

Boyertown Area School District



Future Ready by Design

STRATEGIC PLAN
2025 - 2030

WHAT IS A STRATEGIC PLAN?

A strategic plan is a framework that guides a school district in setting long-term priorities and making decisions that support sustained student success. Developed collaboratively with community members, staff, families and leadership, the plan helps align resources and initiatives to achieve clearly defined goals.

The Boyertown Area School District's strategic plan - titled "Future Ready by Design" - focuses on five key areas:

- Curriculum, Instruction and Professional Development
- Finance and Facilities
- Student Services
- Technology and Human Resources
- School and Community Relations

Each focus area is anchored by three pillars that reflect the district's core values and direction. Together, they form a strategic framework designed to support BASD's commitment to equipping all students to be future ready and resilient.



WHAT DOES THE PLANNING PROCESS ENTAIL?

- Studying existing systems and operations across the district
- Identifying barriers to growth and improvement
- Prioritizing needs based on stakeholder input and data
- Setting focused, measurable goals
- Developing clear action steps tied to each goal
- Implementing plan with support from all stakeholder groups
- Monitoring progress and adjusting using evidence



TIMELINE OF STRATEGIC PLANNING ACTIVITIES

February

Results of the stakeholder survey and Focus Area artifacts were shared with the Strategic Planning Committee to create understanding of the current state of the District.

March

Additional Stakeholder Survey results, Focus Area artifacts, and the District's current Vision/Mission/Goal Statements were introduced to the team.

April

Revised Vision/Mission/Value Statements were shared with the team. The concept of building SMART Goals was introduced, and goal development began.

MEMBERS OF THE STRATEGIC PLANNING COMMITTEE

To develop a meaningful strategic plan, it's essential to include a diverse group of school and community stakeholders. Broad-based planning is often seen as a management task, but involving voices from across the community makes the plan stronger and more relevant. Boyertown Area School District formed a Strategic Planning Committee of more than **100 members**, including school board members, administrators, teachers, support staff, students, parents and community members. Their work was then organized into the following five focus areas: Curriculum and Instruction/Professional Development, Finance and Facilities, Student Services and Technology, and School and Community Relations.

We sincerely appreciate the dedication and insights of all committee members, whose contributions are vital to shaping a successful strategic plan.

VISION STATEMENT

To foster a welcoming and innovative learning community that empowers all students to thrive in future career paths and contribute as engaged, informed citizens.

MISSION STATEMENT

To cultivate curiosity, critical thinking and decision-making abilities, equipping all students to be future ready and resilient.

WE VALUE

- Responsible and data-informed use of resources
- Positive, safe and healthy learning environments
- Research-based, personalized and growth-oriented learning opportunities for all members of the BASD learning community
- Open communication, active involvement and purposeful collaboration among all members of the BASD learning community



May

The Committee provided feedback and edits to the Focus Area Pillars and the associated SMART Goals.

June

The recommended Strategic Plan was presented to the Committee and a final Strategic Planning Process Reflection conducted with all participants.



CURRICULUM, INSTRUCTION AND PROFESSIONAL DEVELOPMENT

IMPACTFUL GOALS

- By the end of the 2029-30 school year, explicitly and effectively integrate the knowledge, skills and characteristics identified in the Portrait of a Boyertown Area School District graduate across all K–12 classrooms in every school as evidenced by walkthrough data.
- Implement the Boyertown Area School District instructional model before the end of the 2029-30 school year to foster a learner-centered environment that promotes life-ready learning across all classrooms in every school, as demonstrated by classroom observations.

COMPREHENSIVE GOALS

- Throughout the next five years, establish and consistently implement a robust, data-driven K–12 Multi-Tiered Systems of Support (MTSS) framework evidenced by documented universal screening, fidelity of Tier 1, 2 and 3 instruction, and regular use of progress-monitoring data.
- Over the next five years, establish and consistently implement a comprehensive, data-driven K–12 MTSS framework for social-emotional and behavioral wellness evidenced by documented districtwide behavioral and emotional (impact) skills training, fidelity of Tier 1, 2 and 3 instructional delivery, and regular use of data for support plans.

STRATEGIC GOALS

- Throughout the next five years, establish a sustainable and comprehensive differentiated professional learning plan focused on an understanding and development of a consistent district-wide MTSS framework.
- Throughout the next five years, develop and implement a comprehensive district-wide Parent Engagement Program to foster strong home-school partnerships to support student success through a combination of in-person and online resources available through the district's website.

FINANCE AND FACILITIES

COLLABORATION GOALS

- By the end of the 2029-30 school year, make an application to the Association of School Business Officials for the Meritorious Budget Award. All departments and stakeholders will be involved in the application process, and timelines will be posted on the district website annually.
- Implement a comprehensive plan for collecting data on needed capital facility projects between all departments. The floating 10-year plan will be revised annually as needs arise and updated on the district website.

TRANSPARENCY GOALS

- By the end of the 2025-26 school year, implement a process to make it easier for stakeholders to access financial data and budgetary forms on our district website. Implement a process for reporting the annual status of all facilities and major systems by the end of the 2026-27 school year.
- Annually throughout the next five years develop financial and facilities plans that support the district's MTSS framework.

OPPORTUNITIES GOALS

- Increase extracurricular opportunities for students by 10 percent by the end of the 2027-28 school year. Information will be taken from our annual Title IX survey distributed by the athletic department.
- By the beginning of the 2026-27 school year, develop a program to regularly seek new grant opportunities.





STUDENT SERVICES

BELONGING GOALS

- Over the next five years, the district will review and revise its bullying policies, provide training for all stakeholders (staff, students and families) and research curricula and interventions designed to foster a culture of belonging. By the end of the 2029-30 school year, success will be measured by a 10 percent reduction in discipline referrals related to bullying and a decrease in the percentage of students reporting bullying in the Pennsylvania Youth Survey (PAYS).
- To foster connection and relationships, the district will explore and initiate mentoring programs (peer-to-peer and teacher-to-student) at all levels by the end of the 2029-30 school year. The goal is to increase student attendance by 10 percent.

WELLNESS GOALS

- Over the next five years, establish and implement a comprehensive, data-driven K-12 MTSS framework for social-emotional and behavioral wellness. Progress will be measured by documented districtwide behavioral and emotional skills training, fidelity in Tier 1, 2 and 3 instructional delivery, and regular use of data to inform support plans in partnership with the Office of Teaching and Learning (OTL).
- By the end of the 2029-30 school year, the district will increase the number of parent awareness programs and training opportunities offered throughout the district. These programs will be developed in collaboration with community agencies, and success will be assessed by parent participation and feedback.

TRANSITIONS GOALS

- By the end of the 2029-30 school year, the district will develop and implement clear expectations and routines to support the transition from elementary to middle school and from middle to high school. Success will be evaluated through student feedback collected at the start of each school year, with a goal of 80 percent of students reporting that they feel safe and supported during these transitions.
- Throughout the next five years, the district will provide awareness activities that highlight career, college, military and trades to increase student awareness of post-graduation opportunities. The district will measure the effectiveness of these activities through post-event surveys, aiming for an 80 percent satisfaction rate from students and families on the value of the information provided.

TECHNOLOGY AND HUMAN RESOURCES

PARTNERSHIP GOALS

- Develop a partnership with external entities such as BCTC to provide two internship opportunities per school year in the academic IT setting.
- Create a competency-based training program to educate new-hire employees (support staff) within their first 90 days to increase the retention rate for support staff by 2 percent each year of the strategic plan. Reliability and validity testing will occur randomly in years two through five of the plan.

READINESS GOALS

- Collaborate with OTL to create one NET new piece of curriculum or streamlining of existing technology curriculum each year of the strategic plan on emerging technologies. Along with one common practice addition for the application of AI-based tools in curriculum and appropriate student use.
- Utilize Vector platform to educate staff on assistive technology and technology threats. Complete three training sessions each year over the five-year period of the strategic plan.

TUTELAGE GOALS

- Increase the utilization of the mentor process by one IT staff member each year of the strategic plan to provide appropriate oversight and evaluation of skills for opportunities to other staff members.
- Develop HR “Academy” to be provided each summer for existing district administrative staff on leadership and HR-related topics. Add one additional training session each year of the strategic plan.





SCHOOL AND COMMUNITY RELATIONS

COLLABORATION GOALS

- Beginning in July 2025, implement an external stakeholder community outreach program encompassing at least one new touchpoint each year to raise public school awareness, build trust, inform decisions, solicit feedback and increase district interaction through stakeholder communication channels and resources.
- Throughout the next five years, strengthen cross-functional, interdepartmental collaboration and teamwork among stakeholders (with a particular focus on MTSS) as measured by participation in meetings, trainings and projects, development and implementation of standardized processes, number of joint projects launched and stakeholder feedback.

ENGAGEMENT GOALS

- Increase district stakeholder advocacy over the next five years by increasing opportunities to readily share district news across internal communications channels and external media outlets as measured by increased media presence.
- ADA compliance will be implemented across all digital communication systems as measured against the requirements and timelines established in WCAG 2.2. Over the five years, create a program of professional learning and establish protocols for reviewing ongoing compliance.

COMMUNICATION GOALS

- By January 2026, a style guide will be established. The guide will be integrated into an overall communications plan to be completed by the end of the 2029-30 school year. The plan will include board policy work, timelines and frequency standards, and establish clear communication systems and protocols for all stakeholder groups as measured by implementation of the plan.
- By the end of the 2025-26 school year, create a comprehensive list of communication systems and baseline metrics of the current use and communication outcomes. Implement protocols for reviewing communication outcomes and refining communication systems as compared to industry standards and technology advancements and measured by web analytics, newsletter and social media metrics, and stakeholder feedback over the subsequent four years.

Boyertown Area School District

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Future Ready by Design

WHAT'S AHEAD?

The School District is committed to keeping community members abreast of its progress in implementing the goals of its 2025-2030 strategic plan via its website, social media and other communications. Future board meetings will tie agenda items directly to our goals, thus enabling the public to see how board discussions and actions align directly with our strategic plan.

www.boyertownasd.org

