

FY12, Collaboration Leading to Effective Instruction

Presentation to District Administration
November 9, 2011

Steve Atwater, Superintendent



Three Items to Cover

- ▶ Promoting our schools' value
- ▶ Expectations (continued)
- ▶ District News

KPB Mayoral Election

General Election

▶ Navarre, Mike	3978	38.96%
▶ Sturman, Fred	2324	22.76%

Runoff Election

▶ Navarre, Mike	5054	52.74%
▶ Sturman, Fred	4529	47.26%

Other Considerations

- ▶ Governor has said that he will not increase funding of education for next year.
- ▶ Borough contribution is an unknown—likely will increase a little
- ▶ Concern with facility maintenance complicates this
- ▶ General sentiment that education is not benefitting from the extra funds

Bottom Line

- ▶ Urgent need to increase the level of appreciation of our schools

Promoting our Value-having effective conversations

- ▶ Three things to establish the conversation
 - Think about it and talk about what you believe and why you believe it
 - Learn to use language that reframes the challenges and issues of public schools
 - Connect your community to your students using stories that bridge the gaps between social groups

Draper, J. C. & Protheroe, N. (2010). *Crucial conversations about America's schools*. Alexandria VA: Educational Research Services

Think about it and talk about what you believe and why you believe it

- ▶ What do you believe? Does every child deserve a quality education? Do SBA scores define a school? Should schools teach children to think?

Recommendations for effective conversations

1. Start with the heart—get the conversation clear on your end
2. Keep an eye on the conversation—respond quickly when it turns unhealthy
3. Make it safe—move toward safer ground when you are headed in the wrong direction—think mutual purpose and mutual respect

Learn to use language that reframes the challenges and issues of public schools

- ▶ “Godless government schools staffed with selfish union employees.”
- ▶ Public schools welcome all children into their classrooms
- ▶ America’s schools feed countless students breakfast and lunch
- ▶ Children from dysfunctional homes find safety and support at schools
- ▶ Don’t just negate the other person’s claims—reframe it—common sense is reasoning within a commonplace: accepted frame
- ▶ Tell a story to build your frame—have several stories to draw from

Connect your community to your students using stories that bridge the gaps between social groups

- ▶ A well told story provides concrete and vivid detail.

Two types to consider

- Challenge plot stories (David and Goliath) will motivate and inspire us. Let folks know that your teachers are leaping tall buildings in a single bound to help needy students.
- Connection plot stories (Good Samaritan, The Blind Side). Use to bridge gaps—social connection = mutuality folks share with students, teachers buying own supplies

Look for opportunities to promote your school

- ▶ Look for opportunities to promote your school
- ▶ When you encounter those whom are skeptical of what we do at KPBSD, take some time to speak with them
- ▶ Community members must feel comfortable and confident that their taxes are well used by the school district

Expectation – Effective Leadership

- ▶ Creative tension—asking your staff to stretch is your job. Asking them to stretch so that they break is a mistake.
- ▶ Effective leadership = taking a risk—what risk are you taking with leading your school? Your job is not to play it safe.
- ▶ Look for those teachers who will help you find footing with change.

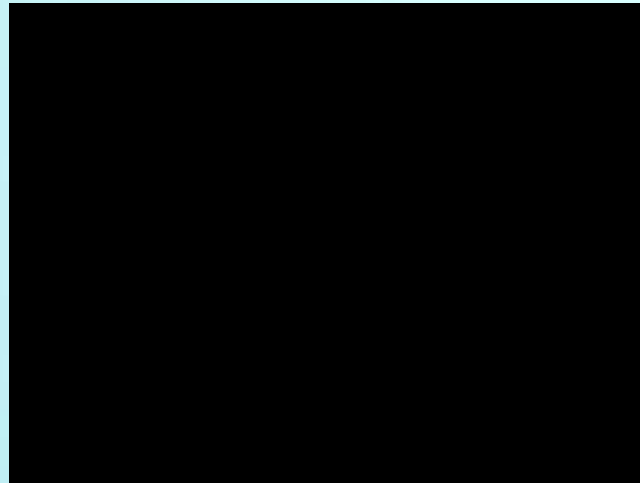
Vision and School Identity

- ▶ What makes your school different from the others?
 - Your school should have a vision of what it wants to be—this is part of the what makes you different or special
- ▶ What can your staff point to that is “their own?”
- ▶ Your vision need not be extraordinary
- ▶ Leadership Team’s vision is to be a high functioning collaborative team
- ▶ My vision is for KPBSD to be a world class school district

PTPC– two recurring themes

- ▶ Don't wait to investigate
- ▶ Take good notes and back things up

- ▶ http://www.youtube.com/watch?v=xBSYD0dQCAw&safety_mode=true&persist_safety_mode=1



District News

- ▶ Enrollment is down—we are over staffed—staffing sheets in January
- ▶ My site visits—mixed reception (PowerSchool, i-SAFE, Co-Curricular Stipends, Sub finder)
- ▶ Leadership Team support—our collaboration is focused on supporting you. Use your directors to help you find success.
- ▶ Quality Tools Training last week was a success—support those teachers who took part
- ▶ We purchased a sub finder program—Tim will mention this during administrivia
- ▶ Veterans Day on Friday—thanks for your response on this
- ▶ BP 0210(a) is out for public comment
- ▶ New Strategic Plan will be written by us and board beginning in January
- ▶ United way—Goal of \$12,000
- ▶ TEP
 - Want to require tenured teachers to do a TEP every 2 of 3 years