

**MEMO TO: BOARD MEMBERS**

**FROM: JOHN SIMPSON**

**DATE: JANUARY 20, 2017**

**RE: SUPERINTENDENT GOALS: UPDATE**

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At the January 9, 2017 board meeting, I shared some initial thoughts and actions regarding the goals developed for me at the December 5, 2016 Board meeting. On Monday evening, I will give the board an update including the additional goal I'm proposing. Additional information below has been noted in bold.

*Goal: Support/challenge current administrators and hire outstanding new ones as needed.*

Initial items for consideration and discussion:

- Please [click here](#)(updated) to view a summary document of the process and timeline to hire the principal at Steger/Computer School.
- Please [click here](#) to view a summary document of the process and timeline to hire the principal at Bristol.
- A team of district administrators and I have been working on the development of a new administrator evaluation with the intent of implementing the new tool in 17-18.
- I will continue to encourage, support, and challenge district administrators informally and formally through implementation of our administrator evaluation tool.

*Goal: Broad communication plan that addresses social media, community engagement, visibility, input and information dissemination... sharing of ideas.*

Initial discussion points or thoughts:

- We are in the process of revising our formal communication plan to include the items we've initiated this year and we'll ensure attention is given to the areas listed in the goal. The revised plan will be presented at an upcoming meeting.
- As of January 4, Facebook comments on the district Facebook page are open for everyone to view provided they adhere to our guidelines.
- My blog currently has 642 followers (410 in September) and my twitter account has 351 followers (210 in September).

- The first of three “Meet the Superintendent” Community Events was held at Webster Groves Rock Hill Ministries in December.
- On January 17, we plan to open our new home page on the district web site. We will seek community feedback through the initial implementation phase to ensure the page is best meeting the community’s needs.
- We will survey the community later in the year to assess the effectiveness of our communication plan.
- **John and Cathy will present the draft communications plan to the Key Communicators Team on February 23, 2017.**
- **John and Cathy will present the final draft communications plan to the Board of Education on March 13, 2017.**

*Goal: Provide an action plan to guide the improvement of learning for students who struggle and students who are not challenged to stretch their achievement.*

Initial items for consideration and discussion:

- It would greatly benefit my team to listen to additional Board discussion on this goal in order to ensure we’re heading in the direction you desire. Children struggle in many different ways and certainly it’s important to challenge each student to do their best. You know this. While my team and I could “narrow” this goal ourselves (ex: children who struggle to read), we’d really like to hear your thoughts so that our direction is clear prior to sharing an action plan.
- I’m thinking it would be beneficial for administration to prepare a board report detailing how we currently provide support for all children including those who demonstrate a need for additional attention. We could include the areas of academic, social, and emotional growth. We could also share existing data and information currently used to evaluate students’ progress in order to determine when additional support is needed. As part of the presentation, the team could share perceived areas of strength and weakness, and plans for growth and improvement.
- **On April 24, 2017, Dr. Denbow and Mr. Thomas will provide the board with a report that includes the items mentioned above along with progress being made in support of personalized learning and innovation.**

*Goal: Improve use of data at the district level.*

- **Review organizational data systems currently in place and make recommendations for improved systems and uses of data.**
- **Present recommendations to the Board of Education in the fall of 2017.**

A community committed to academic  
and personal success for every student



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RECOMMENDED BOARD ACTION.....report only, no action needed.