



Creating a Strategic Plan for the North Wildwood School District

Mission Statement

In a society that is dependent on information and knowledge, equitable and universal access to technology is essential to the learning process. With the guidance of skilled educators and community members, all students will have the opportunity to become actively engaged in the learning process as they think, create, inquire, solve problems and communicate in collaborative and interdisciplinary environments. Students will emerge as lifelong learners, productive members of the workforce and citizens that can contribute to society.

Our District Beliefs

- The school of tomorrow will not be bound by walls or limited to a standard school day.
- The community of tomorrow will be one of continuous learning.
- Information and communication are essential tools for the process of improving our curriculum.
- Using technology ethically and appropriately, students can support their own learning by communicating with professionals and students from around the world.
- With increasing global information, students must be able to scrutinize for information validity.
- Suggested applications to incorporate effective technology use should be modeled by teachers in the classroom.
- Effective student assessment is an integral part of strong teaching methods.
- In collaboration with the other school districts of Cape May County, we are committed to maintaining the high standard of technology-infused curricula that has been established through the years of partnership, cooperation, and implementation of a shared educational vision.

Session 1

What are the Strengths, Achievements, Challenges and Opportunities of the North Wildwood School District?

On January 10, 2024, North Wildwood School District administrators, Board of Education members, staff, parents, and community members, twenty-six (26) total, came together to initiate the strategic planning for the school district. The meeting began with a welcome and introduction by Superintendent Mr. Philip Schaffer. Mr. Schaffer presented the current "State of the Schools" report, and Michelle Kennedy from the New Jersey School Boards Association (NJSBA) explained the strategic planning process.

We reviewed the consensus process utilized in strategic planning. The topic for the evening focused on identifying district strengths and challenges. Participants gathered in assigned groups, five (5) groups in total, and engaged in brainstorming the district's strengths and challenges. After group discussion, each group identified their consensus points of the "Top 10" strengths/achievements and challenges/opportunities. Each group's outcomes were shared with the entire group, while the group's spokesperson reported out. All participants participated in the reporting and then, as a large group, identified "Common Themes" that had occurred throughout the small group outcomes.

The following information is a summary of the work of the small groups. As discussed with the meeting participants, all consensus points are recorded and posted on the district website to share the group work during the strategic planning process.

Small Group Consensus: Strengths/Achievements & Challenges/Opportunities

Table 1

Strengths	Challenges
Small class sizes	Small class sizes
Experienced staff (years of experience and years in district)	Parental/Community participation
Staff have multiple certifications	Family dynamics
Support through HSA and local businesses	Isolated location (small town) = isolated experiences
Tax revenue through increased real estate values	Grants - explore available opportunities
Small town opportunities - connection with community	Alternate extra-curricular activities
Extra-curriculars - open to all students	Changes in community due to seasonal jobs and events
Personalized connections between staff and students - various needs are met	Dress code, discipline enforcement
Materials are available - resources provided by district	
Facilities - building in shape and rooms available	
Technology	

Table 2

Strengths	Challenges
Communication with parents	How to navigate parent portal
Co-teaching	Meeting social-emotional needs
Student to teacher ratio	Communication with events
HSA activities	Opportunities for parent involvement/extra-curricular
Field trip availability	Enrichment programs
Summer enrichment school	Retaining students in district
Technology	Parent involvement in strategic planning
Dedicated staff members	Peer mediation/discipline intervention
Community contributions/civic organizations	Character education programs
Strong community support	School pride

Table 3

Strengths	Challenges
Building Improvements	Declining enrollment/student population
Technology Improvements	Student responsibility
Communication between staff and community	Student accountability
Student needs are met and clearly identified	Scheduling
Staff and community longevity	Pep Rally's/Whole School Functions
Positive graduated student alumni	More acknowledgements/buildup of extracurricular activities
Positive work environment	Peer to peer activities between upper and lower grades

Table 4

Strengths	Challenges
Strong HSA	Parent support for forms and portal
Educational Technology	More variety of afterschool activities
Positive school environment	Small size
Small size	parental involvement
Dedicated/Experienced staff	Enrollment/transient students
Located in a safe area	Staff technology abilities (Eric)
Clean, well-kept facilities (Go Pete)	
Social Media	
MMS Gear	

Table 5

Strengths	Challenges
Student/teacher ratio	Enrollment
History of school, culture	Class size
Teacher longevity	Parental involvement
Supportive Board of Education	Need to promote positive/PR
Community Support	Lack of substitutes
Parental support	Programming for special needs
Small community fosters long lasting relationships Police, fire, Mayors Recreation center	Lack of parking, congestion
Police, fire, Mayor's office Recreation center	
State of the art facility	
Technology	
Security	
Curricular opportunities	
Extracurriculars	
Response to pandemic	

Following each group reporting out on their consensus points, identifiable through the large group discussion were the following **common themes**:

Common Theme Strengths	Common Theme Challenges
Building Improvements	Class size
Clean, well-kept facilities (Go Pete)	Community participation
Communication between staff and community	Declining enrollment/student population
Communication with parents	discipline intervention
Community contributions/civic organizations	Dress code, discipline enforcement
Community longevity	Enrollment/transient students
Dedicated/Experienced staff (years of experience and years in district)	Grants - explore available opportunities
Educational Technology	Meeting social-emotional needs
Extracurriculars opportunities	More variety of afterschool activities
Facilities - building in shape and rooms available	Opportunities for parent involvement/extracurricular
Field trip availability	Parent support for forms and portal
HSA activities (strong)	Programming for special needs
Materials are available - resources provided by district	Retaining students in district
Parental support	Scheduling
Positive graduated student alumni	School pride
Positive school environment	Small class sizes
Small class sizes	Small size
Small community fosters long lasting relationships Police, fire, Mayors Recreation center	Student accountability

Common Theme Strengths (Cont'd)
Small town opportunities - connection with community
Social Media
State of the art facility
Strong community support
Student needs are met and clearly identified
Student to teacher ratio
Summer enrichment school
Support through HSA and local businesses
Supportive Board of Education
Technology

**The second strategic planning session is scheduled for:
Wednesday, February 7, 2024, at 5:30 pm, Margaret Mace
School Library- 1201 Atlantic Avenue Entrance**

Meetings #2 and #3 are scheduled for 1.5 hours. Meetings start and end promptly.

During the February 7 meeting, we will create a shared vision together for the future of the North Wildwood School District. We will discuss our aspirations and expectations for our students and school district.

Please join us. Bring a friend! Everyone is welcome!
We look forward to seeing you!

Please RSVP by calling the Superintendent's Office at 609-522-1454 or email pschaffer@mpace.com for more information. Walk-ins are welcome!

Thank you!