



Spectrum School Board Strategic Planning Workshop Meeting Minutes

Date: January 23, 2016

Scheduled Time: 9:00 am

Position	Committee Member	Arrive	Depart
Chair	Dave Lucas	Present	
Vice-Chair	Tom Sagstetter	Present	
Secretary	Kerry Jerred	Present	
Treasurer	Robin Schelske	Present	
Member	Tony Brunt	Present	
Member	Jessica Kemnitz	Present	
Member	Kathy Reed	Present	
Ex-Officio	Vanessta Spark	Present	
Staff Member	Dawn Sorenson	Present	
Guest	Dan DeBruyn	Present	
Guest	Jean Melancon	Present	

1. Welcome, Introductions, Logistics, Agenda Review

Ms. Spark introduced Jean Melancon to the Board. Ms. Melancon was instrumental in assisting the Strategic Planning Committee in preparing for today’s meeting.

2. Ms. Melancon lead the Board in a recap of the data that was gleaned over the period of time preparing for Strategic Planning.

- Ms. Schelske and Ms. Jerred provided an overview of the strategic planning parent survey results. The survey was conducted in the fall, 2015.
- Ms. Schelske then went on to explain the results of the strategic planning staff/teacher survey that was conducted in addition to the information that was gleaned from the teacher PLC groups.
- Ms. Melancon summarized her findings from the face-to-face meetings with key stakeholders.
- Finally, Mr. DeBruyn summarized the outcomes of the demographic study that was conducted at the request of the Board. He noted that Triangle Associates set out to determine the potential future supply of middle and high school students, the future supply of elementary school students, and how these numbers change when extending beyond the current drawing area. The report shows a predicted 4% growth rate between 2015-2020 in Sherburne County and adjacent areas. The report examined 20 additional cities; however, realistically, only 10 of the cities within a 20 mile radius of Spectrum would actually draw to Spectrum. Out of the 10 cities, the report predicts 478 additional students ages 5-9 and 241 additional students ages 10-13. Finally, he stated that at some point the Board may want to consider expanding its current transportation boundaries to accommodate additional students.

Mr. DeBruyn went on to state that the report didn’t address the current overcrowding at Twin Lakes Elementary by 15%, which is located approximately 3 miles from Spectrum. As a result of the overcrowding, District #728 is currently recommending boundary changes which will require students to go to school outside of their neighborhoods. In addition, there is a developer who is planning 40 homes within the next year and 600 plus units within the next 10 years around Twin Lakes Elementary. Finally, he stated that the report didn’t address Spectrum’s ability to draw

from students currently attending school in the Elk River School District, nor Spectrum’s current marketing efforts.

Mr. DeBruyn went on to report that the findings of the study show that the population of elementary and middle school students will be increasing sharply over the next 5 years indicating that now would be the best time in the next ten years to consider expanding grades 6-12. In addition, Spectrum will need to seek students from outside of District #728’s cities (particularly within a 20 mile radius, which is Champlin, Anoka, and Monticello), concluding that either adding students in grades 6-12 by moving the 7<sup>th</sup> and 8<sup>th</sup> grade students to the now-only 6<sup>th</sup> grade building or adding K-5 are viable options for Spectrum to consider at this time.

- Ms. Melancon then presented the Key Strategic Issues for Spectrum, which were compiled by analyzing all of the survey data, stakeholder feedback, and demographic study results. They are:
  - Mission Statement – how can Spectrum better describe its technology focused environment.
  - Career and Technical Courses – to what level should Spectrum provide additional learning opportunities?
  - Executive Director Succession Planning – what is the process for selecting the next Executive Director in preparation for the retirement of Ms. Spark?
  - Grouping students by age ranges – is the learning and social environment ideal to have grades 7-12 in one building and grade 6 in another building?
  - Faculty, Staff and Administration – how can we continue to attract and retain qualified individuals to best implement Spectrum’s mission?
  - Revenue – explore alternative revenue sources for Spectrum.
  - Governance – how can Spectrum’s Board become more productive?

3. Develop 2015-2016 SWOT – Strengths, Weaknesses, Opportunities and Threats

Ms. Melancon took the Board through an exercise in identifying its strengths, weaknesses, opportunities and threats analysis. The Board defined the respective areas as follows:

<b>Strengths (internal)</b>	<b>Weaknesses (internal)</b>
<ul style="list-style-type: none"> <li>• CaSH program</li> <li>• Small school/classes</li> <li>• Visionary administration</li> <li>• Perception of excellence</li> <li>• Community service commitment</li> <li>• Ability to grow/adapt</li> <li>• High expectations (behavioral and academic)</li> <li>• Community/family feel</li> <li>• College planning (guidance)</li> <li>• Safety (environment)</li> <li>• Integrity (staff/students)</li> </ul>	<ul style="list-style-type: none"> <li>• Limited funds available</li> <li>• Small school limits offerings (academic and extracurricular)</li> <li>• Maintaining and attracting students in high school grades</li> <li>• Teacher/staff retention</li> <li>• Consistently competitive athletics</li> <li>• Growing pains</li> <li>• Meeting needs of all students</li> <li>• Perception of charter schools and Spectrum specific (parents, staff, community)</li> </ul>

<ul style="list-style-type: none"> <li>• Teachers (quality/openness to growth/teamwork, etc.)</li> <li>• Adherence to mission/vision</li> <li>• Dedicated and committed teachers, administration and staff.</li> </ul>	<ul style="list-style-type: none"> <li>• Parking/location (perception of what a school should look like)</li> <li>• Limited space</li> <li>• Workload</li> <li>• Service Learning (consistency and expectations)</li> </ul>
<b>Opportunities (external)</b>	<b>Threats (external)</b>
<ul style="list-style-type: none"> <li>• Expansion leading to increased extracurricular/academic opportunities, offerings, and competitiveness</li> <li>• Maximize online and local resources for course options</li> <li>• More space (expansion)</li> <li>• Capitalize on parents looking for options locally (school of excellence)</li> <li>• Better communication to community about our mission/clarify identity</li> <li>• Expansion would allow 7/8 to build on 6<sup>th</sup> grade success and life skills training</li> <li>• Working with local businesses (Rotary, Chamber, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• Off campus PSEO/Maintaining balance and appeal w/ on-campus CaSH courses)</li> <li>• Sustaining/maintaining enrollment</li> <li>• Maintaining focus on mission (small school feel)</li> <li>• Competition in the market</li> <li>• Overextending/losing who we are</li> <li>• Rigor (can cause limit on enrollment and perception in community)</li> <li>• Local district offerings (academic and extracurricular)</li> <li>• Economy (growth)</li> <li>• Not growing/Becoming stagnant (includes #'s and overall improvement process)</li> <li>• Competitive salaries/staff retention</li> </ul>

4. Ms. Melancon then lead the Board in examining its Vision and Mission statements. The Board discussed at length the meaning of “technology-rich” and “small school”. Following discussion, the Board suggested the following changes be made to the Vision and Mission, which will be acted upon at the next regularly scheduled meeting on January 28, 2016.

**VISION:** The Vision of Spectrum High School is to be a leader in fostering academic and personal excellence through programs emphasizing high academic standards in a small-school setting.

**MISSION:** The Mission of Spectrum High School is to encourage students to attain their maximum potential through a 3-dimensional strategy emphasizing

- College preparatory curriculum
- A technology integrated environment
- Community-based outreach

The Board decided to leave the motto as it is: Small School . . . Big Results.

5. The Board then went on to view some videos on project-based learning initiatives.

6. The Board identified preliminary goals and strategies to address the initiatives and prioritized the initiatives as well. Mr. DeBruyn will gather the information from today’s Strategic Planning session and will begin developing the 5 year long range strategic plan for the school. It was noted that as part of the process, the Board would



---

17796 Industrial Circle NW ■ Elk River, MN 55330  
Phone: 763-241-8703 ■ Fax: 763-633-1380  
[www.spectrumhighschool.org](http://www.spectrumhighschool.org)

discuss two of the Key Strategic issues at each of its meetings in an effort to determine whether the issue needs to be a part of the long range plan.

59. Adjournment: The workshop meeting of the Board adjourned at 1:002 p.m.

A handwritten signature in black ink, appearing to read 'Kerry Jerred', is written over a horizontal line.

---

Board Secretary Certification, Kerry Jerred