

**Charlottesville City Schools**

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**School Board Selects Firm to Assist With Strategic Plan**

The Charlottesville City School Board today announced the selection of *MGT of America* to assist the school division in the development of a new Five -Year Strategic Plan. *MGT of America*, a national management research and consulting firm with a track record of over twenty-five years of experience, will begin work immediately.

On May 30th, the School Board issued a *Request For Proposals* to launch its search for a firm to guide the process of creating this school division roadmap for the next five years. Previous Boards have regularly undertaken similar efforts in 1990, 1995 and 2000. The current Strategic Plan, as well as a list of School Board Priorities drafted in 2003, are posted on the school division's website [www.ccs.k12.va.us](http://www.ccs.k12.va.us).

Board Member Peggy Van Yahres, who served on the selection committee with Finance Director Ed Gillaspie, Associate Superintendent Gertrude Ivory and former Board Chair Dede Smith, explained that, "Ten firms submitted proposals and four were interviewed by the committee. *MGT of America* showed deep experience as a facilitator for K-12 Education Plans and they have done a lot of work in Virginia."

New Board Chair Julie Gronlund continued, "What set *MGT of America* apart from the others was their in-depth knowledge of K-12 education, No Child Left Behind, and Virginia laws and regulations governing education."

Ed Gillaspie echoed these comments and further explained that this Strategic Plan will differ from previous efforts in that it will contain *measurable objectives* related to its specific goals. "Accountability is the only way to ensure that you've infused the goals and objectives into the organization and that the staff is implementing and thinking about these objectives on a daily basis." said Gillaspie. Added Ms. Van Yahres, "We want to assure that the goals and strategies we identify will be interwoven into our everyday practices. We will need to establish a system to review our objectives regularly so that we can make adjustments as needed."

The Charlottesville community will play key roles in the development of this Strategic Plan. Beginning with the establishment of an Advisory Committee to include district officials, educators, parents and other stake holders and continuing with the formation of Focus Groups that are representative of the geographic area, target

population and programs and services provided the process will rely heavily on input from administrators, staff and citizens.

*MGT of America* proposes a timeline that would conclude just before the Christmas break.