

The logo consists of the letters 'RLR' in a bold, blue, sans-serif font, centered within a white square. This square is set against a dark blue background that features diagonal stripes in a lighter shade of blue.

Your Partners in Strategic Planning That Builds Clarity, Alignment & Action

We help districts build strategic plans rooted in data, community voice, and actionable systems.



Contact Us
509-701-4947



For More Information
randyrussell.org

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What Is Strategic Planning & Why It Matters

Definition: A strategic plan is a *forward-looking framework* aligning goals, resources, and actions with the district's long-term vision.

Why districts need it:

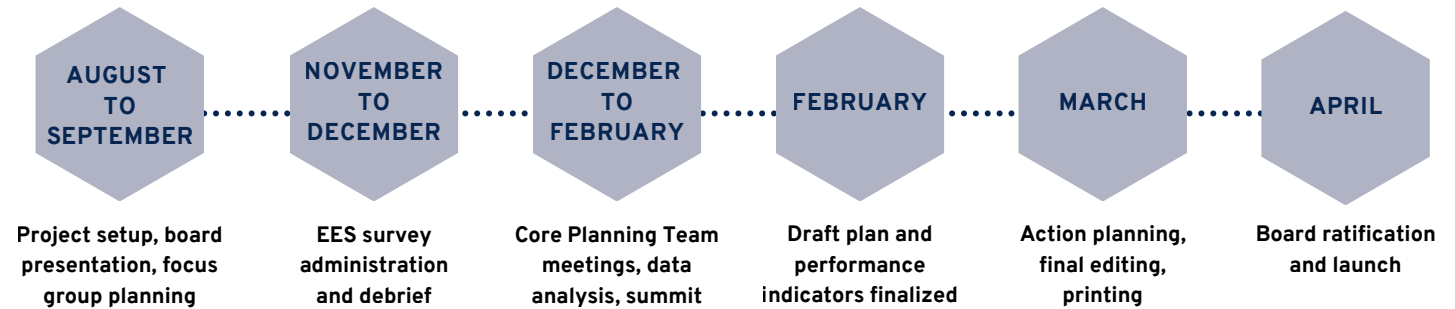
- Provides clarity and shared direction
- Aligns systems and resources
- Adaptable to changing environments
- Strengthens community confidence

Our Strategic Planning Approach

A collaborative, data-rich, consensus-building process:

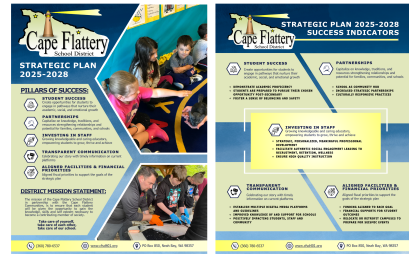
- 1. Discovery & Planning**
 - Project definition, calendar, milestones, initial board awareness
 - Review existing data and dashboards
- 2. Engagement & Listening**
 - Focus groups (staff, students, families, community)
 - EES survey administration and debrief
- 3. Core Planning Team Development**
 - Initial team meeting
 - Review of exemplar plans
 - Identification of preferred design and essential elements
- 4. Goal & Pillar Creation**
 - Building-level draft goal creation via structured facilitation
 - Consensus process across teams to finalize 4-5 districtwide goals
- 5. Success Indicators & Measures**
 - Teams craft evidence-based performance indicators
 - Feedback/rotation model ensures clarity and alignment
 - Indicators like Student Success, Partnerships, Staff, Communication, Facilities
- 6. Vision & Mission Drafting (optional)**
 - Facilitated 30-minute exercises to draft or refine mission & vision
 - Fist-to-Five consensus protocol
- 7. Final Strategic Plan**
 - Layout, design, community presentation drafts
 - Board-ready document produced

Proposed Timeline (Customizable for District Needs)



Deliverables Included

- Facilitated focus groups and community sessions
- Environmental scan/data analysis report
- Draft & final strategic plan (graphic design included)
- Success indicators and implementation metrics
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- Vision & mission facilitation (optional)
- Tools for action planning
- Board presentations



Why Districts Trust This Process

- Aligned with best practices in educational strategic planning
- Highly engaging, consensus-based approach
- Clear visuals & communication tools for community transparency
- Actionable plans that focus on measurable outcomes for future success

Client references available upon request

“ When CFSD needed a new Strategic Plan, RLR offered an outcome-focused approach. Randy and Erich, provided extensive experience and built genuine trust, fostering a strong, lasting plan.

— Michelle Parkin, Superintendent Cape Flattery School District

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Ready to begin your district's next chapter?

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