

NSBA 2019

Take A Ways, Observations and Notes

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4/1/2019

Overview

- Overall Thoughts and Themes
- Keynote – Sir Ken Robinson

- Keynote – Johnny C Taylor, Jr.
- Sessions
 - Cyberbullying, Social Media and On-Line Threats
 - Preparing Students for Mobile Work Force
 - Top 10 Strategies to take your Board to the Next Level
 - Creating Contagious Cultures: The Happiness Advantage in Education
 - Using Social Media to Promote Your School District
- Video Links
- Fun Pictures – City of Brotherly Love, Colonial History and Local Food



Overall Thoughts and Themes

- ISBA Opening Reception
 - Saw Dee M. from ISBA
 - Met Board Members from Elk Grove SD214 and Schaumburg SD211
- Exhibit Floor
 - Smaller than ISBA Conference

 - Focus on Health, Food, Security, Architecture, Applications
 - Contact from Customer Success for First Student
 - Picked up a copy of the 4th edition of Safety and Security Guidelines from PASS
- Main focus/theme was on Curriculum and Preparing students for Careers – Impact of technology and changing world
- Confirmation that we have a great board and staff based on hearing and talking to others – Politics, Relationships, Heated Elections, Finances, Communication, Partnership . . .
- Attended ABM focus group - \$150 Donors Choice gift card for SD13
- Our Action – What are we doing to prepare our students for future careers? Are we introducing the appropriate amount of technology?
- Our Action – Look into The Orange Frog – *The Happiness Advantage*
- Fun Fact – Logged 89,764 steps in 4 Days!

Keynote – Sir Ken Robinson

- Human Resources are diverse and need to be redefined
 - Great teachers energize, inspire, develop and refine
 - Synergy between students and teachers need to exist
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- School Board actions are fundamental to the future of education
 - Difference between learning and education
 - Learning is natural process
 - Educational is a more organized approach - intended to help children learn
 - School is a community of learners
 - Issue - children born with deep interest in learning do not need to fix kids we need to fix schools
 - Children educate by age group - is a limited; Divide schools into disciplines
 - Kids do not fail the system the system fails the students



Keynote – Johnny C Taylor, Jr.

- Future of work and the work place - Preparing us for the real world - Corporate America looks for leadership
- Lower birth rate + Higher GDP + Low unemployment rate = Human resource crisis in America
- 3.6 M high school graduates - 7.3 Million open positions - 6.3 M looking for work
- Problem is access to **human capital** not financial capital
- Need to better prepare High School graduates – Focus on Hard Skills and Soft Skills This starts in K-8.

EVOLUTION OF TALENT: WHAT WE NEED AT WORK NOW

	HUNTER-GATHER ERA	AGRICULTURAL ERA	INDUSTRIAL ERA	INFORMATION ERA	AUGMENTED ERA
TIMESPAN	MILLIONS	MILLENNIUMS	CENTURIES	DECADES	
TALENT	STRENGTH + SPEED	KNOW HOW + STAMINA	EFFICIENCY + OPTIMIZATION	ACQUIRED KNOWLEDGE + SKILL	CREATIVITY, AGILITY + ADAPTABILITY
TOOLS	LABOR EFFICIENCY	LABOR AUGMENTATION	LABOR REPLACEMENT	COGNITIVE REDUCTION	COGNITIVE AUGMENTATION

THE 2 E's

 EDUCATORS +  EMPLOYERS

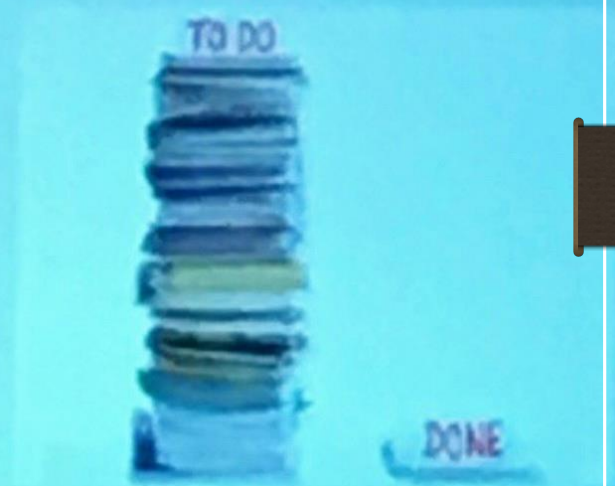
- ✔ Let's commit to finding each kid's strengths versus weaknesses
- ✔ Let's talk about curriculum ... a lot
- ✔ Let's measure "success" differently

Cyberbullying, Social Media and On-Line Threats

- Jeff Bean – SRO Chicago Suburb - SafeSchools4All
- Schools face a new reality
- Increased use of Social Media
- Responsibilities for Schools, Parents, Students and Law Enforcement

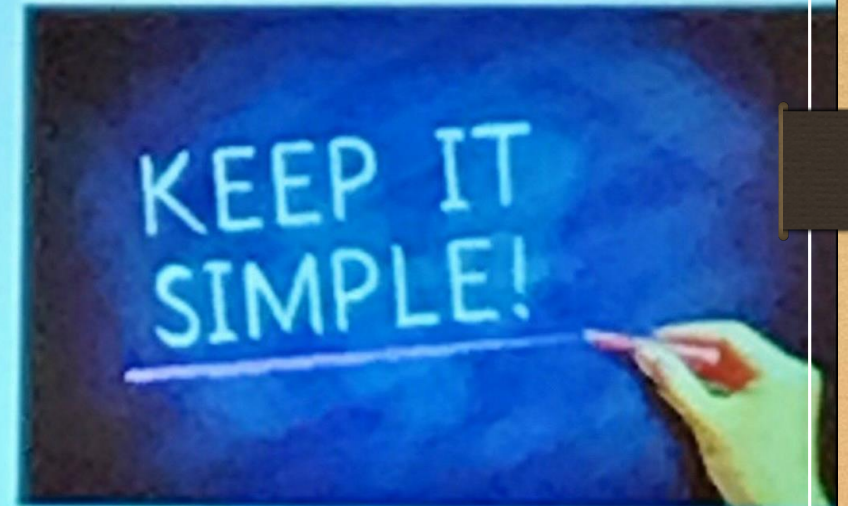
A SCHOOL'S NEW REALITY

- **Mandated policies and action plans to address bullying/cyberbullying**
- **Students bringing social media issues into the building, a rise in digital threats**
- **Required trainings for staff, and the need to implement these topics in curriculum.**



PRACTICAL TIPS

- **Make sure what you have works**
- **Seek out grants and free resources**
- **Reward progress vs punishing mistakes**
- **Don't just "check the box"**
- **Emphasize PEOPLE over products**



Preparing Students for Mobile Work Force

- Presented by Apple
- Technology has created a monumental shift in the way the world works
- Apple has 50% of its global workforce without college degrees
- How do we get kids career ready focus not just college ready anymore
- Industrial Age to Information Age to People Age

Skills in Demand for 2018

2018

Analytical thinking and innovation

Complex problem-solving

Critical thinking and analysis

Active learning and learning strategies

Creativity, originality and initiative

Attention to detail, trustworthiness

Emotional intelligence

Reasoning, problem-solving and ideation

Leadership and social influence

Coordination and time management

Skills in Demand for 2022

A person wearing a high-visibility orange vest is working on a large, curved pipe or structure. The background is dark and industrial.

2022

- ▲ Analytical thinking and innovation
- ▲ Active learning and learning strategies
- ▲ Creativity, originality and initiative
- ▲ Technology design and programming
- ▼ Critical thinking and analysis
- ▼ Complex problem-solving
- ▲ Leadership and social influence
- ▼ Emotional intelligence
- ▲ Reasoning, problem-solving and ideation

Top 10 Strategies to take your Board to the Next Level

- Presented by GSBA and Georgia school superintendent
- I have hard copy hand out of the 10 Strategies
- Aligns with the approach we take in SD13
- Strong communication from Superintendent
- Confirmation that our SD and Board are in a good place

1. **Commit to a vision of high expectations for students**
2. **Share beliefs about students' abilities to learn**
3. **Are accountability driven, and focused on student outcomes**
4. **Have a collaborative relationship with staff and community**
5. **Are data savvy**
6. **Align and sustain resources to district goals**
7. **Lead as a united team with superintendent**
8. **Take part in team development and training**

8 Traits of Effective School Boards

Creating Contagious Cultures: The Happiness

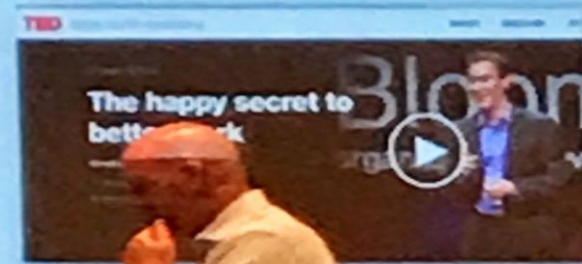
Advantage in Education

- Presented by Devin C. Hughes
- Change the lens on how you look at things - More Humor

- We always use averages to drive towards - Creates mediocrity
- Children do not realize they are capable of more
- Need to talk about good things - recognize the good in others
- US is 19th in the world on happiness – We have a Loneliness Epidemic
- Destination addiction - never happy until the next step
- Happiness fuels success not that success fuels happiness
- Illinois SD54 has adopted this program – may be worth talking with them

Shawn Achor

Most Popular Course on Harvard Campus for 7 years
One of Top 15 Most Watched TED Talks of All Time
International Best Seller "The Happiness Advantage"
Most popular training "Workshop on Happiness"



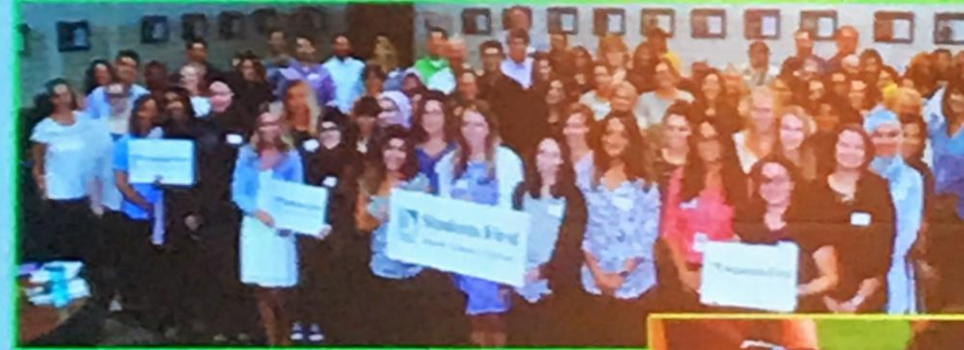
Using Social Media to Promote Your School District

- Presented by Superintendent, Board Trustee and Communication Director from Detroit area School – Large District
- District is 2nd largest employer in Detroit outside of Government workers
- 2 Blue Ribbon awards in the last few years

- Overall leverage several of the best practices we already have in place
- Encourages administration and teachers to be published
- Their Strategic Plan includes a Communications Plan
- Heavy use of Instagram versus Twitter by the Superintendent
- Strong relationship with local law authority
- Send a daily incident report to board members in addition to weekly letter
- Utilization of coupon mailers to share information with tax payers
- 6-7 meetings a year hosted by the Superintendent for community to attend

Our District By The Numbers

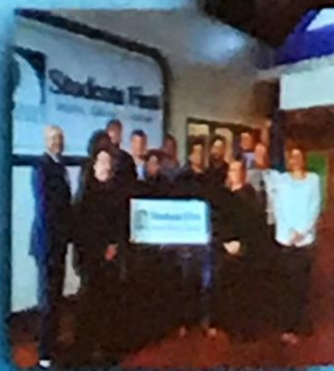
- \$300 Million Budget (Includes Foundation and Grant Funds)
- 41 Schools & Programs
- 3 Non-Instructional Buildings
- 2,797 Staff Members
(one of the largest employers in Wayne County outside of Detroit)
- 1470 in DFT Union (Teachers)
- 21,000 Students
- 4,000 Students Added In The Past 17 Years
- 800 Student Increase In 2016-17
- 76% Of Students Free And Reduced Lunch
- 47% Of Students Are English Language Learners
- 8% Special Education Students



Balanced Communications Approach

- Build Personal Relationships

- ❖ Community Events
- ❖ Chatting With The Superintendent
Meet the Principal
- ❖ Member of
Civic Organizations
- ❖ Face-to-Face
(builds trust)



Videos

Sir Ken Robinson – Kid excited about banana -

<https://www.youtube.com/watch?v=wzry8ATXvX0>

Happiness – Volkswagen Commercial

https://www.youtube.com/watch?v=AQi_hHYO9c

Happiness – Ted Talk

https://www.ted.com/talks/shawn_achor_the_happy_secret_to_better_work?language=en



Fun – City of
Brotherly Love,
Colonial History
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