

90-Day Planning 101

Making and Monitoring Bite-Sized Improvement Goals



Why 90-Day Planning?

The Urgency of Now

- 3 months = a school quarter
- Allows for fast feedback cycles
- Turns big dreams into actionable steps



The 100-Day Leader Mindset

“A 100-day leader is not waiting for change – they’re leading it, in small, deliberate sprints.”



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Key Features of 90-Day Plans



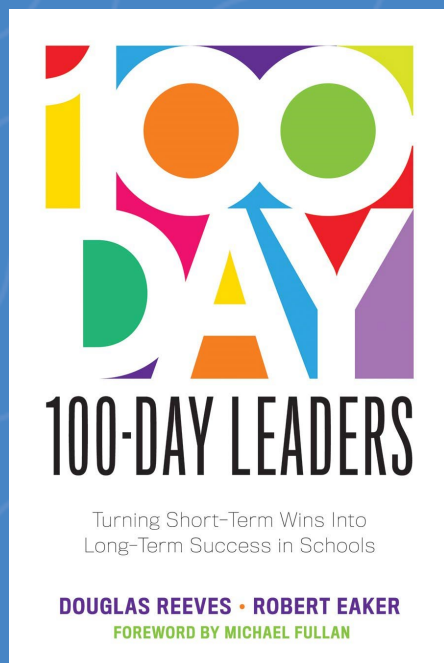
- Focused goals tied to priorities
- Measurable outcomes
- Concrete actions with owners
- Progress monitoring built in



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From Vision to Action: The Power of Short-Term Wins

“Short-term wins build credibility, momentum, and belief.” - Reeves & Eaker



- Aligns with Kotter's change theory
- Builds early wins for long-term success
- Establishes habits of monitoring and adjusting

A 90-Day Plan is a Culture Builder

- Builds collective efficacy
- Creates space for distributed leadership
- Turns feedback into fuel for growth



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Reflection: Are You Leading or Lagging?



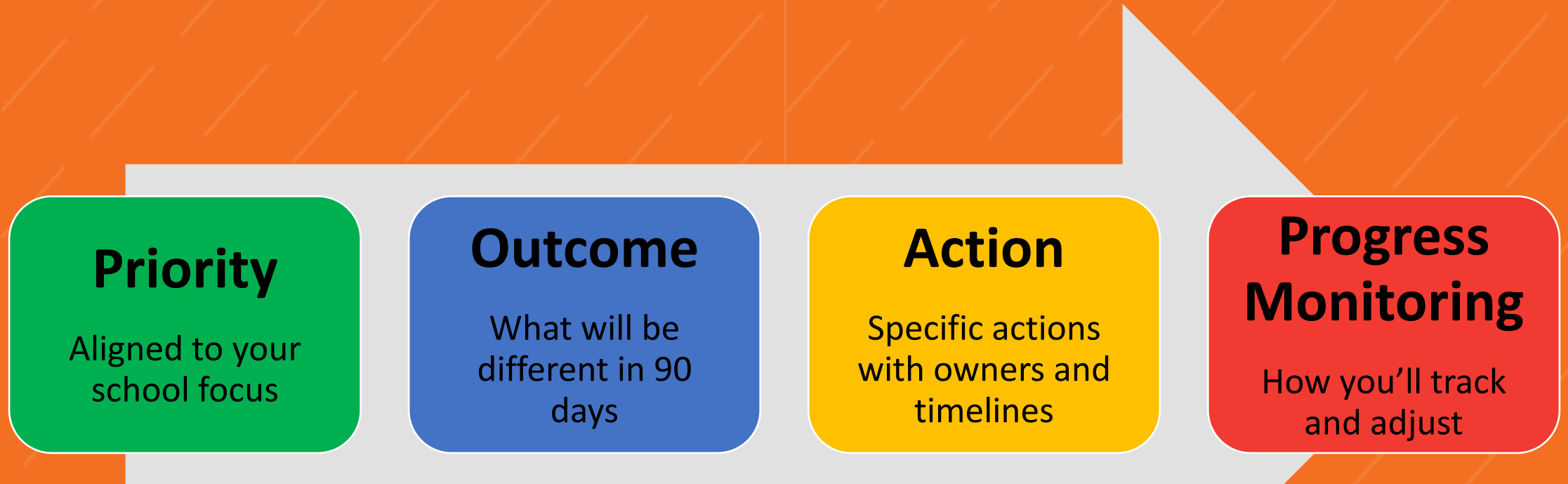
What's one improvement area where your team needs to build belief through action?

Are your current plans leading to momentum – or stuck in monitoring?



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Anatomy of a 90-Day Plan



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More Voices, More Buy-In



- Leverage teacher voice in plan creation
- Use students as feedback partners
- Make the ‘why’ of each goal visible to all



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Sample Goal



Goal: Improve Tier 1 instruction by increasing opportunities for structured academic discourse in Grades 3-5.

Outcome: By the end of the 90-day cycle, 85% of observed lessons (via weekly walkthroughs) will include at least one structured student-to-student discussion using academic language and sentence stems.

Actions:

- Provide targeted PD on academic discourse protocols (e.g., turn-and-talk, accountable talk) during August PD days.
- Implement sentence stem anchor charts in all 3–5 classrooms by week 2.
- Conduct weekly walkthroughs using a discourse-specific look-for tool.
- Debrief walkthrough trends biweekly during grade-level PLCs.
- Highlight one classroom each month demonstrating strong discourse practice in staff newsletters or meetings.

Common Pitfalls



- Too many priorities
- Vague outcomes
- Goals disconnected from student experience
- No one feels responsible
- No monitoring system
- Teams go through the motions without clarity
- Plans that live in a binder



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Leading the Work

- Use the plan in your weekly check-ins
- Celebrate small wins visibly
- Adjust if needed...don't wait for Day 90!
- Model urgency and follow-through



Closing Thought



“Leadership is not about knowing all the answers. It’s about creating the conditions where people can do their best thinking, take action and build momentum – starting now.”

- Reeves & Eaker



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CSDE Turnaround Office

Dr. Melissa Jenkins
Chief Turnaround Officer
Melissa.Jenkins@ct.gov



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CSDE Turnaround Office

Jennifer Webb

Bureau Chief

Jennifer.Webb@ct.gov



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CSDE Turnaround Office

Greg Dresko
Education Consultant
Greg.Dresko@ct.gov



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CSDE Turnaround Office

Amanda Baksa

Associate Education Consultant

Amanda.Baksa@ct.gov



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CSDE Turnaround Office

Dr. Leah Champ Burdick
Associate Education Consultant
Leah.Champ.Burdick@ct.gov



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