



New West Charter Strategic Action Plan 2013-2016



Table of Contents

Introduction.....3

Strategic Action Plan Key Initiatives.....4

Initiative 1: WASC Goals.....5

Initiative 2: Communication Internal and External.....8

Initiative 3: Recruitment Practices.....9

Initiative 4: Common Core and Expansion Quality.....10

Initiative 5: Fundraising, Branding, Marketing.....11

Initiative 6: Community Service and Community Outreach.....11

Initiative 7: Partnership with Brockton Elementary.....12

Overview of Strategic Action Plan

At the beginning of each school year, New West Charter School's Governance Council convenes in a strategic planning session to establish a *strategic action plan*. Working together with educational consultants, Insight Education, the council set forth to identify key goals for the immediate and future development of the school. In addition, New West Charter School began the Western Association of Schools and Colleges (WASC) approval process for initial accreditation, and included a formal *strategic action plan* to assist in the accreditation process.

During the course of the strategic planning session, seven main initiatives were determined among the group. Individual goals were assigned to small committees of teachers, administrators, parents, lead teachers, and Governance Council representatives. With each initiative in mind, a goal was derived. Within each goal, measures, actions, key players, and a timeline were determined.

Members of the New West Governance Council:

Dr. Sharon Weir – Administrative Representative
Tanisha Barnett – Administrative Representative
David Rosenstein – Founder Representative
Bob Zaugh – Community Representative
Bessy Wong – Community Representative
Michael Schlesinger – Parent Representative
Steve Fransen – Parent Representative
Nevin Sanli – Parent Representative
Paul Grand – Parent Representative
Brian Straka – Teacher Representative
Pete Sigler – Teacher Representative
Donna Haskins – Teacher Representative
Steven Jones – Teacher Representative
Brandi Turnbow – Teacher Representative
Open Vacancy – California Department of Education Representative



Each strategic initiative was broken down into applicable goals and the action steps needed to achieve those goals. These goals are related directly to the school's mission statement and *strategic action plan* as outlined in the original charter petition. They should serve as a working document to continue to develop the structure and governance at New West Charter.

This report also focuses on the major school needs and how those needs can be addressed through strategic planning.

Strategic Action Plan Key Initiatives

New West Charter recently underwent some major changes. In the fall of 2012, New West opened a new facility, expanded the size of the middle school, and grew to include a high school student body. As New West expanded, the needs of the school changed as well.

In response to those changes, New West has identified seven key initiatives: 1) WASC approval, 2) internal and external communication, 3) recruitment practices, 4) common core and expansion quality, 5) fundraising, branding, marketing, 6) community outreach and community service, and 7) partnership with Brockton Elementary School.

The *strategic action plan* is reviewed every month at the New West Charter Governance Council meetings.