Massillon City Schools
In Pursuit of Excellence

2012 Strategic Plan
A Letter from the Superintendent:

Massillon City Schools is in the process of moving in a new, exciting direction. New leadership presents new challenges; challenges that I am inspired to take on with the team established. We are happy to welcome our new treasurer, Sandra Moeglin, and anticipate her being an intricate part in the evolution of the Massillon City School District. As we move forward, we are dedicated to being open, accountable and transparent. The strategic planning committee engaged the community with multiple meetings, providing concerned parents and citizens with the opportunity to provide us with feedback, and we are devoted to continuing this open and honest engagement throughout the Massillon community. As always, members of the community may contact my office with any questions or concerns, or by submitting them in the District Questions box on our website’s homepage. Through open and honest communication, and the valuable input from the people of the city of Massillon, we will forge a school district that emanates the values that have made the Massillon City Schools a benchmark in this community.

Sincerely,
Superintendent Richard Goodright
Mission Statement

The Massillon City School District community will educate for Excellence by challenging all students to achieve their highest potential in academics, arts and athletics.
Methodology

Under new leadership, the Massillon City Schools sought the input of both community members and staff to develop a plan to move the district forward. The purpose of the strategic plan was to:

1. Engage more people at all levels
2. Determine the need for a levy

A series of Community Meetings were used as the impetus for the Strategic Planning Process. These meetings focused on:

- Right-sizing the district
- Reducing expenditures
- Creating new revenue

Timeline

February 2
Community Meeting 1

February 9
Community Meeting 2

February 16
Community Meeting 3

February 27
Community Meeting 4

February 28
Meeting to discuss Strategic Planning Committee

March 6
Strategic Planning Meeting 1

March 20
Strategic Planning Meeting 2

March 21
Budget Reduction Plan Approved by BOE

April 10
Strategic Planning Meeting 3

April 18
Strategic Planning Meeting 4

April 23
Strategic Plan Presented to BOE
Strategic Planning Committee Members

Facilitators
Lori Davila
Jennifer Fischer
John Graven

Finance & Funding Subcommittee
Al Paris – Community Member
Bob Clendenin – Community Member
Mark Lehman – Community Member
Bob Yund – Community Member
Margy Vogt – Community Member
Kathy Catazaro-Perry – Mayor of Massillon
Rod Lake – Director of State & Federal Programs
Matt Plybon – Principal, Whittier Elementary
Brad Warner – Principal, Washington High School
Tamara Hurst – Interim Treasurer
Phil Elum – BOE President
Julie Hamilton – Teacher, Gorrell Elementary
Teri Richards – Payroll, Treasurer’s Office

Facilities Subcommittee
Todd Peters – Community Member
Ed Grier – Community Member
Ron Pribich – Community Member
Richard Goodright – Superintendent
Steve Reinhart – Principal, Gorrell Elementary
Jennifer Burrell – Principal, Massillon Middle School
Erin Cole – Food Service Supervisor
John Petro – Building & Grounds Supervisor
Gary Miller – BOE Member
Mike Slater – BOE Member
Tom Walters – Teacher, Washington High School
Chris Preusser – Librarian, Franklin Elementary

Fiscal Responsibility Committee
Marva Dodson – Community Member
Vince Pedro – Community Member
Mark Fortner – Asst. Superintendent
Mike Medure – Principal, Franklin Elementary
Renee Parr – Asst. Principal, Washington High School
Jason Hall – Athletic Director
Mary Strukel – BOE Vice President
Tom Seesan – BOE Member
Sonia Scheetz – Teacher, MMS
Dottie Cain – Secretary, CO
Suzanne Bettilyon – SGT, Emerson & Bowers
Kathy Groff – Special Education Aide, MMS
Major Recommendations of the Committee:

Through multiple community meetings to determine the greatest challenges facing the Massillon City School District, it has been determined that the current financial state of the Massillon City Schools is the most prevalent hurdle we are facing.

We have exhausted all current resources and possibilities and have concluded that, to diminish current financial pressures and avoid future financial tumult, new money must be brought into the district. This realization has led to the decision to request help from the community in the form of a levy.

We have exhausted all current resources and possibilities and have concluded that, to diminish current financial pressures and avoid future financial tumult, new money must be brought into the district. This realization has led to the decision to request help from the community in the form of a levy.

We have exhausted all current resources and possibilities and have concluded that, to diminish current financial pressures and avoid future financial tumult, new money must be brought into the district. This realization has led to the decision to request help from the community in the form of a levy.

We have exhausted all current resources and possibilities and have concluded that, to diminish current financial pressures and avoid future financial tumult, new money must be brought into the district. This realization has led to the decision to request help from the community in the form of a levy.

We have exhausted all current resources and possibilities and have concluded that, to diminish current financial pressures and avoid future financial tumult, new money must be brought into the district. This realization has led to the decision to request help from the community in the form of a levy.

We have exhausted all current resources and possibilities and have concluded that, to diminish current financial pressures and avoid future financial tumult, new money must be brought into the district. This realization has led to the decision to request help from the community in the form of a levy.

We have exhausted all current resources and possibilities and have concluded that, to diminish current financial pressures and avoid future financial tumult, new money must be brought into the district. This realization has led to the decision to request help from the community in the form of a levy.

We have exhausted all current resources and possibilities and have concluded that, to diminish current financial pressures and avoid future financial tumult, new money must be brought into the district. This realization has led to the decision to request help from the community in the form of a levy.

We have exhausted all current resources and possibilities and have concluded that, to diminish current financial pressures and avoid future financial tumult, new money must be brought into the district. This realization has led to the decision to request help from the community in the form of a levy.

We have exhausted all current resources and possibilities and have concluded that, to diminish current financial pressures and avoid future financial tumult, new money must be brought into the district. This realization has led to the decision to request help from the community in the form of a levy.

We have exhausted all current resources and possibilities and have concluded that, to diminish current financial pressures and avoid future financial tumult, new money must be brought into the district. This realization has led to the decision to request help from the community in the form of a levy.

We have exhausted all current resources and possibilities and have concluded that, to diminish current financial pressures and avoid future financial tumult, new money must be brought into the district. This realization has led to the decision to request help from the community in the form of a levy.

We have exhausted all current resources and possibilities and have concluded that, to diminish current financial pressures and avoid future financial tumult, new money must be brought into the district. This realization has led to the decision to request help from the community in the form of a levy.

We have exhausted all current resources and possibilities and have concluded that, to diminish current financial pressures and avoid future financial tumult, new money must be brought into the district. This realization has led to the decision to request help from the community in the form of a levy.

As we continue to explore the possibilities of a levy, it is our commitment that we will continue to openly communicate where we stand in the process. Thank you for your continued support of the Massillon City School District. With your advocacy, we will collectively pass through this difficult juncture.
Goals

The goal of the Strategic Planning Committee was to review the current financial and facility-related aspects of the Massillon City School District.

Goal 1

To become a transparent school district
- Dedicated to doing everything possible to be open, honest, and direct regarding all issues pertaining to the operating of the school.

Action Step 1a: Clearly communicate school transition information to district staff, parents and community.
Action Step 1b: Communicate updates to the community and stakeholders through all available channels.

Goal 2

To reduce expenses through energy efficient practices

Action Step 2a: Continue to educate district staff and implement programs for the reduction of utilities (gas, electric, water).
Action Step 2b: Introduce and implement a four-day work week for summer staff where applicable.
Action Step 2c: Maximize energy efficiency through daily computer shutdown, reduced light run times and by reducing personal appliances of all kinds except fans.
Action Step 2d: Introduce appropriate recycling plans for each building.

Goal 3

To communicate to the public the positive academic, artistic, and athletic achievements of the students of the Massillon City School District

Action Step 3a: Promote academic, artistic and athletic successes at each building level.
Action Step 3b: Enlist the help of high school journalism, marketing and telecommunication departments in promoting building successes.
Action Step 3c: Research best practices to enhance parent/teacher communication.
Action Step 3d: Utilize athletic events to highlight student achievement throughout the district.
Action Step 3e: Explore the possibility of a university partnership, focusing on students interested in marketing and communication internships.

Goal 4

To educate the community concerning levy/financial realities

Action Step 4a: Determine appropriate millage needed for a levy.
Action Step 4b: Determine a timeframe to place a levy on the ballot.

Goal 5

To become a fiscally accountable and transparent school district worthy of our citizens’ trust

Action Step 5a: Seek grants to support and sustain current district initiatives.
Action Step 5b: Generate and implement strategies to reduce expenditures, increase revenue and maximize savings.
Action Step 5c: Promote unique programs and opportunities available at Massillon to gain and retain students.

Goal 6

To determine a solution for future facility needs to economically, safely and efficiently educate students

Action Step 6a: Explore available current and potential facility configurations to maximize quality educational experiences.
Action Step 6b: Research all construction options (renovation, additions, new buildings, maintain current buildings) to best suit current needs.
Action Step 6c: Work with the OSFC to determine potential future construction costs.

Goal 7

To produce well-rounded students through programs enhancing academic, artistic, and athletic achievements throughout the Massillon City Schools.

Action Step 7a: To research model school districts that exemplify excellence in the academics, arts and athletics.
The Engagement Process Continues:

As we continue to move forward, we are committed to continuous engagement within the community. It is our promise to keep the community informed of opportunities to attend and be involved in meetings concerning Massillon City School issues. We assure complete transparency as we pledge open and honest communication in all forums.

Feel free to contact us with any questions or concerns, and check the Massillon Schools homepage for up-to-date information regarding issues and meetings.

207 Oak Ave. SE
Massillon, Ohio 44646
330–830–3900
www.massillonschools.org