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
“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