



Scarsdale Schools Strategic Planning Elevator Speech....**Going Up!**

High-Level Purpose:

The Scarsdale Schools' Strategic Plan:

- Provides *clarity and focus* for the next five years.
- Focuses on *students and their learning*; in curricular areas, it creates *consistency and alignment*.
- Connects the *best of the past with what we want in the future*: classical education, progressive practice.
- Serves as the *connective tissue of multiple initiatives*: maps out work, professional development, and resource allocation.
- Includes what we have to do (*mandated*), want to extend and enrich (*extensions*), want to try (*aspirational*), and hybrids (combinations of the aforementioned).
- Tracks *progress and accountability* to the school and the broader community through BoE Education Reports and via webpage resources.

Step One: Further Clarify Purpose

- Are there any missing items that should be included?
 - Collaborative process
- Any bullets that could/should be reworked for clearer context?
 - Any internal plan of review in real-time; checking in practices.



Step Two: Putting it all Together/ Writing the Elevator Speech

Typically an elevator speech is 30-45 seconds and describes an individual or thing, distilling it to its essential components, and leaving the listener with a question or “hook”.

The following components are typically used in creating an elevator speech:

- Name of Plan
- Purpose
- Outcome (usually data-based)
- Question/Hook

Then a conversation ensues....



Making It Your Own!



[Note: One can create institutional, initiative-based, elevator speeches, but they are more powerful and personal, if they are self- or group- developed.]

Both Cabinet and Administrative Council went through the exercise of developing a personal elevator speech. The steps included the following:

- Strategic Plan components review
- Purpose and structure of an elevator speech
- Individual time reflecting and writing
- Building administration went through the additional step of coming to consensus on a common elevator speech for their collective use

Quotes from Administrative Council & Cabinet Elevator Speeches

“Key to this Plan is the need to **make connections across the disciplines, levels, initiatives** and stakeholders with built-in opportunities to share, collect feedback and adapt to input and circumstances as appropriate.”

“What is unique about this Plan is that it **incorporates mandated work, enrichments and extensions of current work, and new initiatives** that reflect our collective values.”

“The Scarsdale Schools’ Strategic Plan, above all, is **focused on the social, emotional, academic, and empathetic learning** of the whole child.”

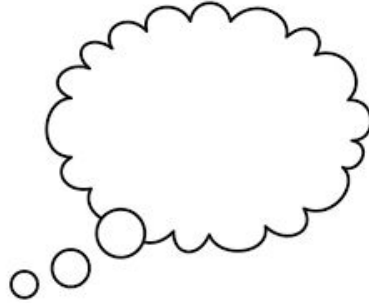
“The Strategic Plan provides **a common language** for us all.”

“**It is prospective and reflective, providing both transparency and accountability.** Mostly, it communicates our shared vision and the methods by which we will achieve it.”

Examples from Schools and Cabinet...



Final Thoughts...



We would ask Board Members, PTC/PTAs, Scarsdale Schools Education Foundation, Booster Organizations, and other community partners to engage in this exercise in order to do the following:

- Understand the vision undergirding the new Strategic Plan
- Develop a good sense of Plan components
- Identify talking points aligned with shared goals
- Be thought and work partners with the District on major, long-term, goal areas