



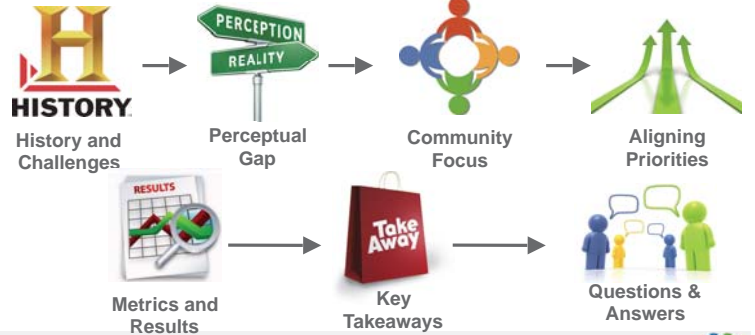
# Forging strong community relationships to accomplish a shared vision

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## Forging Strong Community Relationships To Accomplish A Shared Vision



## History and Challenges

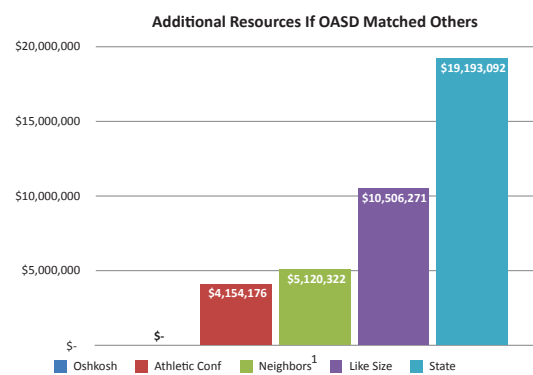
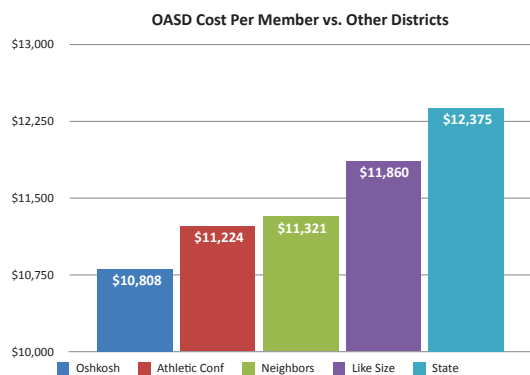


## The Perfect Storm (Leading in Turbulent Times)



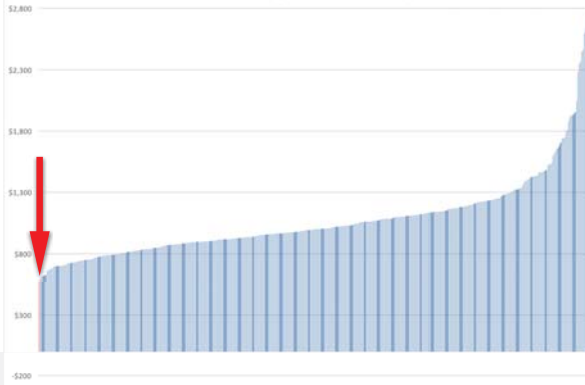
## OASD 2000 - 2010

- District severely under-resourced in all areas
- Board and Union Conflict (4-3 and 5-2 Boards)
- Hostile Newspaper/Radio Media
- Interim Supt. 08-10 and 5 Business Mgr in 4 years
- Multiple failed referenda
- Board under levied for 5 of 10 years
- \$90 Million in facility needs (Windows/Roofs/Boilers)
- 16 of 33 new administrators hired in 2010 including Superintendent and 4 of 7 cabinet members
- 2010 - 2012 (High Quantity Open Records Requests @ 400+)



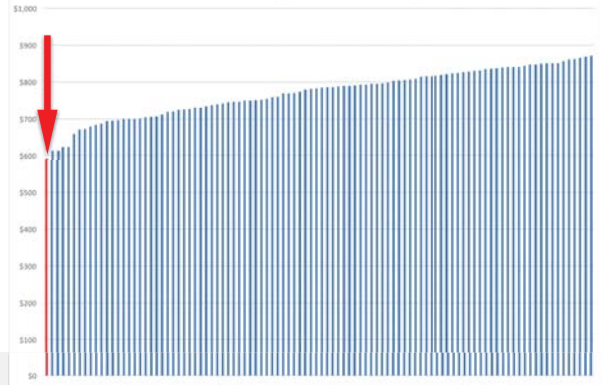
Administrative Cost Per Pupil - All School Districts

Source: Wisconsin Taxpayers Alliance SchoolFacts Report



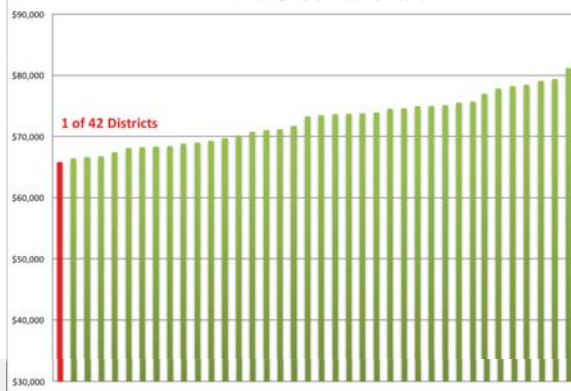
Administrative Cost Per Pupil - Lowest 100 School Districts

Source: Wisconsin Taxpayers Alliance SchoolFacts Report



Teacher Average Salary & Benefits - CESA 6 13-14

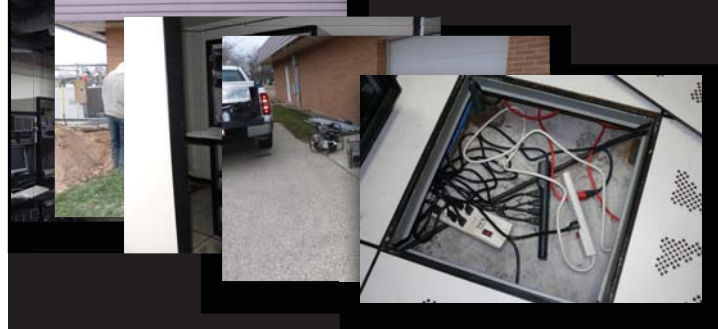
Source: DPI Average Salary Report for Teachers by District (TASR)





- Technology under-resourced for nearly 10 years
- No technology leadership from 2008 to 2010
- Only System Engineer resigned summer 2010
- Frequent outages led to limited student usage
- Community frustrated with resources provided

## OASD 2010



## Rapid Infrastructure Improvements





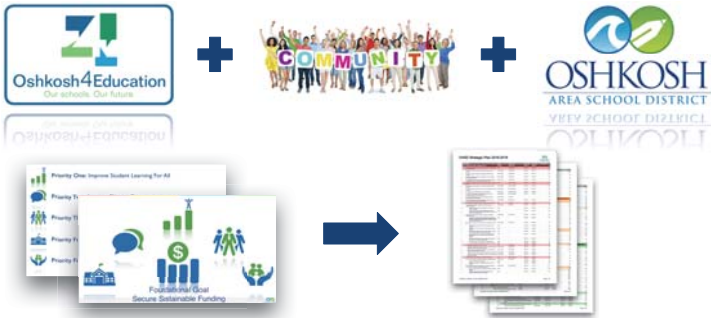
# Community Focus



## Building Community Through Education



## Building Community Through Education



## Being Attentive To Community Needs

### NEW ERA IT Market Assessment Area



- Strong potential for IT job growth with growing gap between supply and demand
- Cost of IT talent gap in region estimated at \$91 Million dollars
- IT skills required for all careers in all sectors
- 4C's and other Life and Career Skills of significant value to employers

4C's = Communication, Collaboration, Critical Thinking, and Creativity

## Building Community Through Education



## Building Community Through Education



## Aligning Priorities



## Strategic Plan Perceptions



**"We have a Strategic Plan, It's called doing things"**

Herb Kelleher  
CEO Southwest Airlines



## Strategic Plan - More Than “We Do Things”



- Guides all resource allocation (board/staff time)
- Strategic Plan Goals assigned to cabinet members
- Plan updated weekly at cabinet meetings
- Plan document “live” on website
- Community report in Fall and Spring

<http://www.oshkosh.k12.wi.us/home/strategic-plan>



Priority One: Improve Student Learning For All



Priority Two: Improve District Communications



Priority Three: Develop and Invest In Quality Staff



Priority Four: Maintain and Improve Facilities



Priority Five: Strengthen Partnerships and Community Engagement



Foundational Goal  
Secure Sustainable Funding



### Example: Instructional Technology Focused Priority/Goals



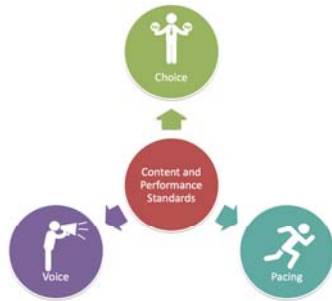
Priority One: Improve Student Learning For All

- Goal 1 A - Support a personalized learning environment
- Goal 1 B - Ensure fairness and equity of instructional resources across the district



## Priority 1 - Improve Student Learning For All

Goal 1 A - Support a **personalized learning environment**



## Priority 1 - Improve Student Learning For All

Goal 1 B - Ensure fairness and **equity of instructional resources** across the district



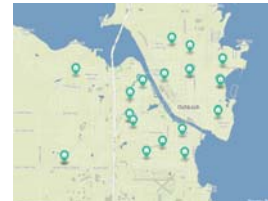
Elementary School



Middle School



High School



## *Learning without Limits*

- Phase I - State of the art infrastructure in 13-14
- Phase II - Embedded PD (Tech Integrators) in 14-15
- Phase III - Provide staff with technology in 14-15
- **Phase IV - Provide students with access to technology in 15-18**
  - 3,000 Chromebooks for grade 9-12 Students (2015-16)
  - 2,300 Chromebooks for grade 6-8 Students (2016-17)
  - 2,300 Chromebooks for grade 3-5 Students (2017-18)



## Metrics and Results

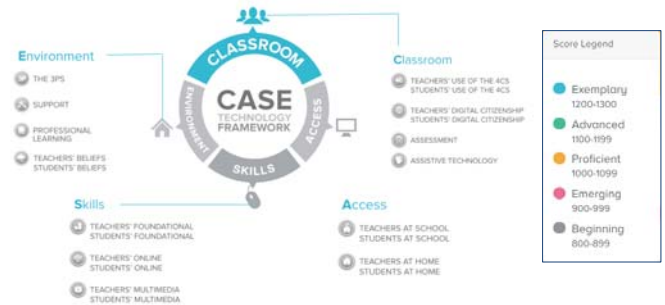


# Internal Data

(Internal Stakeholders)



## Brightbytes Data - More than test scores



## Learning without Limits

Brightbytes Data  
Fall 2014



## Learning without Limits

Brightbytes Data  
Fall 2015

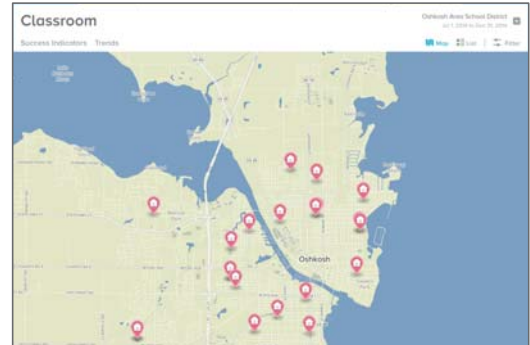


*Learning without Limits*

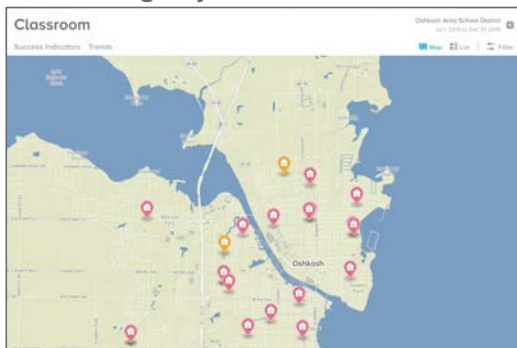
Brightbytes Data  
Fall 2016



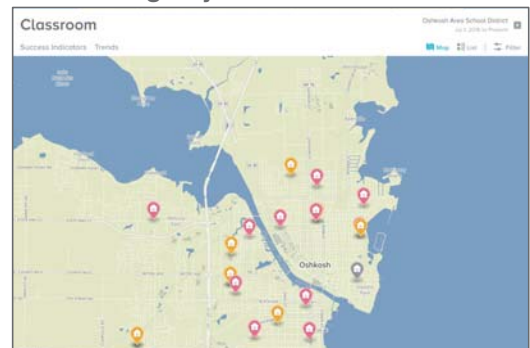
Brightbytes Data Fall 2014

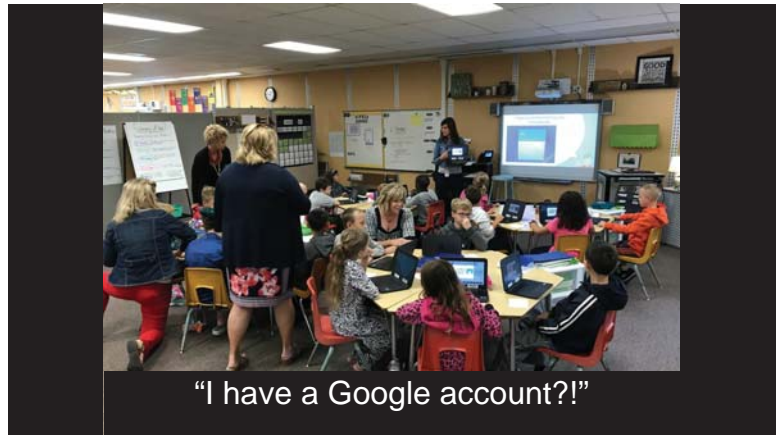
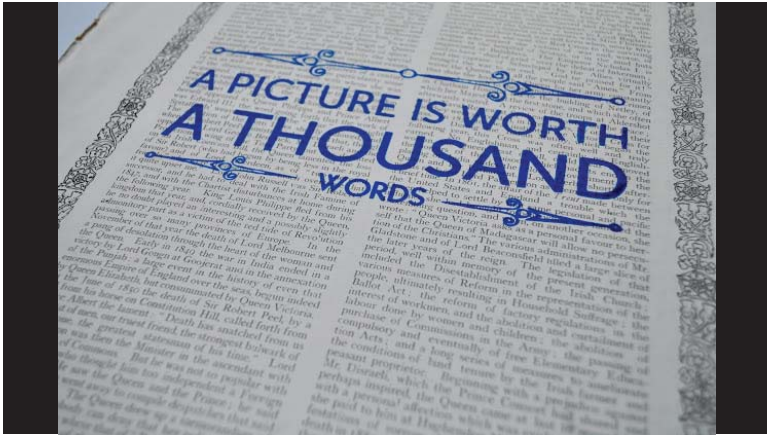


Brightbytes Data Fall 2015



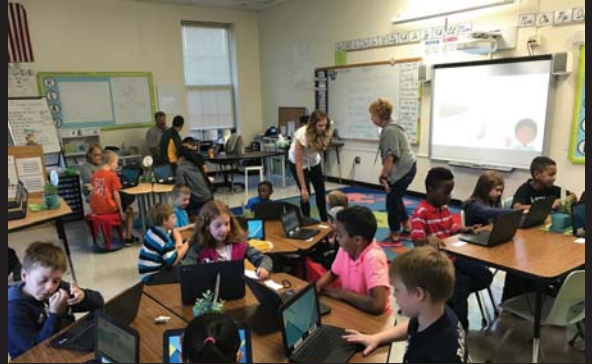
Brightbytes Data Fall 2016







“My fingers are tingling just touching the keyboard!”



“If there’s a fire should we grab our chromebooks?”



“I’ve never used a computer before”

## External Data

(External Stakeholders and Outside Agencies)

## Community Support (3 community referenda in 6 years)



\$13 Million  
Referendum  
Passed 70%



\$4 Million x 7 Year  
Referendum  
Operations + LWOL  
Passed 59%



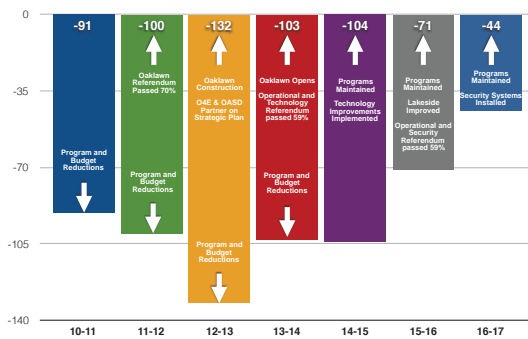
\$4 Million x 7 Year  
Referendum  
Operations +  
Security  
Passed 59%



## Community Support



## OASD Open Enrollment History - Net Loss



## Community Synergy



Overview and alignment of strategic plans  
Identification of common goals  
Linkage of community improvement efforts



## Recognition of Progress



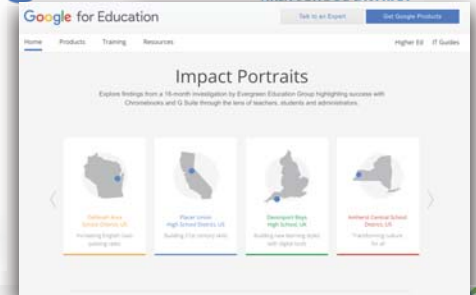
Wisconsin SLATE Conference Presenters  
2011 - 2017



ASCD National Conference Presenters  
2013 and 2017



ISTE Conference Presenters  
2013, 2014, 2016(2), and 2017(4)



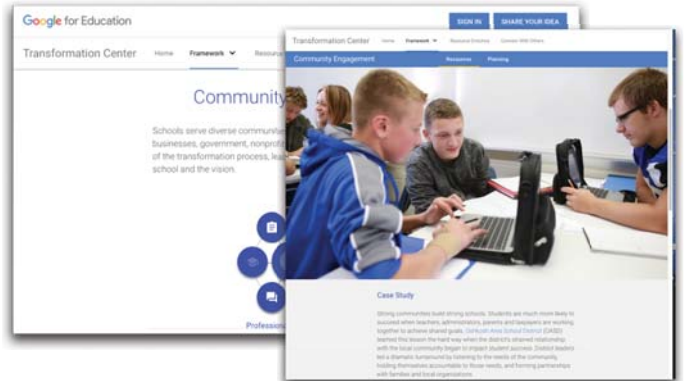
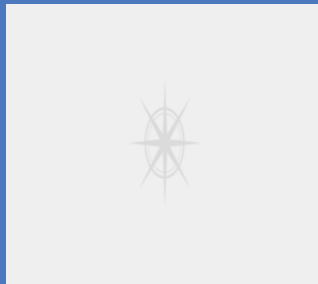
## Transformation Center

Proprietary + Confidential

Schools can't meaningfully change with technology alone. The Transformation Center is a hub of resources to help education leaders improve all aspects of their schools and work toward a vision for change.

Visit the Transformation Center and share your ideas, stories and resources today!

[g.co/TransformationCenter](http://g.co/TransformationCenter)





# Key Takeaways



# Listen First



# Communicate, Communicate, Communicate!





Parent Information Nights  
Youtube Videos  
Facebook, Twitter, Google+ Posts  
InsideLook TV program  
Campus Messenger Communications  
Over 50 referendum presentations



Everyone  
Stay In Your  
Lane!  
(Trust The Team)



Never let a good crisis go to waste

~Winston Churchill



Heavy Open Records  
Environment



= Google  
Apps for Education



It's Not Rocket Science!

(Keep It Simple, Simple Gets Done!)

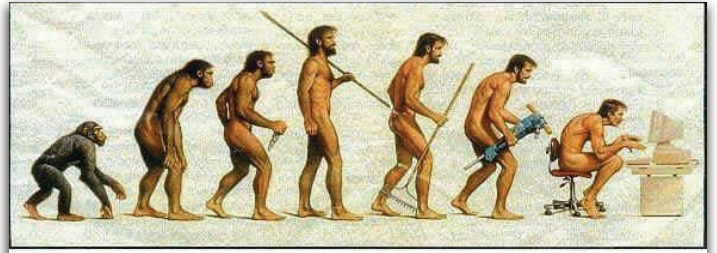


## Don't go it alone



## Go Slow To Go Fast

(Evolutionary vs. Revolutionary)



## Celebrate Success!

(Tell your story and your history often and through the eyes of students)



Remove the  
limitations on  
*Learning without*  
teachers and  
*Limits*  
magic will  
happen





## Questions & Answers

