



Strategic Planning Reimagined: *Real-time Collaboration with ChatGPT*

*Dr. Lance Gibbon, Superintendent
Hood Canal School District*

AI
STRATEGIC
DISTRICTS

REIMAGINING

OUR CONTEXT



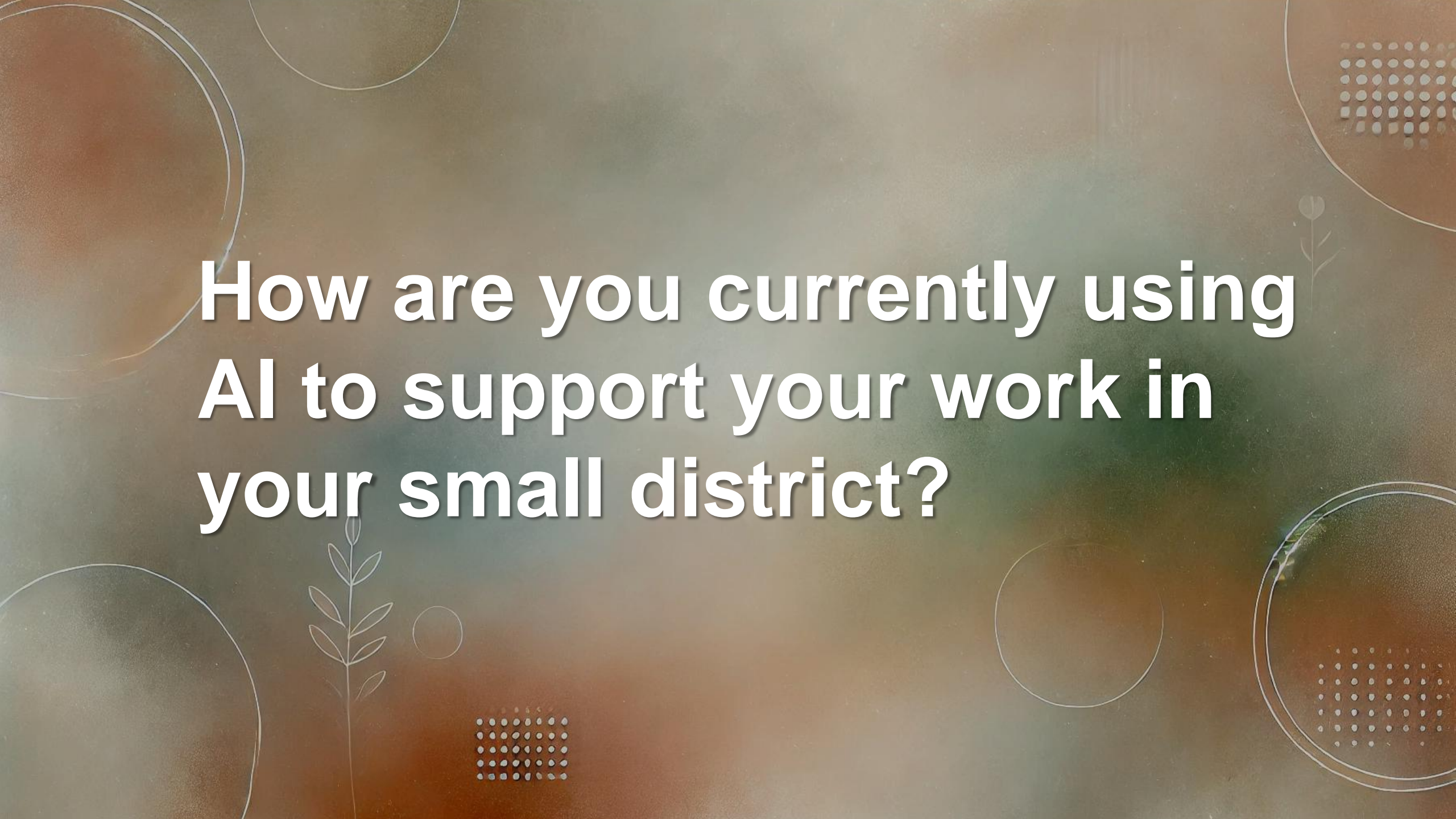
ABOUT US

- 310 Students PK-8
- Located in heart of the Skokomish Indian Reservation
- 40% Students are Native
- 80% Free/Reduced Lunch





LET'S TALK

The background is a textured, earthy brown with various organic shapes and patterns. There are several large, faint circles and ovals. Some of these shapes contain a grid of small dots. There are also thin, white line drawings of plants, including a tall, thin stem with leaves and a small flower. The overall aesthetic is modern and naturalistic.

**How are you currently using
AI to support your work in
your small district?**





**What is your experience
with strategic planning?
What has worked and not
worked for you?**



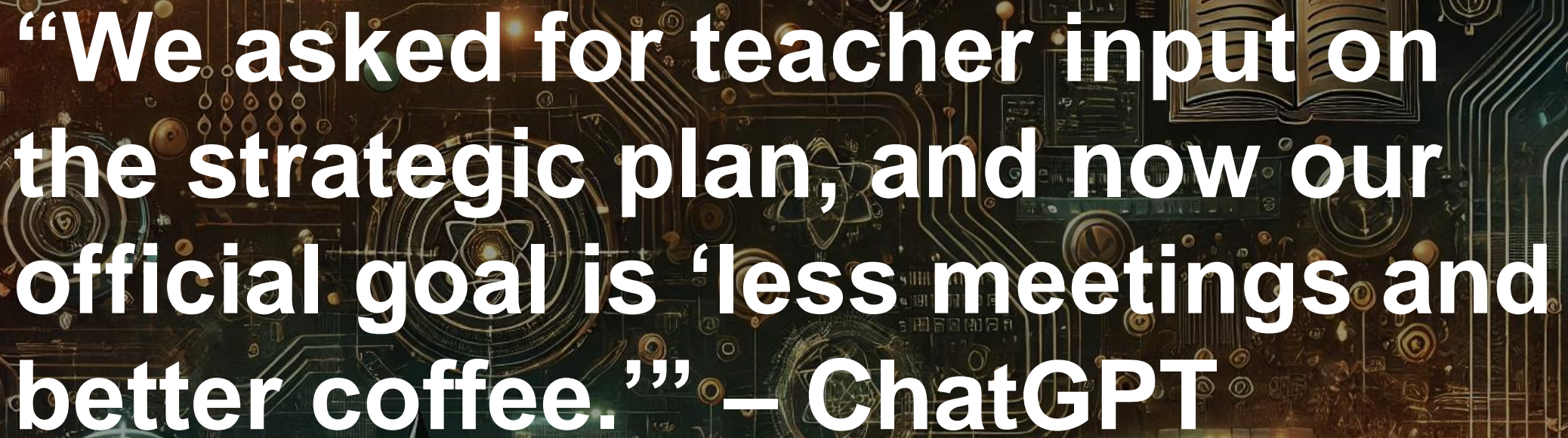
THE CHALLENGE



“We started the strategic planning meeting with coffee and optimism; we ended with existential dread and a PowerPoint no one understands.” – ChatGPT



“Our school’s vision statement is so vague, I think it also applies to a startup, a cult, and a yoga retreat.” – ChatGPT



“We asked for teacher input on the strategic plan, and now our official goal is ‘less meetings and better coffee.’” – ChatGPT



S. Adams



COMMON FRUSTRATIONS

- Long, drawn-out processes that tire stakeholders
- Committees getting stuck in endless wordsmithing
- Stakeholder input feeling limited or ignored



THE SUPPORT

KEY: A STRONG TEAM

- School Board set the process, determined committee representation
- Recruited strong committee members
- Board wanted 3rd party support for objectivity
- Engaged stakeholders throughout process

FRESH

CONSIDER A PARTNER IN THE WORK

HYA

HAZARD
YOUNG
ATTEA
ASSOCIATES



E. Kristine McDuffy, Ed.D.



Helene Paroff

THE TOOLS

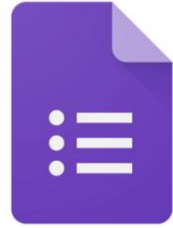


GOOGLE FORMS



Might be you new best friend

Best for most small districts (**free and simple**).



Google Forms



Microsoft Forms

Best if needing **better analytics or document collection.**



Section 1 of 3

Improving Programs, Facilities, & Opportunities for Hood Canal Students

B *I* U  

We are looking for your candid feedback on two important efforts to improve Hood Canal School for our students:

1. Our **Strategic Plan Steering Committee**, made up of staff, community members, and parents, is developing a five-year plan for the future of our school district—and we need your input to help shape that vision (Section 2 on the next page). Your responses in this section will go to the Steering Committee.
2. **Bassetti Architects** is working with Hood Canal School District to develop both short- and long-range plans to address our facility needs (Section 3). Your responses in this section will go to Bassetti.

We know some questions may not apply to everyone, so please provide feedback where it's appropriate for your role or perspective and skip any questions that don't apply or where do not have comments to share.

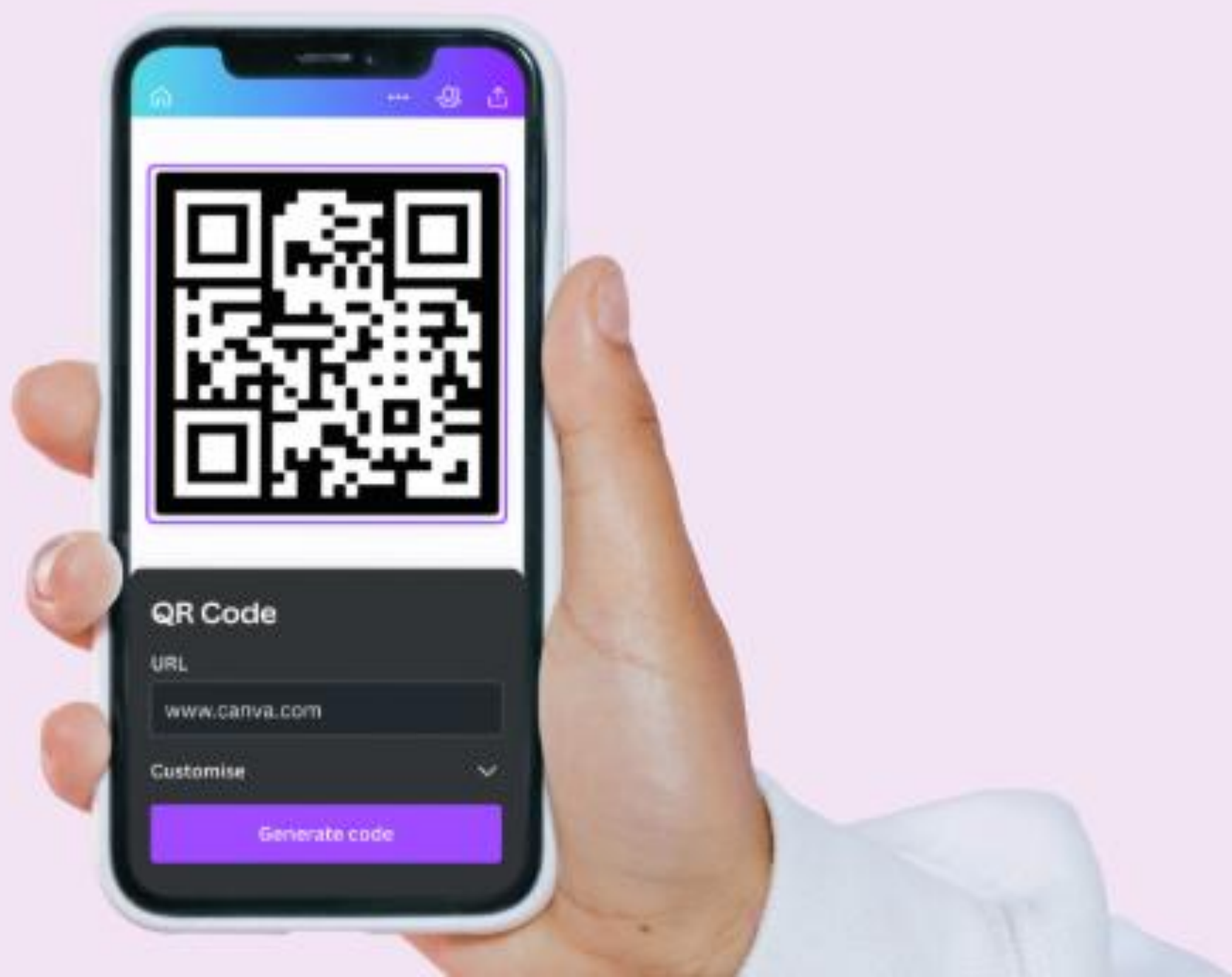
Your input and ideas are invaluable in helping us create a stronger, more responsive district focused on what our students really need, while also ensuring our school campus supports these goals. Thank you for taking the time to share your insights with us!

What is your role?

☐

Parent, Guardian, or Family Member

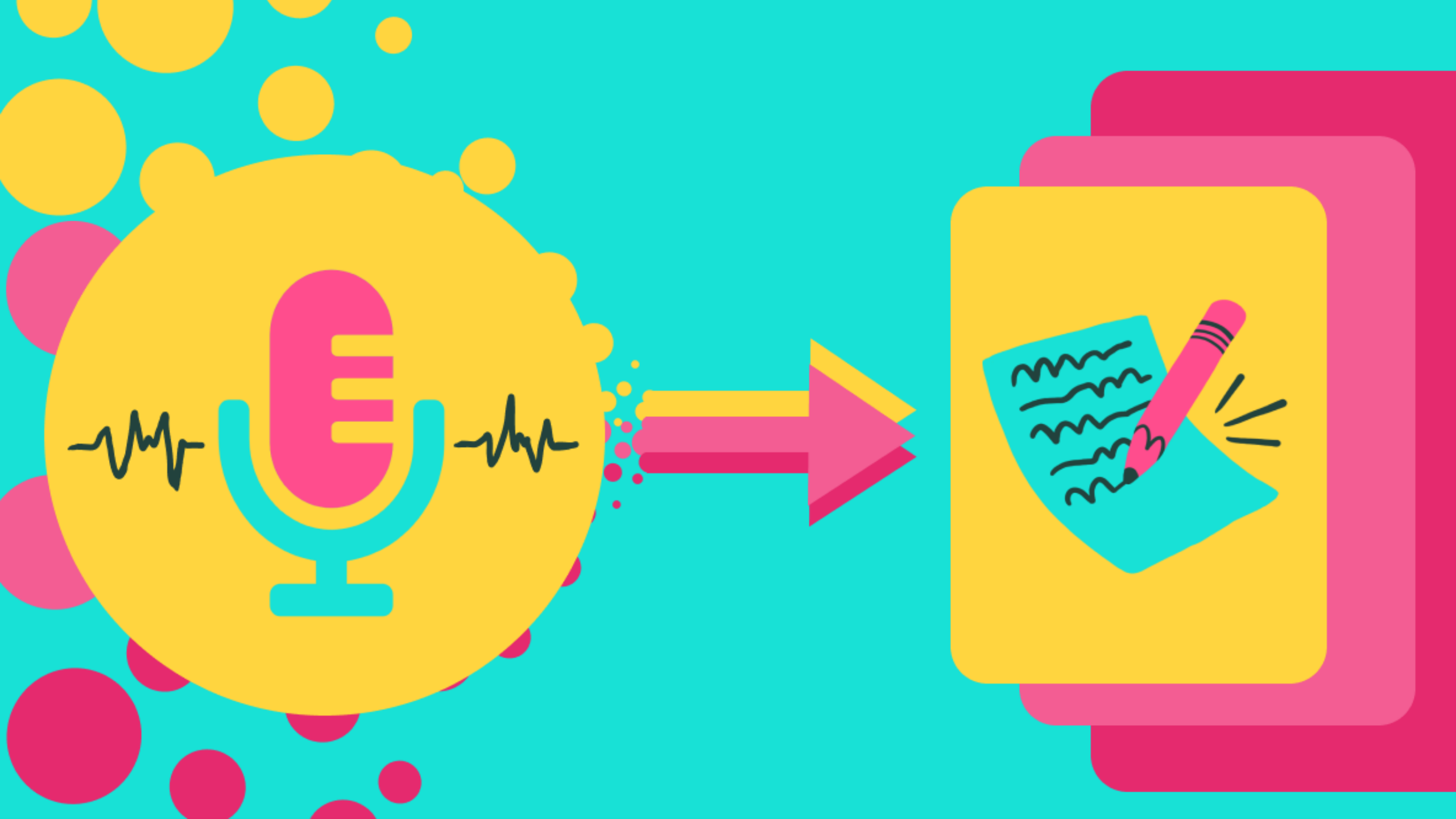


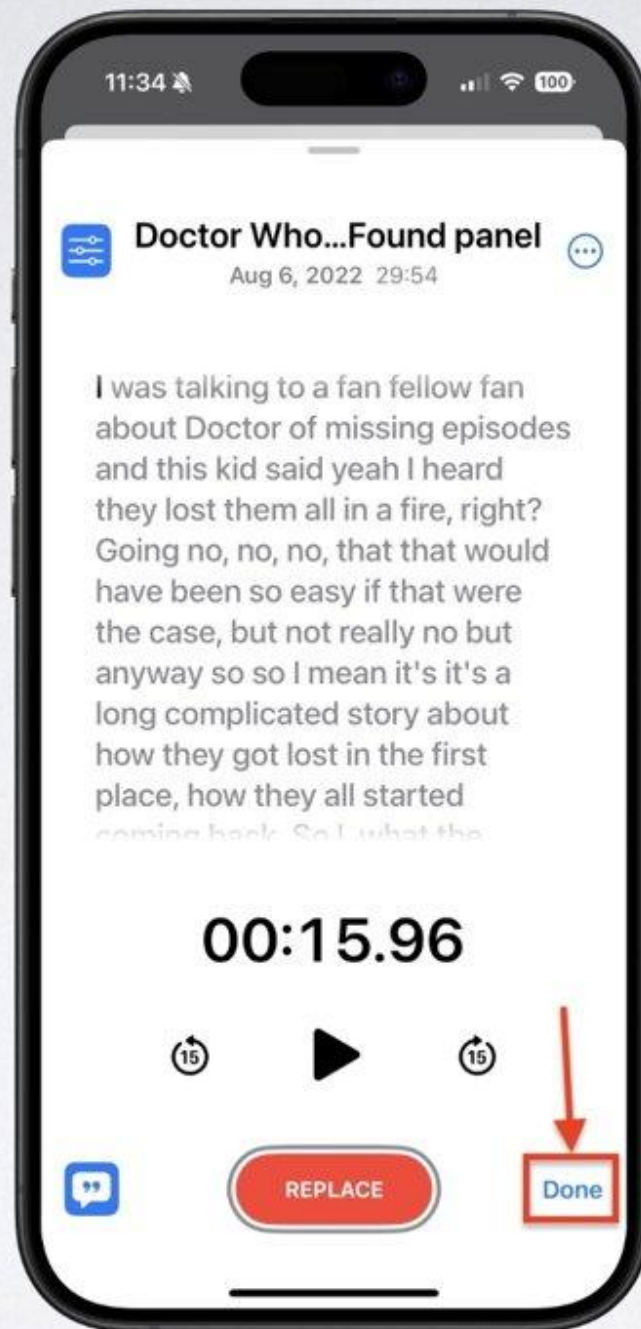


FREE QR CODE GENERATOR EXAMPLES

(there are a TON)









Otter.ai

**GREAT
NOTETAKER**



ChatGPT 4

OUR PROCESS



KEY PRACTICAL TIPS FOR SUCCESS

- **Steering Committee:** Representative Group (12-15 members)
- **Goals:** Outcomes set for each meeting
- **AI Driver:** Someone comfortable with prompting & feedback
- **Visibility:** Enlarge ChatGPT for group input
- **Editing:** Use Google Docs for easy collaboration
- **Progress Sharing:** Email updates for feedback
- **Session Start:** Provide hard copies for discussion
- **Decision Making:** Consensus-driven approach

GATHERING STAKEHOLDER INPUT

- Google Forms (Surveys)
- CEE Survey (Historical benchmarking & trend alignment)
- Focus Groups (Direct engagement: students, staff, families)

The Questions We Asked:

- What words or phrases best describe Hood Canal School?
- Based on your experience or what you have heard, what are the greatest strengths of our school and what is working well?
- Describe your hopes and dreams for the students of HCSD. What knowledge, skills and experiences do you believe are most important for them?
- What do you see as the greatest challenges and opportunities for our school moving forward? What changes would help our school/district improve?

REVIEWING RAW DATA

- **Before AI, the Steering Committee:**
 - Reviewed survey and focus group data
 - Identified key themes
- **AI's Role** (via uploaded PDF's)
 - Synthesized data into clear summaries
 - Highlighted patterns and priorities

SHARING SCHOOL CONTEXT

- **Provided AI Background on Our School**
 - Demographics
 - Location
 - Work with the Tribe
 - Programs
 - Uploaded our Annual Report, other docs for reference
- **GOAL:** Ensure the results fit our context

ITERATIVE AI DRAFTING


- **A Flexible Approach to Drafting**
 - AI generated **single ideas or multiple options**
 - **Good prompts = better AI output**
 - Adjustments made for **tone, length, and audience**


MODIFYING PROMPTS

- “Make this more personal and unique to Hood Canal”
- “Consolidate this list by eliminating redundancies”
- “Revise these vision statements to make them more aspirational, dream like, preferred future”
- “Give me a catchy variation on this statement”
- “Make those friendlier”
- “Incorporate more of the feedback from this document”



LET'S SEE IT

 **Outdoor Education.docx**
Document

 **Skokomish Tribal Partnerships.docx**
Document

incorporate this info

Here are three revised mission statement drafts incorporating the **Outdoor Education** and **Skokomish Tribal Partnerships** information:





Mission Statement Option 1: Rooted in Tradition, Growing for the Future


At Hood Canal School, we honor our community's rich cultural and natural heritage while preparing students for success in an ever-changing world. Through strong partnerships with the Skokomish Tribe and immersive outdoor learning experiences like BOOTS, we cultivate curiosity, resilience, and respect for the land and each other. Our students leave with the academic foundation, life skills, and confidence to navigate their future with purpose and pride.

Mission Statement Option 2: Learning Through Community, Culture, and Nature

Hood Canal School is a place where students thrive through meaningful connections to learning, culture, and the natural world. Our deep partnership with the Skokomish Tribe ensures that students see

Ask anything

  Search  Deep research 



CHUNKING

- **One Section at Time**

- Vision → Mission → Core Values → Tagline → Goals → Strategies
- Team reviewed drafts between sessions; gave feedback at start of each meeting, fed in to AI
- Fed AI prior work into next step along with data to help draft next section

AVOIDING "EDUSPEAK"

- **No jargon!**
 - AI instructed to use clear, direct language – specified our audience
 - Committee reviewed drafts for clarity
- **Goal:** Ensure the plan is **community-friendly and easy to understand**

FINALIZING

- After consensus, drafts reviewed by staff, the School Board, and the Tribe
- Committee used feedback to make final revisions
- Final draft sent back to stakeholders for final review
- Approved by School Board
- Process complete in four 2-hour committee meetings



THERESULTS

HOOD CANAL 2030

From Forest to Shore: Navigating Success Together

Hood Canal 2030 represents a shared vision for the future of Hood Canal School District, informed by diverse voices and grounded in data-driven insights.

Through four strategic goals, we're setting a clear path to inspire and support every student in reaching their full potential. This document includes abbreviated versions of our four goals. Read more about our process and check out the full plan at hoodcanalschool.org.

Future-Ready Learners

Student-Centered Learning and Growth

What is our goal?

Equip students with the academic, social, and emotional skills they need to thrive in their future endeavors

How do we get there?

- Continuously monitor and improve instructional practices through data-driven interventions and research-based strategies and materials
- Enhance the instructional program with hands-on, real-world experiences in STEM, the arts, and outdoor education
- Strengthen support systems to ensure all students receive the social-emotional support they need
- Expand opportunities for student teamwork, leadership, and skill-building through clubs, activities, and athletics

How will we measure success?

Higher student engagement and achievement

Everyone Belongs and Thrives

Inclusion, Opportunity, and Safety

What is our goal?

Create a safe, inclusive, and supportive environment where every student, family, and staff member feels valued and connected

How do we get there?

- Foster social and emotional wellbeing and teach positive behavior
- Ensure all students have equal access to resources, programs, and opportunities
- Foster cultural understanding and celebrate diversity through curriculum and initiatives
- Expand access to mental health resources and proactive support systems

How will we measure success?

Improved climate survey results, improved discipline and attendance data, and successful implementation of a mental health support system

Partnerships that Power Success

Community Engagement and Partnerships

What is our goal?

Collaborate with families, the Skokomish Tribe, and community partners to create meaningful opportunities for student success

How do we get there?

- Enhance communication and collaboration with parents, the Skokomish Tribe, and stakeholders
- Build partnerships that enrich student experiences
- Recruit and engage volunteers to support school programs, after-school activities, and events
- Involve students in leadership roles and projects within the school and community that promote civic responsibility

How will we measure success?

Increased volunteer involvement and community partnerships, expansion of leadership and service programs for students, and actionable insights gathered from communication feedback

Spaces that Inspire, Tools that Transform

Facilities and Resources for the Future

What is our goal?

Modernize facilities and technology to provide safe, adaptable spaces and tools for hands-on, real-world learning, preparing students for a dynamic future

What steps do we need to take to get there?

- Implement the facility plan, prioritizing updates to early learning spaces, art and music rooms, STEM labs, and outdoor learning areas
- Invest in sustainable facilities that provide a safe and flexible environment
- Update technology infrastructure, hardware, and software to enhance teaching, learning, and operational efficiency
- Integrate emerging technologies to personalize learning, streamline administrative tasks, and prepare students for future careers

How will we measure success?

Completion of prioritized upgrades, with increased access to modern facilities and current technology


ABOUT HOOD CANAL 2030

In December 2024, the Hood Canal School District Board of Directors approved our 2025-2030 Strategic Plan. The plan was developed through the leadership of a 12-member Strategic Plan Steering Committee and meaningful partnership with parents, staff, community members, and the Skokomish Tribe.

We incorporated survey and focus group feedback from nearly 200 people in our Hood Canal Community.

Our plan for the next five years reflects our core values: community and connection, excellence in learning, inclusivity and safety, and respect and responsibility. At Hood Canal, we bring learning to life, helping every student grow, discover their unique strengths, and confidently create the future they choose.

 hoodcanalschool.org

 [HoodCanalSchool](https://www.facebook.com/HoodCanalSchool)

Why This Works for Small District Leaders:

- Encourages flexibility—AI is a tool, not a rigid process.
- Promotes clarity—avoids "eduspeak" and jargon-filled plans, accessible language.
- Limits wordsmithing
- Gives stakeholders choices and mix-and-match flexibility.
- Creates a clear, actionable plan in fewer sessions.
- Actively incorporates real-time input during the process.

The image shows a lecture hall with several rows of tables and chairs. In the background, a large screen displays a complex, futuristic graphic. The graphic features a dark blue background with glowing orange and yellow lines, circles, and patterns, resembling a circuit board or a complex network. The word "TAKEAWAY" is prominently displayed in the center of the screen in a bold, white, sans-serif font. Below it, a question is written in a smaller, white, sans-serif font. The overall atmosphere is high-tech and professional.

TAKEAWAY

What's one way you can see AI improving your strategic planning process in a way that enhances community engagement?



QUESTIONS

KEEP THE CONVERSATION GOING



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THANK YOU!