

# East Baton Rouge Parish School System

Performance Feedback

April 2011

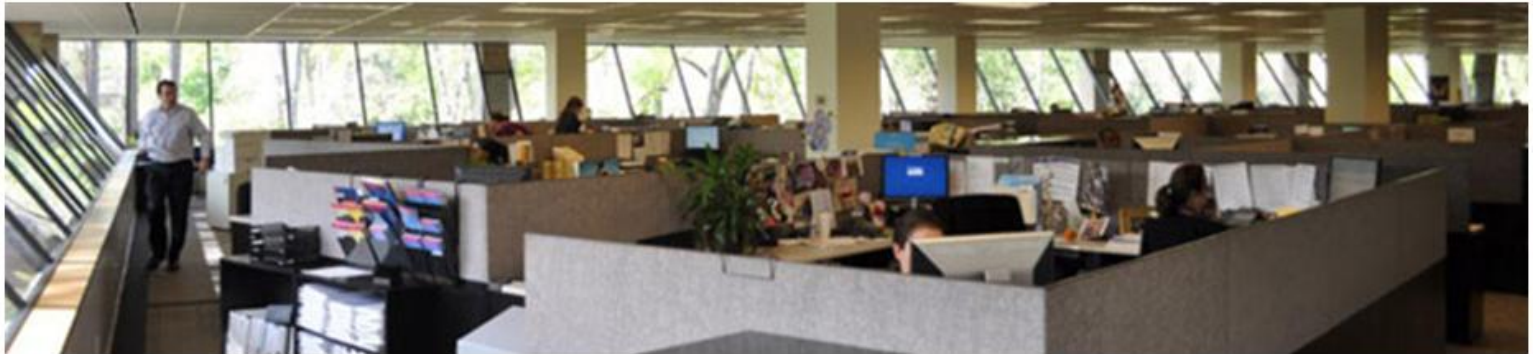


# Objectives This Evening

- Introduce American Productivity and Quality Center (APQC)
- Review process of collecting the feedback
- Provide highlights of the results
- Consider next steps and closing thoughts



# *The American Productivity and Quality Center (APQC)*



- Founded in 1977 by Jack Grayson
- A non-profit, became the foremost benchmarking organization in the country
- The education division formed in 2006, to help the public schools



# EBR Strategic Goals

- ★ GOAL 1: Increase Student Achievement
- ★ GOAL 2: Promote a Safe and Caring Environment
- ★ GOAL 3: Expand Student and Stakeholder Engagement
- ★ GOAL 4: Promote Effective and Efficient Internal Processes
- ★ GOAL 5: Maximize Employee Learning and Growth

# The Feedback Process

## ➤ Focus Groups

- Over 230 participants, 20 groups, during three days
- Groups included internal/external stakeholders -- many are here tonight

## ➤ Communications

- Letter to the Editor, Advertisement, EBR E-news (7,215 People) Robo Call, Radio Interview, External Stakeholders shared link, Social Media, article in the Advocate, Baton Rouge Business Report and word-of-mouth

## ➤ Survey

- EBR website April 6 – 14
- Over 375 surveys completed



# The SWOT Approach

- **Strengths:** characteristics, behaviors, or outcomes of an organization or group that give it an advantage or show distinction over other similar groups. Example: excellent community relations
- **Weaknesses:** are characteristics, behaviors, or outcomes that place the organization or group at a disadvantage relative to others. Example: low graduation rates
- **Opportunities:** chances to make greater improvements in important performance outcomes. Example: improve graduation rates.
- **Threats:** elements or circumstances, either internal or outside of the organization, that could negatively impact important performance outcomes for the organization. Example: Poverty in the community



# Strengths: High-Frequency Responses

- Large district that “offers wide range of services to students, staff & community”
- Use of data-driven decision-making at district & school levels
  - “One of EBR's strengths is the switch to be more focused on data by using a comprehensive system...”
- Very effective teachers and administrators
  - “Very dedicated staff and leaders at all levels”
- Professional development
  - “Highest number of National Board Certified teachers in the state”



# Weaknesses: High Frequency Responses

## ➤ Discipline

- “EBR must prioritize a strong, district-wide enforcement of student behavior if it is to survive.”
- Teachers spend more time in classroom management than academics.

## ➤ Safety

- “Some schools are considered unsafe”
- “We can’t have great schools until we have safe schools.”

## ➤ Communication

- Top down, within district
- Between state & district
- Interdepartmental



# Opportunities: High Frequency Responses

## ➤ Community Relations

- “Promote EBR successes more”
- “Make it cool to be in school”
- “More partnerships with business community”

## ➤ Instructional Quality

- “Have the best teachers model (best practices) or help at their schools”
- “Provide more new teacher prep”

## ➤ Increase Student Achievement

- “Use innovative learning techniques and on-the-job training, which target struggling learners”



# Threats: High Frequency Responses

## ➤ Diversity

- Cited as a Strength, Weakness, Opportunity, and Threat
- The opportunity & threat: “Educating our youth equally is the best way to improve our community”

## ➤ Poverty

- “Poverty impacts student performance”

## ➤ Safety

- “Some of our schools are considered unsafe”
- We can’t have great schools until we have safe schools”

## ➤ Public perception

- “The negatives get front page...”



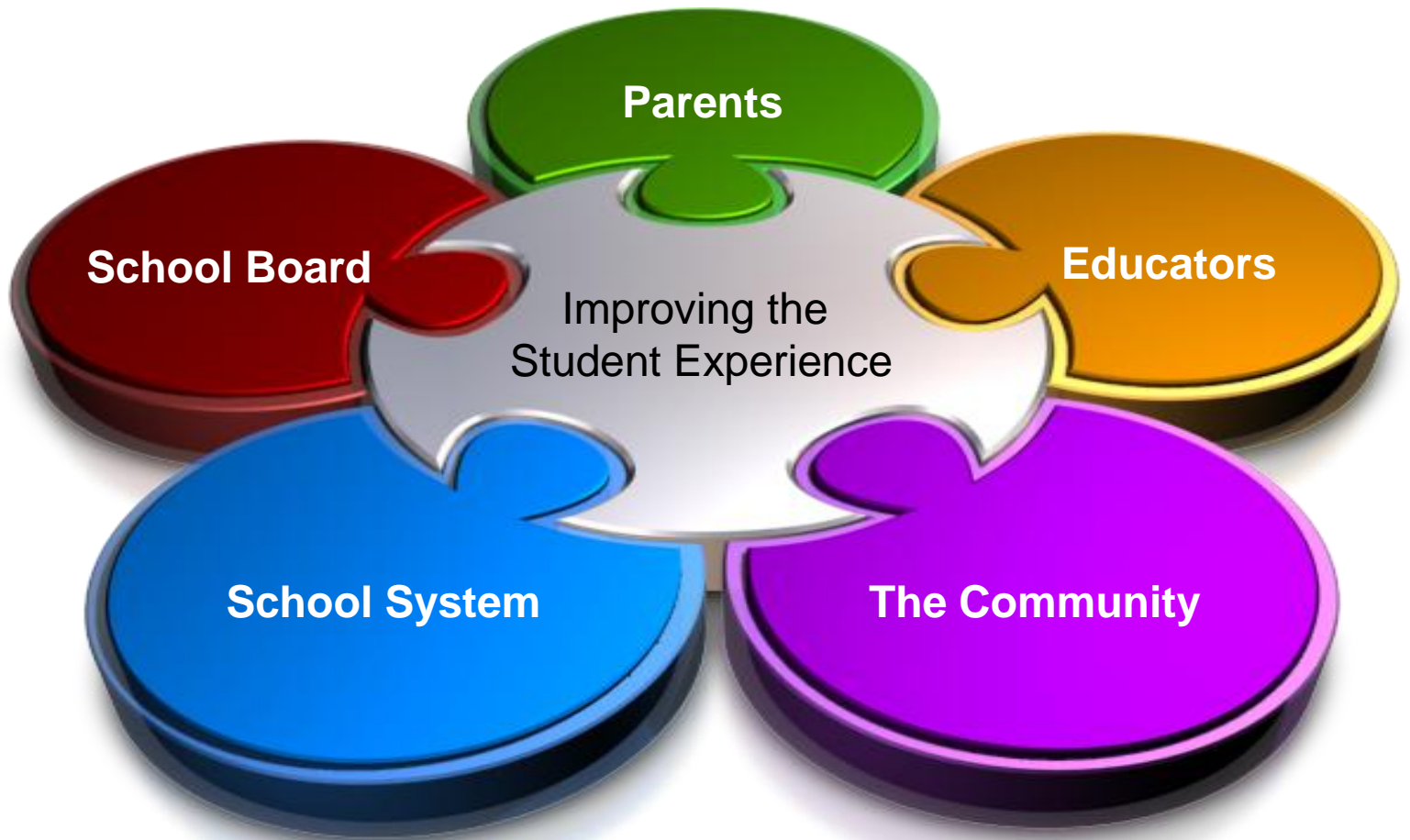
# Next Steps

- **Metrics Assessment Workshop**
  - Assess/revise current metrics in support of strategic plan -- cross-functional teams
  - Add appropriate metrics from Focus Group and Survey -- from stakeholder priorities
- **Revise strategic plan**
  - Create draft strategic plan, including the aligned metrics and accountability
  - Conduct Community Forums
  - Communicate progress regularly
- **Select improvement opportunities**
  - Align with data management & strategic plan



# Successful Change

It's More Than One Thing...



# Positive Word Search: Superintendents, Administrators, Faculty, Parents, & Board

**Proactive**

Desire to improve

**Committed**

Hard-working

**DEDICATED**

**Open-door**

**Enthusiastic**

Community-minded

**Collaborative**

**Caring**

Highly-qualified

**Excellent**

**Supportive**

**FOCUSED**

**Encouraging**

Welcoming

**Volunteerism**

**Advocates**

Inclusive

Highly-Credentialed

Supportive

**Informed**

**Tenacious**

