



Leadership Matters
Attract...Train...Retain Effective Leaders
(Getting the Right Leaders)

Attract (recommended verbiage)

- Aligned with Communication and Marketing Plan
- Partnerships with local Universities-Principal and administrator preparation programs
- Offer competitive salaries

Key Performance Indicators:

- Increase of highly qualified applicant pool-need to establish baseline

Train Them

- McREL-Balanced Leadership Framework and Evaluation System

Balanced Leadership Framework®



- Moodle Online Modules (Management & Operational)
- Live training based on specific interests such as the law
- Professional Development
 - Based on Continuous Improvement Plans (CIP)
 - Alignment with Instructional Systems: Professional Development Systems

Key Performance Indicators:

- Increase student proficiency as measured by state tests, district benchmarks and common formative assessments.

Develop Them

- Differentiate professional development based on individual experience
- Provide opportunities through the use of Professional Learning Communities (PLC's)
- Professional Organizational memberships (ie. Arizona School Administrators (ASA))
 - Training
 - Research based best practices

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Key Performance Indicators: Retention rate of effective leaders as measured by the McREL evaluation system



(Getting the Right Leaders)

Support Them

- Opportunities for leadership to provide feedback and input on current and future initiatives
- Coaching through peer mentors
- All Administrator Meetings
- Principal Level Meetings (Elementary, Middle and High School)
 - Information
 - Professional Development
 - Application
- Assistant Principals Meetings
- Data Dialogues
- Resource allocation specific to role, time, people and location

Key Performance Indicators:

- Perception Data

How to Communicate

- Improve and align with Communication & Marketing Strategy

Key Performance Indicators:

- Align with Communication & Marketing Strategy

Develop Levels of Leadership

- McREL
- Aspiring Assistant Principal Leadership Training
- Aspiring Principal Leadership Training

Key Performance Indicators:

- Internal leadership hires (2018-2019 baseline data)



Instructional Systems

Supporting teachers

- Providing resources
- Textbook adoption
- Supplemental reading lists
- Elementary report card revision
- Instructional coaches on campuses 50% of time

Professional development

- Qualified evaluator training
 - Early release and full day PD opportunities
 - Learning for All (July 2018 mini-conference)
 - Family Engagement (October 15 district wide training)
 - Vertical and horizontal articulation
 - Rigor-Relevance-Relationships (January 7 district wide training)
 - Summer 2019 Teacher Training/Collaboration
 - Gifted endorsement trainings
 - New teacher trainings
 - Coronado Learning Community Success Initiative
 - Professional learning communities – ongoing refinement
 - Rigor – ongoing refinement
 - Teacher instructional leaders
 - Online PD opportunities
 - Global PD
 - Frontline PD
 - Curriculum associated PD opportunities

CIA alignment

- Curriculum maps
 - Course guides
 - Common formative assessments
 - School City benchmarks
 - Discussion on how to use results
 - Data analysis –tied to continuous improvement plans; ongoing dialog with campus administrators



Increase rigor

- Acceleration opportunities
- First best instruction
- Advanced placement and dual enrollment opportunities
- Increased gifted opportunities
- Dual Language Immersion (DLI) program fidelity

All means all

- Enrichment for all who need it
- Interventions for all who need it
- Individual as well as group data analysis – “kid by kid, skill by skill”
- Walk the talk



Fiscal

Align Fiscal Resources to the Classroom

- Max % spent in classroom as reported annually by the State Auditor General

Develop Compensation packages with classroom priority

- District to be in the upper one third of salary levels compared to other comparable Districts.

High Performance Procurement systems

- Strict compliance with District and States approved school District Procurement rules and regulations

Reduce/ Eliminate Waste

- The District, in light of reduced resources due to declining enrollment, will constantly evaluate opportunities for resource reallocation.



Student Focused Facility Design & Plan

Building Design (Forward Thinking)

- Incorporate the latest functional features proven to enhance instruction

Project Management (Bond Management)

- Provide competent District supervised project management to assure compliance with District standards

Educational Program management

- Infuse design features that enhance instructional program management for student success



Design and Build a Communication System

By Amy Bolton, 11-27-18

The Office of Communications and Marketing has and will continue to make several changes to achieve clarity, develop and issue meaningful communications in a proactive way that reaches all stakeholders.

Clarity

- Goal of clarity is alignment and shared understanding to prevent confusion, misalignment and frustration.
- Information will be specific and as detailed as possible with explanations.
- Information will be shared in plain language without jargon so it's easy to understand.
- Information will be repeated across multiple channels (email, social media, web, etc.).

Meaningful

- Goal of meaningful communication is that information is valuable, accurate, relevant and useful to the audience.
- Information will be crafted with eight audiences and their unique needs in mind:
 - Employees: New and Existing
 - Students & Their Families: New and Existing
 - Public: Media, Taxpayers, Partners, Community
- Information will be crafted in various formats for each audience needs taking into account evolving needs of the 5 generations we engage with, technological advances, marketing best practices, and audience preferences.

Proactive

- Goal of proactive communication is to anticipate audience needs for information.
- Information and content will be crafted with eight audiences' journeys with our organization in mind through these stages:

	Strangers	Visitors	Subscribers	Leads	Applicants	New Members	Members	Promoters
Feeling	Anxious	Interested	In Need	Overwhelmed	Successful	Relieved	Connected	Confident
That Need	Basic Info	Details	Differentiators	Clarity	Reassurance	Support	Updates	Proof
Our Job	Be Found	Be Memorable	Be Helpful	Be Valuable	Be Trustworthy	Be Welcoming	Be Proactive	Be Reputable
Outcome	Take Notice of Us	Engage With Us	Subscribe	Meet Us	Join Us	Success	Satisfaction	Delight



- Information will be crafted in various formats for each audience needs taking into account that needs for information changes for each audience from the time they first discover through the years of our relationship.

Reaching all Stakeholders

- Goal of clarity is reaching all stakeholders is inclusion and equality.
- Information will be shared across multiple channels so that audiences with various needs will be able to access information where it makes the most sense for them (placement).
- Information will be shared in multiple formats so that audiences with various needs will be able to access information how it makes the most sense for them (medium).
- Information will be accessible and translated as needed to ensure equality among diverse audiences.

[Note: Amy will be making a presentation to update us on Marketing and Communication activities at the Jan. 10, 2019 study session.]