

MEETING MINUTES  
SCHOOL BOARD OF SANTA ROSA COUNTY  
WORKSHOP  
October 24, 2013-1:00 AM

Items for Review and Discussion

A. Strategic Improvement Plan Workshop

*Mr. Wyrosdick welcomed everyone to the workshop and thanked them for their assistance in helping to develop our Strategic Improvement Plan. He introduced Mr. David Johnson, Director of Continuous Improvement and Alternative Education.*

*Mr. Johnson welcomed everyone and also thanked them for participating in the workshop. He began by reviewing a PowerPoint presentation which helped explain what we will be working on.*

*When we went through our accreditation review last year, Santa Rosa received ratings of Highly Functional in all areas of the review, except one. We received a rating of Operational under the Vision and Purpose standard. The required actions needed are to 1. Devise a comprehensive initiative to ensure all schools are aware of and embed the School Standards into their continuous improvement process. 2. Develop a systemic process to monitor and review implementation of instructional strategies to ensure equity among diverse populations and identify best practices. Quality systems have a clear process to evaluate the effectiveness of instructional strategies. 3. Formalize our strategic planning process to be more dynamic. Many district plans are being coordinated. But there is no coordinating document that captures the transparency we have in other arenas. A strategic plan coordinates the work in a more systemic fashion.*

*Our goal for today's workshop is to compose a Vision and Mission Statement and to come up with rough drafts of the plan's four goal areas.*

*Mr. Johnson reviewed and explained the difference between a Mission vs. Vision Statement. A Mission statement answers the question "why does this district exist?" and are present based statements. A Vision statement answers the question "Where do we see our district going?" and is a future-based statement.*

*Mr. Johnson divided the participants in the workshop into five teams and asked the team board member to share their Mission/Vision Statement (homework) with the others and then come to a consensus and develop one set.*

*Team One consisted of Dr. Barber (facilitator), Mr. Scott Peden (absent), Larry Strain, Desi Lee, Liz West and Mrs. Beagle. Anita Holmes took notes of the group's discussion. Some of their ideas for a Mission statement included, educate children, provide every student with a high quality of instruction to be able to succeed in the classroom and in life; to achieve individual excellence; achieve personal responsibility; prepare children to be self sufficient and responsible adults and schools need to be community focused and community should be school focused. Their goal was that every student should have a safe learning environment and education becomes meaningful.*

*Their Mission Statement was to: Provide a 21st century teaching and learning environment that ensures all students are college and/or career ready and prepared to be successful in life. Their Vision Statement: Every student will have the opportunity to achieve his/her highest potential/purpose to fully participate and contribute to all aspects of community life.*

*Team Two consisted of Pam Smith (facilitator), Mr. Winkles, Mr. Naile, Ms. Milsap, Mr. Thorpe and Mr. Wyrosdick. Melanie Pattullo took notes. Mrs. Smith asked for those who had written down their mission statements to share what they had. Mr. Thorpe shared his mission statement: To educate each*

*student to the highest level of academic achievement and prepare students to succeed in life. Mr. Naile asked if we should use "highest level" or "to their potential?" Mr. Winkles read his mission statement: To provide each student with quality instruction, learning opportunities, safe educational environment which inspires academic success. This team felt the following phrases were important to use in the mission statement; Quality Instruction, Safe environment, academic success, and responsible citizenship. Mr. Winkles felt that facilities need to inspire success. Ms. Milsap shared her mission statement: Creating positive leaders who are confident in changing the future. The team liked this; particularly the phrase "confident in changing." Mrs. Smith's mission statement was "Create a school district that holds high expectations, student focused learning, quality educational environment and where college and career readiness is self-evident in schools that view schools, parents, and community as equal partners." Mr. Thorpe suggested combining some of these phrases that are similar: prepare students for life, personal excellence and responsibility, learning opportunities, quality instruction, safe educational environment, responsible citizen, confident in changing future, high expectations and equal partners. Mr. Wyrosdick asked what do we want students to look like when they leave us - year 13? Mr. Winkles answered, to be prepared to take the next step - prepared for college or the workforce. As the group discussion continued, Mrs. Smith suggested that the group come up with three things that they want to make sure is in the mission and/or vision statement - what our system is going to do and the outcome we expect.*

*The team reviewed their list of desired goals/accomplishments; educated to highest level, prepare students for life, personal excellence, learning opportunities, quality instruction, safe educational environment, responsible citizenship, inspire classroom success, confident in changing future, high expectations, equal partners.*

*Group Two's Mission Statement was: Santa Rosa County is responsible for developing confident, lifelong learners equipped with personal responsibility for success in a safe environment that demands excellence. Their Vision statement: Our school district empowers all students to achieve high levels of learning.*

*Team Three consisted of Mr. Bill Emerson (facilitator), Cinnamon Holderman, Jenny Granse, Linda Novota and Kelly Lee. Lauren Sutton took notes. Mr. Emerson asked what should a school district do? Mrs. Granse thought they should be working toward making students productive citizens. Mrs. Novota asked the definition of "productive." Mr. Emerson thought it meant "one who contributes." Some of the skills that need to be developed in students are academic, social, knowledge, communities, technology, and problem solving. Mrs. Novota thought the district should provide a level of comprehensive education and Kelly Lee thinks it should meet the needs of our students.*

*Mr. Emerson asked "what are the needs of our students?" How do we incorporate these goals into a concise statement without being too wordy? Team Three took a few minutes to incorporate these goals into their own statement. Knowledge, productive citizens, meet needs of students, responsible, technology, communication, social skills, and problem solving. The group read their statements, then discussed and came up with a consensus statement to present as their mission statement.*

*Their Mission Statement: Empower students to demonstrate knowledge, skills and character necessary for global citizenship. Vision Statement: Santa Rosa County students are successful in community, college and careers while contributing to a better world.*

*Jenny Granse also had a list of some goals - increase student achievement, increase parent engagement, increase data driven decisions, increase profession and stakeholders collaboration.*

*Team Four consisted of Ms. Sherry Smith (facilitator), Mrs. Diane Coleman, Mr. Eddie Smith, Ms. Ueberschaer, Mrs. McCay, and Mrs. McCole. Mrs. Coleman shared her homework assignment with the group. The group discussed different ideas for a vision statement and all agreed that the vision statement should be: To provide an equal learning opportunity with the expectation of excellence and*

success for higher education or career choices. The group discussed ideas for the mission statement and all agreed that their mission statement should be: To provide Santa Rosa County students with a superior education in a safe environment and prepare them for higher education or career choices. Mrs. Coleman shared her ideas for the goal areas to the group. Santa Rosa County School Students are ACES in the whole. A - Academics, C - Character, E - Environment, S - Success. Everyone liked the idea and all agreed that would be their goal areas.

Team Five consisted of Mr. Hinote (facilitator), Mrs. Diane Scott, Ms. Jackie Ard, Mr. Nall, Mr. Harrell, and Mr. Gunter (absent). Marilynne Pugh took notes. Mr. Hinote began by asking if anyone wanted to share their homework assignment. Brian Nall and Mrs. Scott shared their ideas with the group. Mr. Nall's mission statement was to provide a high quality relevant education to all students in Santa Rosa County. Vision statement was to Set the standard for education in America. Dr. Scott Mrs. Ard felt we should come up with a Mission/Vision statement that indicated our students are our main priority.

After discussion of both ideas and working out the pros and cons of some of the wording, Team Five's Mission Statement was to Provide a high quality education that prepares students to enter the workforce or pursue further education and opportunities. The final Vision Statement: To synergize the resources of Santa Rosa County in order to develop students who are mentally strong, physically sound and emotionally vibrant who will set the standard for education in America.

The second grouping session began by combining teams 1 and 2 and Mr. Hinote, Ms. Scott, and Ms. Ard. Dr. Barber was the facilitator. The teams shared their mission statements with each other. Dr. Barber asked what the group thought were "non-negotiable?" Some of the non-negotiable ideas were that education should be student centered, career or college ready, excellence and success, lifelong learning, successful in life. Mr. Hinote stated that his group approached the structure as a one-sentence mission statement. Some of the ideas were to provide a 21st century teaching and learning environment that ensures all students are career ready and prepared to be successful in life; SRC is responsible for developing confident, life-long learners equipped with a personal responsibility for success in a safe environment that demands excellence; provide a high quality education that prepares students to enter the workforce or pursue further educational opportunities. There was discussion among the group about the wording, some felt life-long was an old fashioned word, others really liked the word synergize. The group decided on Mission Statement: Our Mission is to ensure all students become motivated life-long learners prepared for global success. Vision statement was our students will be mentally strong, physically sound and emotionally vibrant and responsible citizens of our community. There was some discussion regarding the similarity between the mission and vision statement. The group revisited some of the wording.

Teams 3 and 4 combined, along with Mr. Nall, and Mr. Harrell. Mr. Emerson facilitated their group and began the discussion by reviewing the mission statements from the teams previous work. They agreed that the mission statement should be: Empower all students with a superior, relevant education. They also discussed the vision statements and agreed the best was Santa Rosa County Students are well prepared to succeed in college, careers and in the community while contributing to a highly technical world.

All groups combined again and Mr. Johnson helped facilitate ideas and helped to develop a consensus statement combining ideas from both groups and using suggestions from the attendees. The group analyzed each word for relevance and meaning and decided they did not like the words "lifelong" or "synergize" because they seem to be "buzz words." The Group reached a consensus on the following:

*Mission Statement: The mission of the Santa Rosa School District is to educate students for global success by providing a superior, relevant education.*

*Vision Statement: Our students are productive, successful contributors to society.*

*The final part of the workshop was working on the The Strategic Improvement Plan and focusing on the Superintendent's goal areas. The groups were A. Service (Mr. Harrell) B. Family (Dr. Barber) 3. Finance (Susan McCole) and 4. Student Achievement (Mr. Emerson).*

*Mr. Johnson distributed and explained a form that he wanted each group to fill out. The form was used to list their objectives, how they will be measured, the frequency and the individual responsible for collecting the data. The district especially liked the format of the Lee County Strategic Plan Goals and has patterned our form in a similar manner.*

*The Administrative Services Group consisted of Mr. Harrell, Kelly Lee, Jackie Ard, Buddy Hinote, Liz West, and Vickie Beagle. Mr. Harrell began by stating he wanted parents and stakeholders to feel welcome at our schools and district offices. An example was a person he saw wondering around in the district offices lost. Mr. Hinote suggested we think about putting up signs to show them where each office is located, along with the room number and what floor they are on. The group discussed goals in the service area as providing a welcoming environment, providing safe sanitary facilities, buses being on time, and offering healthy food choices to our students. They also discussed the importance of continuing or maintaining our energy management plan. This plan has helped reduce our current rate of energy consumption over the past two years. This can be measured by Gulf Power - Energy Watchdog and the data they supply us. The Studer Group surveys we send out to parents, students and staff can be used as our tool to measure our success on the other objectives as well as the quarterly reports presented to the board members at board meetings.*

*The Financial Group consisted of Susan McCole, Hugh Winkles, Tom Naile, Johanna Milsap, Linda Novota, Mike Thorpe and Tim Wyrosdick. Ms. McCole shared with the group that Santa Rosa County's financial condition ratio is now below 3% and that the state has been notified. If we drop below 2% we have 14 days to come up with a fiscal recovery plan and present it to the state. If the state doesn't agree with the plan, they will come in and make the changes that they think will help bring the ratio back up. She explained that our funding has been cut 20 million dollars over the last few years. Hugh Winkles shared with the group all the different categories of the budget and how they have to be spent. The group discussed a few ideas as to how the district could receive more dollars, such as selling any properties the district no longer needs. Ms. McCole stated that we really don't have any surplus property with any value to sale. The group discussed goals to help the district get the financial condition ratio back to 3% and higher. Their first goal is to get our financial condition ratio to 3%. Second goal is to get our financial condition ratio to 5-7%. Third goal is to use other funds when available instead of general funds revenue. Their fourth goal is to educate our community about the district's financial condition and a fifth goal is to comply with Federal, State and Local requirements.*

*The Student Achievement group consisted of Bill Emerson, Desi Lee, Larry Strain, Brian Nall, Pam Smith, Jenny Granse, and David Gunter. Discussions were about defining their strategic objectives. Some ideas discussed were graduation rate and drop out rate, Achievement Gaps, Assessment Comparisons, Proficiency Levels, Students in Advance courses and industry certification, and being college and career ready. Mr. Emerson explained that this document should be broad rather than specific and individual school improvement plans would address the specific student proficiency and achievements. He also said we need to somehow include technology, but there was a question on how that would be measured. Their goals included raising the graduation rate and lowering the drop out rate, improve proficiently rates in Language, Math and Science, close the achievement gaps for minority groups, and to improve college and career readiness through participation in advanced coursework. Their goals can be measured by reports from the Department of Education, State Assessments, and Equity report, High School Grade results, ACT, SAT, PERT and Industry Certificate Reports.*

*The Family Group consisted of Dr. Barber, Diane Coleman, Diane Scott, Cinnamon Holderman, Wei Ueberschaer, Sherry Smith and Kenny McCay. Mr. Wyrosdick worked with the "family" group - led by Dr. Barber. Every person is an important part; we are a family of educators. The family group took a*

*detailed look at how we are engaging our employees and demanding excellence in performance. After their discussion they agreed on four strategic objectives and how they can be measured. Recruit, engage, and retain high qualified employees, Recruit, engage and retain employees reflective of the ethnic diversity of our students (African American, Hispanic, all categories); parent/community involvement - improve quality of communication and engagement of parents and community members; and improve physical and mental well being of employees. These objectives can be measured by Human Resource and Data Processing reports, employee evaluations (ratings - effective or needs improvement), comparison with other districts, Parent satisfaction surveys, ConnectEd, parent conferences, volunteer hours at schools, opportunities for parents to be involved, collaborating with parents, employee surveys, attendance, track Worker's Compensation claims, track and increase number of wellness activities.*

*Mr. Johnson asked the facilitator of each group to briefly review what their group discussed.*

*He thanked everyone for being here today and explained that he will send out the basic "next steps" in the development of the Strategic Improvement Plan. He asked everyone to consider the following statements that were agreed on during the workshop and invited edits and insights to them.*

*Mission*

*Educate students for success by providing a superior, relevant education.*

*Vision*

*Our students are productive, successful contributors to society.*

*Superintendent Wyrosdick will meet with the four goal areas leaders (Assistant Superintendent's) to review what we were able to accomplish today, discuss team composition, review responsibilities and finalize the components of the plan template.*

*Mr. Johnson anticipates reconvening a meeting of the entire team sometime in January/February 2014 to finalize the plan.*

*We will break at 11:30 a.m. for lunch. Lunch will be served to the board members in the upstairs middle school conference room. The workshop will resume after lunch, if necessary.*