



Colorado Charter Schools Annual Conference

February 25-27, 2026
Denver Marriott Tech Center



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Power Up Your Strategic Plan

Dr. Leanne Weyman, Director
Parker Core Knowledge

Evergreen A
February 26, 2026 | 1:30 – 2:30 PM
Schools and Leadership



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We make it our priority to **advocate** for high-quality public charter schools across Colorado.



Be a part of the action.



Power Up Your Strategic Plan

**Dr. Leanne
Weyman**



Why a Strategic Plan?

- Shared Vision
- Better Student Outcomes
- Resource Allocation
- Accountability

The Strategic Planning Process

Foundation

- External Analysis
- Internal Analysis

Development

- Plan Goals
- Determine Metrics

Execution

- Develop Communication Materials
- Progress Monitor

Milestones

Mtg #1

Internal and
External Analysis



Mtg #3

Strategic Priorities



Mtg #5

Develop Committees



Mtg #2

Mission, Vision and
Values



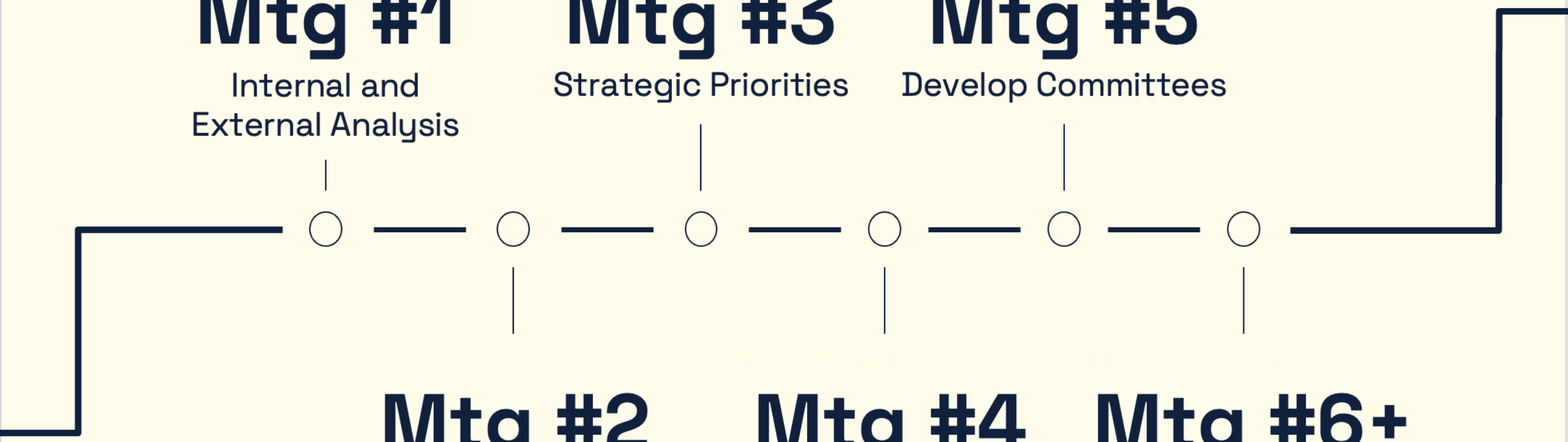
Mtg #4

Determine Metrics



Mtg #6+

Committee Work



External Analysis

SOAR Analysis

- SWAT Analysis
- PESTLE Analysis
- Porter's 5 Forces
- McKinsey 7S Framework

Competition

- Other Charter Schools
- Neighborhood Schools
- Online/Homeschools

Stakeholders

- Families
- Students
- Staff
- Community members

Internal Analysis

Who are we?

- What are we best at?
- What do we expect for our students?

What do we believe?

- What do we believe about students?
- What do we believe about staff?

Where are we going?

- Who is our future graduate?
- Who are our future (current) teachers?

Intern

The Golden Circle

WHAT

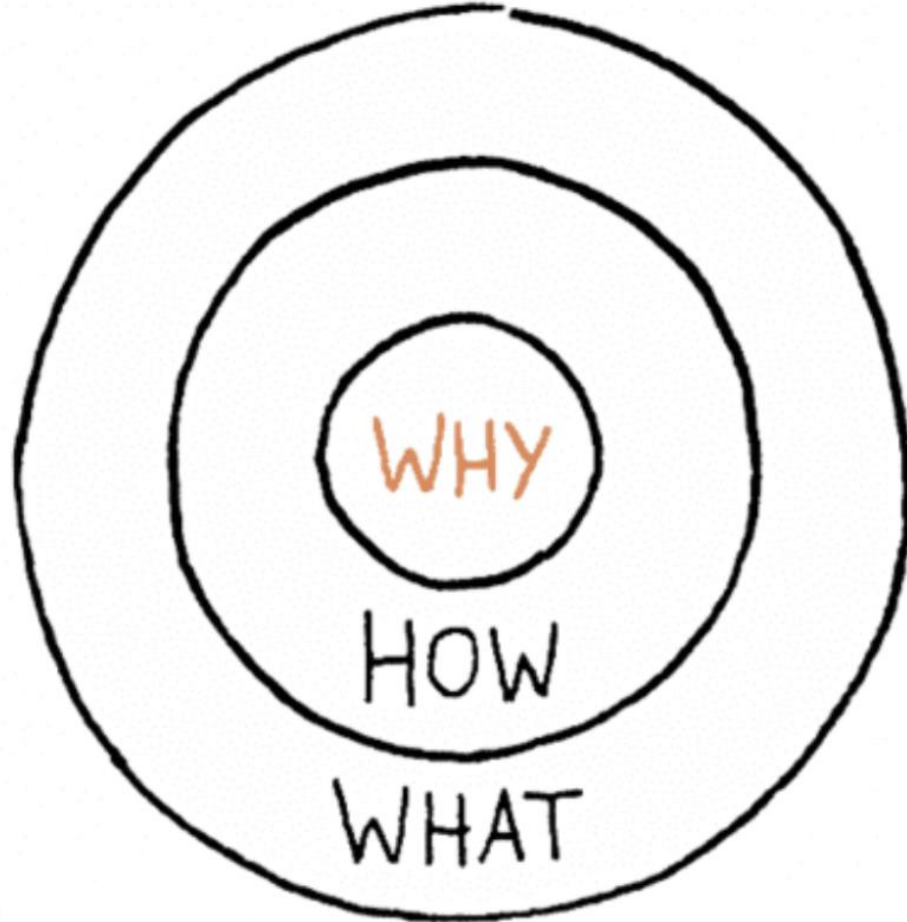
Every organization on the planet knows WHAT they do. These are products they sell or the services

HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



Who are

- What are
- What do
- our stud

ve

ature

future
achers?

Complete Internal Work:

- Mission
- Vision
- Values

Strategic Priority Examples

Academic

Improve Student Growth
Improve Student Achievement

Finance

Develop Reserve Fund
Grow Enrollment
Pay off Bonds

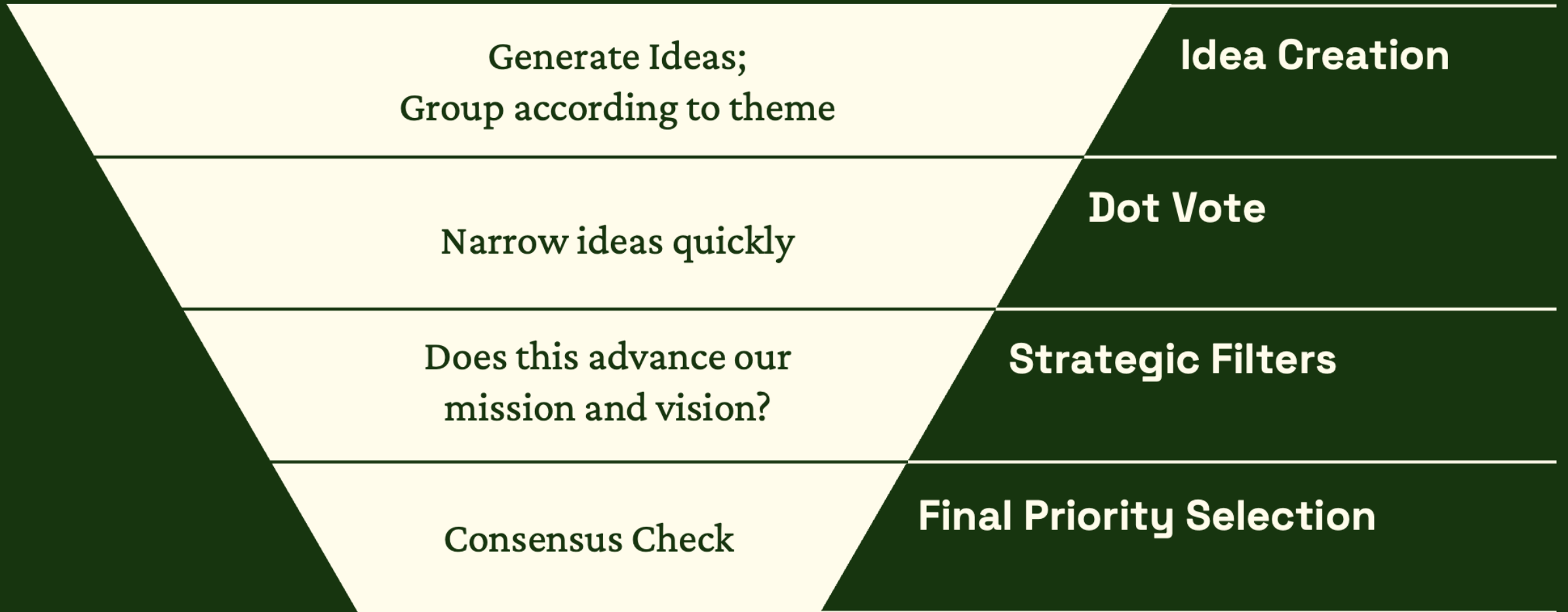
Employee Relations

Improve Staff Retention
Improve Staff Culture
Increase Diversity in Applications

Student Well-being

Improve Building Safety
Increase School Activities/Clubs
Increase Parent Engagement

Selection Process



Set Metrics

Specific

What work do we wish to do?

Measurable

How will we know we were successful?

Achievable

What is the timeframe for success?

Realistic

Consider the return on investment.

Time-Bound

Consider phases (1, 3, 5 years).

One Page Strategic Plan Goal Example

Goal 1: Staff Retention

Facilitator: Heather Newbrough

Team members: Board/teachers/parents/community/students

Goal:	1 Year Goal	3-5 Year Goal
Develop and implement a comprehensive, integrated talent management framework that encompasses all phases of the employee life cycle—including recruitment, onboarding, professional development, performance evaluation, recognition, and retention.	Establish a foundational project roadmap for the Talent Management System (TMS) <ul style="list-style-type: none">- Define core competencies that align with mission and vision	Design, pilot, and implement all phases of the Talent Management System in accordance with the project roadmap. <ul style="list-style-type: none">- Launch- Monitor- Refine

Develop a Committee for Each Goal

- No more than 6 people
 - 1 Board Member, 1 Parent, 1 Staff Member
- 1 Administrator
- Consider student membership

Each Committee is Responsible for...

Refining the goal

Determine the 1, 3 and 5 year metrics; address changes or updates needed as time progresses.

Design and Assign

Design the process for how the goal will be met. Assign actions to each member of the committee.

Engage Stakeholders

Be specific about how stakeholders can engage in the work.

Report Out

Report back to the board and public (at least quarterly); celebrate success and acknowledge road blocks.

Communication Plan

Progress Monitoring

- Report to the board
- Keep key metrics updated
- Schedule Regular meetings for board and committees

Internal Communication

- Designed specifically for staff
- Designate administrator or teacher leader contact
- Require active participation

External Communication

- Keep it simple
- Include pathways for each stakeholder to engage in the goals
- Update the messaging regularly

One Page Strategic Plan Template

School Logo

School Name

First quarter, 1 Year and 3-5 Year Goals

Mission:

Vision:

Core Values (This is what we believe):	Key Strategies - Actions that will guide us towards our goals.
<ul style="list-style-type: none"> • 	<ol style="list-style-type: none"> 1.

Goal 1: Action-forward title Team lead: administrator; Team members: Board/teachers/parents/community/students		
First Quarter Goal	1 Year Goal	3-5 Year Goal
Set goals and subgoals (if appropriate) that can be completed in the first quarter.	Set goals and subgoals that can be completed in the first year.	Set goals and subgoals that can be completed in the first year.

Goal 2: Action-forward title ▼ Team lead: administrator; Team members: Board/teachers/parents/community/students		
First Quarter Goal	1 Year Goal	3-5 Year Goal



One Page Strategic Plan Example



PARKER CORE KNOWLEDGE
CHARTER SCHOOL

Parker Core Knowledge

Strategic Plan, 2025-2029

Values: Excellence in academics, character and community

Vision: Current: To be the premier P-8 school in Douglas County

Mission: Current: PCK is committed to providing its students an academic advantage by building a solid foundation of knowledge, skills, and character while challenging each individual to become a critical thinker, responsible citizen, and future leader.

Core Values (This is what we believe):	Key Strategies - Actions that will guide us towards our goals.
<ul style="list-style-type: none">• Excellence in Academics, Character and Community	<ol style="list-style-type: none">1. Believe in the unlimited potential of people.2. Uphold tradition while allowing for innovation.3. Maximize revenue through effective and efficient processes.







Strategic Plan

Summary

Our strategic plan is designed to be a practical and actionable guide for our staff and faculty, helping to inform decisions around resource allocation. As many of our families have experienced firsthand at PCK, excellence is never accidental. This is the result of thoughtful planning and execution. We're excited to see how this plan will support our mission and propel us towards the future. Updates on the implementation of this plan will be provided in August and January.

The four pillars to the PCK Strategic Plan are...

 <p>Staff Retention</p> <p>Develop and implement a talent management framework that encompasses all phases of the employee life cycle.</p>	 <p>Academic Performance</p> <p>PCK will provide a collaborative, comprehensive, and integrated PS-8 education as measured by multiple indicators of growth and achievement.</p>	 <p>Financial Resilience</p> <p>Build enduring financial resilience by diversifying revenue streams and establishing mission-aligned alternative funding pathways that fuel long-term impact.</p>	 <p>Community Engagement</p> <p>Develop and create engagement opportunities that reflect the diversity of our families in their time commitment, skills, and culture.</p>
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To contribute your thoughts or ideas please contact the committee leaders listed below.

Staff Retention	Academic Performance	Financial Resilience	Community Engagement
Heather Newbrough, Human Resources Director; hnewbrough@ckcs.net	Breanna Warburton, Academic Director P-4; bwarburton@ckcs.net	Heather Chapman, Finance Director; hchapman@ckcs.net	Blake Borgardt, Communications Specialist; bborgardt@ckcs.net

One Page Strategic Plan Example

External Strategic Plan Example



Parker Core Knowledge



[Our School](#) ▾

[Current Families](#) ▾

[Enrollment](#) ▾

[Community](#) ▾

[Extracurriculars](#) ▾

[Preschool](#) ▾

[Careers](#) ▾

[Staff Resources](#) ▾

[Community](#) » [Strategic Plan](#)

[Strategic Plan](#)

PCK Strategic Plan

This strategic plan has been developed by the PCK Board of Directors, staff, and community members to further our mission and vision. All related information and updates are provided below.

Strategic Plan 2024-2029



[Parent Teacher Organization \(PTO\)](#)

[The Foundation at PCK](#) ↗

[School Accountability Committee \(SAC\)](#)

[Community Events](#)

[Strategic Plan](#)



Thank You!

**Dr. Leanne
Weyman**

**“
Your
feedback
helps us all
move forward
together**



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