Excellence in Action
National Summit on Education Reform
2012
Tuesday, November 27, 2012

Strategy Session III:
Accountability-Based Flexibility for
School Districts
Overview

1). Establishment of Strategic Plan

2). Establishment of Standard Operations and Procedures

3). Selection of Schools

4). Branding the System of Schools

5). Selection of Principals

6). Selection of Teachers

7). First Opening Day of Schools
Establishment of Strategic Plan

• Held Community Strategic Conversations within eleven (11) cities or communities across the state

• Engaged faith-based, business, community and civic leaders on core beliefs, 21st century education and mission statement within community meetings

• Held a two (2) day Super Youth Leadership Summit at Michigan State University with high school students from across the state

• At Summit, determined the needs of our most immediate clientele members - the students - on the "weather forecast" of their current high schools or school districts, and moving forward their core beliefs, 21st century education and branding the EAA of Michigan.
Establishment of Standard Operations and Procedures

- Viewed "best practices" of operations and procedures in other school districts

- Brainstormed with Chancellor and Senior Executive Team on each section for this guiding principles manual

- Labored numerous hours to determine the precise language to fit this new system of schools model

- Finalized "best fit" operations and procedures for an individualized, student-centered model of education.
Selection of Schools

• Developed extensive data-driven and analytical report card on each potentially assigned elementary/middle and high school

• Data categories of each school report card included such key areas as age, size and student capacity of building; demographics and geographics of student population; mathematics and communication arts proficiency; drop out rates; and graduation rates

• Discussed data-driven school report cards among key decision-makers in determining most accurate schools to consider for final selection

• Presented proposal of assigned schools to EAA Board of Directors and Executive Committee Members for approval.
Branding the System of Schools

- Hosted a myriad of Parent Meetings for all stakeholders within each school within one (1) month after assignment.

- Marketed exceptionally well through extensive multi-media communications/recruitment campaign that included print, radio, television, digital, and social media advertising plus open houses.

- Marketed through exemplary door-to-door neighborhood canvassing methodology, while tracking enrollment trends to determine additional areas or repeat areas to target.

- Hosted EAA Citywide Education Fun Days wherein all fifteen (15) schools were open simultaneously on Saturday, August 4, 2012.
Selection of Principals

- Robust application process as candidates took an online course and answered online interview questions through Harvard University.

- Screened applicants participated in a full day interview process including assessment and analysis of an underperforming school and in-person interview questions.

- Selected principals were exposed to multi-faceted weekend trainings for new educational paradigm delivery.

- Selected principals attended two (2) day training at Michigan State University related to system of schools day-to-day operations.
Selection of Teachers

• Prospective teachers also applied online through a Harvard University methodology of selection

• Potential instructors demonstrated their craft as they participated within weekend Demonstration/Selection Days

• Screened applicants interviewed before principals in the selection process

• Teachers were exposed to month-long training process on individualized, student-centered learning, and the EAA educational platform.
First Opening Day of Schools
Tuesday, September 4, 2012
Thank You!!