of logos. At some point we can add a watermark/logo to STEM School Highlands Ranch with not much disruption to the brand.

Follow Up - Splash Graphic

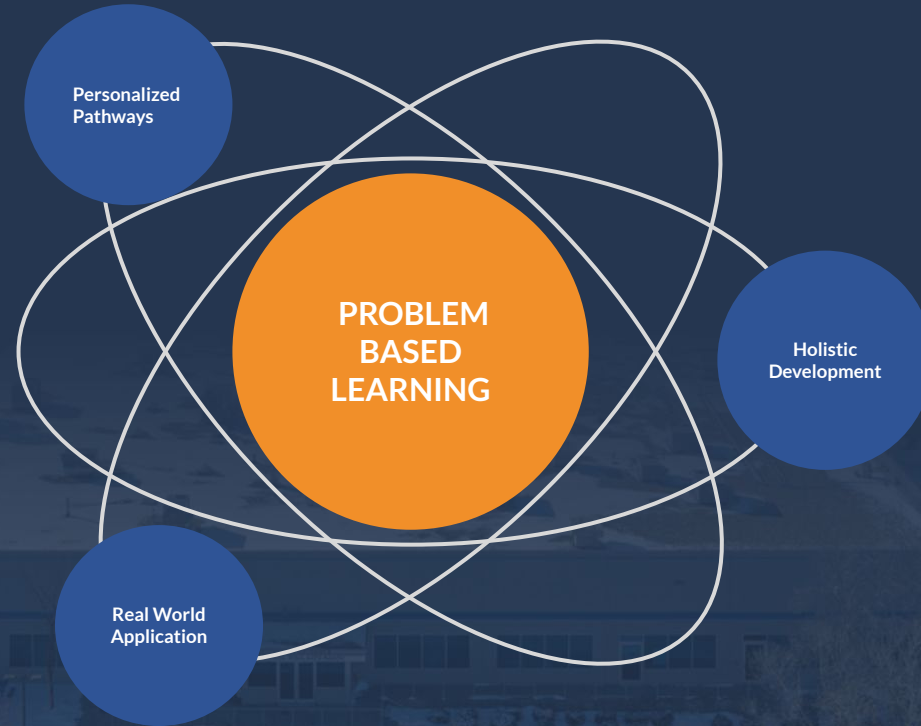
We began using the splash as a STEM-like abstract element to make the brand feel cohesive and to enhance the design. This was approved with the original website home page design in May so usage guidelines are outlined in the brand guide and it has been used across all collateral.

Down the road if we move forward with a new STEM logo, we can work with the task force (including some board members) on developing a new logo icon and this splash can be replaced with that as the signature branded element.





Problem-Based Learning is at the core of our program model...



Within each area of focus, we will invest time, energy, and resources into a number of strategic priorities

Focus Area	Strategic Priority*	Description	
1 Identity <i>Define and communicate who we are</i>	1A. Communications & Marketing	Define and communicate the identity and culture of STEM in order to effectively attract students, parents, and staff.	
	1B. Knowledge Management	Document key operational systems and procedures for areas such as human resources, curriculum & instruction, and program model.	
2 The STEM Experience <i>Optimize the student, staff, and parent experience</i>	2. Optimize the STEM Experience	2A. For Students	Codify STEM's program model to create a cohesive educational experience aligned to students' interests, abilities, and goals.
		2B. For Staff	Foster a high quality staff culture that cares for one another (inclusive and equitable), shares decision-making, focuses on continual improvement, and prioritizes stability.
		2C. For Parents	Strengthen communication, engagement, and support for parents in order to foster a positive and collaborative partnership between the school and families.
3 Prepare for Growth <i>Prepare to expand impact to more students and families</i>	3A. Long-Term Planning	Develop annual and strategic plans aligned with STEM's long-term goals, including key performance indicators and systems for monitoring progress.	
	3B. Network Model & Governance	Establish a network model and governance structure to support growth, including roles, responsibilities, and decision-making processes.	

1A

Identity: Communications & Marketing

Define and communicate the identity and culture of STEM in order to effectively attract students, parents, and staff.

Initiatives	Estimated Completion Date	Owner
Clarify Message, including a mission statement, vision, and messaging that reflects the school's values, goals, and unique offerings.	Q2 2024	CIO
Hire marketing partner to create premier assets and advertising materials to showcase the school's program and its benefits to prospective students, parents, and staff.	Q2 2024	CIO
Create Advisory Task Force comprising of industry experts, academic professionals, community leaders, parents, and alumni to provide guidance, feedback, and support for the school's program development, implementation, and continuous improvement efforts.	Q3 2024	ED
Improve school store and overall branding to attract a diverse range of students, parents, and staff to the school's STEM program, including outreach to underrepresented groups in STEM fields and partnerships with local schools, community organizations, and educational agencies.	Q3 2024	CIO
Hire a dedicated Admissions/Community Relations professional to strengthen connection with prospective families, current stakeholders, and the broader community.	Q2 2024	CIO/ED
Metrics / Measures of Success		
<ul style="list-style-type: none"> • % enrollment target met by original campus (refer to intended impact metrics) • % enrollment target met at newly launch locations (refer to intended impact metrics) 		

1B

Identity: Knowledge Management

Document key operational systems and procedures for areas such as human resources, curriculum & instruction, and program model.

Initiatives	Estimated Completion Date	Owner
Update all handbooks, standard operating procedures, policies, and procedures.	Q3 2025	CIO
Review and revise STEM Curriculum with clear learning objectives, standards, instructional strategies, and assessment methods for each subject area and grade level.	Q3 2026	ED
Design method to monitor student progress in order to identify areas for improvement and inform instructional decision-making.	Q3 2025	ED
Optimize the management and presentation of school data to facilitate informed decision-making and improve operational efficiency.	Q3 2025	CIO
Develop and maintain a centralized repository of staff resources to support knowledge sharing, professional development, and collaboration among faculty and staff members.	Q3 2025	ED
Metrics / Measures of Success		
<ul style="list-style-type: none"> • % staff who know where and how to access key operations documents • % of staff who know where and how to find relevant instructional information (e.g., sample assessments, curriculum, instructional strategies, etc.) 		

2A

Optimize the STEM Experience for Students

Codify STEM's program model to create a cohesive educational experience aligned to students' interests, abilities, and goals.

Initiatives	Estimated Completion Date	Owner
Provide students with increased authentic hands-on experiences by providing at least two problem based learning projects each year for each grade level.	Q3 2025	Executive Director with PBL Coaches
Improve the maintenance and decor of current building	Q2 2025	Facilities Director / ED
Increase Academic Support Services, such as ACCESS, Tutoring, Mentoring, SPED, Personalized Learning, and Summer School.	Q3 2026	ED
Document STEM's program model, including decision-making processes, personalized learning options, curriculum, standards-based grading approach, pathway offerings, and student showcase.	Q3 2024	CIO
Further support and establish Co-curricular Opportunities (Enrichment, Sports, Service, Trips)	Q2 2026	CIO
Create a Student Center and Student Work Spaces	Q3 2025	CIO
Metrics / Measures of Success		
<ul style="list-style-type: none"> • % student satisfaction with program model and offerings on annual survey • NPS over 60 		



2B

Optimize the STEM Experience for Staff

Foster a high-quality staff culture that cares for one another (is inclusive and equitable), shares decision-making, focuses on continual improvement, and prioritizes stability.

Initiatives	Estimated Completion Date	Owner
Form an Advisory Committee of representative staff from across grade levels, departments, and roles to inform wellness initiatives and to promote staff engagement.	Q3 2024	Executive Director
Increase staff participation in school-wide Social Committee and plan more well-being activities for staff.	Q2 2025	Executive Director
Establish a competitive 5-year salary and stipend plan to attract and retain high-quality staff.	Q4 2025	Director of Finance
Create structured pathways for staff to grow leadership skills and pursue professional growth opportunities.	Q4 2024	Executive Director
Administer Support and Evaluation Plan for every employee	Q2 2025	Director of Human Resources
Metrics / Measures of Success		
<ul style="list-style-type: none"> Over 90% staff retention YoY OR staff attrition Scores on annual staff culture survey NPS over 60 		



2C

Optimize the STEM Experience for Parents

Strengthen communication, engagement, and support for parents in order to foster a positive and collaborative partnership between the school and families.

Initiatives	Estimated Completion Date	Owner
Increase parent involvement through expanded volunteer opportunities.	Q3 2025	Director of Enrollment / Community Engagement
Enhance communication channels and practices related to classroom activities, learning objectives, school-wide goals, and grading procedures, fostering greater transparency and collaboration between parents and STEM.	Q3 2025	Executive Director
Increase parents' awareness of STEM's identity, challenges, and goals.	Q3 2026	Executive Director
Shift towards "customer service" model of education	Q3 2026	Executive Director
Metrics / Measures of Success		
<ul style="list-style-type: none"> • % parent satisfaction with school communication and program delivery on surveys • % of parent volunteers by total number, total hours, and average hours per year • NPS over 60 		



Next Steps

Email me with questions, suggestions, or comments

Attend Strategic Plan Meeting in September