

Belief Statements

We Believe...

- ◆ We must prepare all students to be career and/or college ready.
- ◆ We have a responsibility to provide every child a safe and caring learning environment.
- ◆ We must use innovative strategies for all students and staff to reach their maximum potential.
- ◆ We must develop knowledgeable, caring, respectful, and responsible citizens.
- ◆ We prepare students to face changes in local and global society.
- ◆ We must embrace innovations in education.
- ◆ We collaborate with parents, staff, students, and community partnerships.
- ◆ We must offer a variety of programs to develop the whole child.

WE BELIEVE

STRONG SCHOOLS

BUILD STRONG COMMUNITIES

West Branch-Rose City Area Schools

960 S. M-33, PO Box 308

West Branch, MI 48661

989-343-2000

www.wbrc.k12.mi.us

West Branch-Rose City Area Schools Strategic Plan Summary 2024 – 2027

Board of Education

Mr. Gary Miller, President
[2019 to 2030]

Mr. Scott Kartes, Vice-President
[2015 to 2026]

Mrs. Debra Abraham, Secretary
[2023 to 2028]

Dr. Alan Withers, Treasurer
[2020 to 2028]

Mr. Matt Biermann, Trustee
[2023 to 2026]

Mrs. Heather Kearns, Trustee
[2019 to 2030]

Mrs. Whitney Lehman, Trustee
[2025 to 2030]

SUPERINTENDENT

Mrs. Gail Hughey



STRATEGIC PLAN APPROVAL

APPROVED BY THE BOARD OF EDUCATION:
on November 21, 2016
Brochure Update 1/20/26



Vision/Mission

West Branch-Rose City Area Schools

**“The School of Choice for
Educational Excellence . . .
Your Future Begins Here”**

Strategic Focus Areas

- ◆ *Student Achievement*
- ◆ *Technology*
- ◆ *Facilities/Operations*
- ◆ *Curriculum/Academics*
- ◆ *Communications*



STUDENT ACHIEVEMENT

Strategic Goal Statement

“We will improve student achievement in all curricular areas”

Priority Objectives:

- ◆ Build Relationships with Students to Increase Student Engagement, Attendance, and Retention
- ◆ Provide Professional Development for Teaching Staff Including Instructional Coaching
- ◆ Develop and Align District-Wide Multi -Tiered System of Supports That Includes Strategies to Reach All Learners
- ◆ Support Programs to Maintain and Enhance Student Participation at School Events
- ◆ Continue and Enhance Data Driven Instruction Through Professional Learning Communities and Department Meetings

2025 TOP TEN STUDENTS



West Branch-Rose City Area Schools Strategic Plan Summary 2024 – 2027

CURRICULUM / ACADEMICS

Strategic Goal Statement

“We will improve the effectiveness and relevance of our curriculum”

Priority Objectives:

- ◆ Dedicate Resources and Align K-12 Curriculum with Materials, Instruction and Common Assessments
- ◆ Enhance, Expand and Communicate the Variety of Programs and Electives Available Including STEM Opportunities, Dual Enrollment, Advanced Placement, Early Middle College, Alternative Education, Career and Technology Education, and Co-Curricular Activities

TECHNOLOGY

Strategic Goal Statement

“We will enhance teaching and learning through the use of technology”

Priority Objectives:

- ◆ Continue Purchase and Replacement Plan for Infrastructure, Hardware, and Software to Improve Student Learning
- ◆ Provide Professional Development for Current and Future Staff Needs
- ◆ Increase and Enhance Instructional Coaching for Technology
- ◆ Investigate New Technologies for Teaching and Learning

FACILITIES/OPERATIONS

Strategic Goal Statement

“We will improve and modernize district facilities and grounds”

Priority Objectives:

- ◆ Review and Update Facility Master Plan and Utilization
- ◆ Complete a Facility Utilization Study that Meets Student Needs with Grade and Academic Alignment
- ◆ Ensure Quality Facility Standards are Met with Third Party Services
- ◆ Continue to Enhance Energy Efficiency
- ◆ Continue Purchase and Replacement Plan for District Fleet
- ◆ Streamline Facility Request Process from Outside Groups
- ◆ Upgrade and Increase Building Security
- ◆ Continue to Explore Grant Opportunities to Improve Student and Staff Safety

COMMUNICATION

Strategic Goal Statement

“We will improve communication with students, parents, staff and community”

Priority Objectives:

- ◆ Provide Frequent Communication with the Community
- ◆ Expand Advertising and Marketing including Staff and Student Recruitment
- ◆ Continue to Communicate Clear and Consistent Expectations Across the District
- ◆ Utilize Board Meetings to Update Community on Goals