



# Strategic Plan

2011-2014

MAISD



Muskegon Area  
Intermediate School District



# Strategic Plan Overview

December 2010

The MAISD Strategic Plan was shaped through a series of six focus groups conducted by Consultant Dianne Litzenburger in October 2010. Over 60 stakeholders shared their thoughts while participating in a thorough analysis of the organization's strengths, weaknesses, opportunities, and threats. Representatives from local schools included superintendents, principals, curriculum, special education, technology, and business personnel. Community leaders from higher education, business, health and human service agencies, and government provided valuable insight as well. The MAISD Board of Education and a cross section of MAISD staff from the Educational Services Center, Wesley School, and Muskegon Area Career Tech Center were also involved. Collectively, based on these contributions, the MAISD developed five strategic priorities for 2011-2014. These priorities will guide our work as we provide high quality leadership, programs, and services.

*Photos Courtesy of Travel Michigan*

## Mission

To provide the leadership, programs, and services which complement and enhance the efforts of constituent school districts in extending educational opportunities to all students.

## **The MAISD will positively impact student achievement for all students by:**

- Delivering research-based professional development
- Providing curriculum and assessment support
- Analyzing and utilizing data to make informed decisions
- Increasing the use of research and best practices in the classroom
- Advancing online and non-traditional learning opportunities
- Increasing the use of instructional and assistive technology in the classroom
- Advancing equity of programs, services and opportunities



## **Priority 1**

**Positively  
impact student  
achievement for  
all students**



## Priority 2

**Collaborate on shared services to increase value and efficiencies**

**The MAISD will collaborate on shared services to increase value and efficiencies by:**

- Identifying opportunities for shared business services
- Identifying opportunities for shared technology services
- Providing professional development in the use of administrative services
- Supporting local districts with state and federal mandates

**The MAISD will provide facilities and programs that meet student needs by:**

- Increasing capacity of the Muskegon Area Career Tech Center
- Improving space at Wesley School
- Increasing early childhood development opportunities for children and families



### **Priority 3**

**Provide facilities and programs that meet student needs**



## Priority 4

Inform public  
perception of  
education

### **The MAISD will inform public perception of education by:**

- Promoting the programs and services of the local districts
- Defining and communicating the role and services provided by the Muskegon Area Intermediate School District
- Promoting a cultural shift to one that highly values education

## **The MAISD will increase community outreach by:**

- Enhancing relationships with businesses and agencies to increase opportunities for students served by the Muskegon Area Career Tech Center, the MAISD Regional Mathematics and Science Center, and Wesley School
- Partnering with the community in serving unique student populations



## **Priority 5**

**Increase  
community  
outreach**

## **Board of Education**

Donna J.  
Fiebelkorn, Ed.D.

Dwight Vines

Barbara L. DeBruyn

William Loxterman

Ed Garner

## **Leadership**

Susan W.  
Meston, Ph.D.  
Superintendent

Marios Demetriou,  
Deputy Superintendent

Jeanette Magsig,  
Associate  
Superintendent for  
Academic Services

## **Constituent School Districts**

Fruitport Community Schools  
Holton Public Schools  
Mona Shores Public Schools  
Montague Area Public Schools  
Muskegon Public Schools  
Muskegon Heights Public Schools  
North Muskegon Public Schools  
Oakridge Public Schools  
Orchard View Schools  
Ravenna Public Schools  
Reeths-Puffer Schools  
Whitehall District Schools

## **Public School Academies**

Three Oaks Academy  
Timberland Charter Academy  
WayPoint Academy



**Muskegon Area  
Intermediate School District**

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