

Brodhead Schools Develop “Areas of Focus”

By Leonard Lueck

The Brodhead School Board has spent portions of the last few meetings working on a new system that will replace their annual goal setting process. Rather than identifying goals for the 2017-18 school year, the Board developed “Areas of Focus”. The process is very similar to setting goals except that with this new strategy the Board identified what was going to be measured, how it was going to be measured, and what strategic actions would be used to improve these areas. The Board chose student achievement, service, and people as their areas of focus.

Student achievement will focus on assessments that will meet or exceed student growth targets. The annual result would be to increase the score on the State Report Card by one point each of the next three years with a goal of achieving a rating of “exceeds expectations”. The District will implement assessment tools to monitor the progress that students make. The District will implement/expand on the use of Professional Learning Communities to explore and evaluate data. We will also be piloting new assessment tools to help identify the most reliable data sources for monitoring student progress. Staff will also receive professional development to help analyze student data.

In the area of service, the District will work towards building a positive culture to best serve all stakeholders. The objective in this area is to improve parent satisfaction. We will be creating a survey that will establish a baseline score for many of the different areas/departments within the school system. This score will then be used to compare with future scores to measure improvement. Administrators will also document the number of positive calls made by staff. Strategic actions will be developed from the information that is received from these surveys. Positive phone call logs will document the contacts that staff makes with parents.

The final area that the Board chose was people. The District will work to build and support our school staff through effective communication, relationships, and professional development. The objective in this area is to improve employee engagement. Once again, we will be developing a survey that will establish a baseline score that will be used for future comparisons. Strategic actions will be developed from the information from the survey. Administrators will use a technique called “rounding” to help measure individual employee engagement. Professional development will be provided on the use of professional learning communities.

The Brodhead School Board hopes this new model will provide continuous improvement by using evidence-based data for making decisions.