# Advisory board strategic plan

**[Academy Name] Advisory Board Strategic Plan/ [Year(s)]**

**Strategic Plan Purpose:**

Advisory Boards are an integral part of transforming the high school learning experience and providing pathways from high school to college and careers. Each board crafts an annual strategic plan that could include:

1. Leveraging connections to raise awareness of the academy and build community support.
2. Collaborating with academy leaders to enhance curriculum or providing educator professional development.
3. Providing students with a sequence of work-based learning experiences, including paid internships.
4. Soliciting financial support from the community to ensure academy sustainability.
5. Recruiting additional leaders to be board members or partners who are in industry or post-secondary education.

**Instructions:**

**Before the Meeting**

1. **Analyze** information from the academy quality assessment and information relating to work-based learning participation. Academy directors have access to the NAF Work Based Learning Tracker or may use a district-sponsored tracking system.
2. **Identify board priorities**. Distribute a [SWOT analysis](https://ash.naf.org/public/downloadable-resource/index/preparing-a-swot-analysis-for-your-advisory-board)  for members to complete before the strategic planning meeting. Compile member feedback on board strengths, weaknesses, opportunities, and threats.
3. **Craft an agenda**. Ensure there is adequate time for discussion, reflection, and action planning.

**During the Meeting**

1. **Discuss 3-4 focus areas** for the next year and develop several (SMART)Specific, Measurable, Achievable, Results-Oriented, and Time-Bound goals.
2. **Develop Action steps**. Break into committees or small groups to develop action steps which clearly identify an action, the member responsible, and date for completion.
3. **Develop Results information**. Identify evidence of success and metrics, and how to communicate results.
4. **Committee leaders** should share their plans with the larger group.
5. **Record the finalized SMART** goals in a paper or online template.

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| **Academy of [Theme]**  Advisory Board Strategic Plan | | |
| Goal 1: [Description of goal]    Committee: [Committee name] | | |
| **COMMITTEE ACTION STEPS** | **COMMITTEE ROLES & RESPONSIBILITIES** | **TIMELINE** |
|  | [Define roles and responsibilities related to action steps for everyone involved, including: Committee members  Academy team members  School administration  External support] |  |
| **Results:** | | |
| * [Evidence of success] * [Communication efforts and results] * [Evidence of evaluation results] | | |

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| **Academy of [Theme]**  **Advisory Board Strategic Plan** | | |
| **Goal 2: [Description of goal]**    **Committee: [Committee name]** | | |
| **COMMITTEE ACTION STEPS** | **COMMITTEE ROLES & RESPONSIBILITIES** | **TIMELINE** |
|  | [Define roles and responsibilities related to action steps for everyone involved, including: Committee members  Academy team members  School administration  External support] |  |
| **Results:** | | |
| * [Evidence of success] * [Communication efforts and results] * [Evidence of evaluation results] | | |

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| **Academy of [Theme]**  **Advisory Board Strategic Plan** | | |
| **Goal 3: [Description of goal]**    **Committee: [Committee name]** | | |
| **COMMITTEE ACTION STEPS** | **COMMITTEE ROLES & RESPONSIBILITIES** | **TIMELINE** |
|  | [Define roles and responsibilities related to action steps for everyone involved, including: Committee members  Academy team members  School administration  External support] |  |
| **Results:** | | |
| * [Evidence of success] * [Communication efforts and results] * [Evidence of evaluation results] | | |