



# Wenatchee School District Board Study Session

Minutes of May 17th, 2011  
WSD District Office  
6-8 P.M.

## Board Members Present

Kevin Gilbert, President  
Gary Callison, Vice President  
Walter Newman  
Jesús Hernández  
Laura Jaecks

## Staff Present

Brian Flonos, Superintendent  
Cabinet  
WenEA President

## Strategic Vision Plan School Board Study Session– May 17th, 2011

### OPENING & WELCOME:

Board President Kevin Gilbert opened the meeting with a welcome to everyone and handed the meeting over to Mr. Flonos, Superintendent. Mr. Flonos summarized the work up to this point on the Strategic Visioning Plan. He introduced Colin Brine and Ben Field consultants for *be,clearly*, a team of facilitators and coaches passionate about helping to build clarity in an organization. Mr. Flonos shared his vision for this project:

- Looking at a new way of doing business
- Gather all stakeholders
- Build relationships
- Create open communication
- Build focus groups
- Include & encourage community, business, staff and student involvement

Mr. Flonos wants to see a natural engagement in the community toward the school district and within the school district. He suggested we look at Vancouver School District, they received the NSBA Best Model Award in the country.

Mr. Brine opened the meeting by having the board participate in a exercise to visualize and write down their first experience which had impact on them in their field, or career. He also asked them to give a symbol which represented that experience or the experience they want to see in the future. All the board members and superintendent participated and shared their experiences.

He explained the charter as the “Big View” and then broke it down into sections as he explained it’s components. He explained that the board can revise and review and add and delete as we move forward. It is a living document.

## Wenatchee Learns

## Program Charter for Core Leaders

**Wenatchee Learns is a program that brings students, citizens and learning professionals together to design the future of learning in Wenatchee – and to actively participate in building that future.**

We envision a Wenatchee renowned for world class education – and a local culture permeated and defined by excellence in learning.

Our goal is to combine the ideas, energy and efforts of all stakeholders – not just learning professionals – to create a future we all own and support.

We will focus on energizing and involving students and citizens by emphasizing long range thinking and active participation in education.

### A REVOLUTION IN HOW WENATCHEE PLANS FOR AND SUPPORTS EDUCATION

We want our district to experience **revolutionary innovation**. Our board, administration, teachers, parents, students and the citizens of Wenatchee are committed to success and seem ready for transformation. And with new, proven educational research available to us, now we want to combine best practices with our best energy, for best results.

We believe that students truly are the future, which means **Wenatchee will reach its full potential only when our students reach their full potential**. Experience proves that **we must do something different and significant**, and with so many economic, social and political tail winds, **this is our moment**. If not us, who? If not now, when?

We will engage in **systematic, intentional change**. This is not change for change's sake. The emphasis is on broad ownership by all stakeholders, joining forces to create a meaningful and lasting impact. As a community, all stakeholders will support each other in doing their part to maximize the success of our **learning systems, our learners and our future**.

Discussion:

- Empowerment of success
- Look at leadership
- Making a roadmap
- Role distinction

- The engagement approach
- Take time to determine profile of an advisor & the sub-committees and identify them
- Concrete Goals: 90% of students at grade level, a little lofty but important to have a concrete goal.

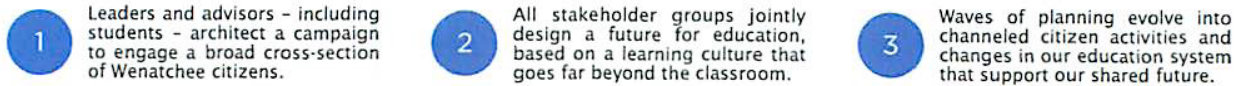
Questions and ideas shared:

- Where is education and learning as a part of the charter?
- Our core purpose is education for the citizens of tomorrow.
- Nurturing assets that we have should be incorporated into the charter.
- We have resources we can use within our body. We need to include classified staff.

PROCESS: How does that look, how will we go about this and what does it look like.

1. Advisors are the architects
2. Stakeholders design the future
3. Waves of planning create change

## THE PROCESS



The graph below shows the team builders and the number of people for each group. All will have the same clear shared vision; Students, citizens and learning professionals alike. This process will give context to the charter. It will give you concrete ambitions .

Core: Board and Superintendent

Community Leaders: 20

Active Local Voices: 100

Community Members: 2750 +



Process Phases:

## STUDENTS, CITIZENS AND LEARNING PROFESSIONALS



### 6 CORE LEADERS

Leaders (School Board members and the Superintendent) oversee and manage the launch of the program.

### -20 COMMUNITY LEADERS

Advisors, representing students and stakeholders from a range of sectors and cultures, shape and guide the project.

### 100+ ACTIVE LOCAL VOICES

Champions, a cross sectional slice of Wenatchee (1/3 students), promote citizen involvement in education.

### -2750 COMMUNITY MEMBERS

Citizens (about 10% of Wenatchee) participate in planning - and actively support education on a regular basis.

## PROGRAM PHASES

### SHARED IDENTITY

the best of who we are - a learning culture and an educational brand we believe in

### SHARED DIRECTION

a bold, long-range vision for our shared educational future, owned and committed to by a broad range of local voices

### SHARED PATH

broad, significant advances that touch all stakeholders, not just educators, and that all citizens can contribute to

### SHARED ACTION

citizens working hands-on to make our vision real, engaged not only in planning but active support activities

Suggestions:

- Additions to include in Measure of Success
  1. Meaningful involvement with parents
  2. Students' success
  3. Student and educator satisfaction
  4. Respect of community

## MEASURES OF SUCCESS



We created a well-known **brand** for education in Wenatchee.



We have community **pride** in our local educational system.



Our community is highly **engaged**, not just supportive.



Our community is **educated** about education.



Student **success** correlates with community engagement.



Citizens not only talk about education but get **involved**.

The board received a *Wenatchee Learns Campaign Roadmap* designed by the *be,clearly* team. Discussion followed about the timeline.

Campaign Roadmap:

The board received a timeline (roadmap) as follows:

May-June: Design	July-August: Prepare	September: Build Out	Oct.- Nov.: Interact	Dec.-Jan.: Organize	May-June: Activate
Concept	Logistics	Promotion	Identity	Strategic Plan	Celebration
Charter	Protocols	Champions	Direction	Resources	News
Advisory	Media	Owners	Path	People	Change
Build-out Plan	Knowledge Base	Channels	Action	Projects	Legacy

Discussion areas covered building a network of relationships:

- Cross sectional representation
- Leadership structure (utilize existing structure)
- Ownership creation
- Drive toward active outcomes
- Sustainable Relationship
- Not designed to “just be talk” = spins out to make immediate changes

**Advisor Profile:**

BIG THREE:

- Influence many people (broad-spectrum of influence)
- Represent the interest of community
- Able to create change, people respect their opinion  
(Make a community within a community)

**Sub Community Profile:**

BIG FOUR:

- Unique set of interests
- Cohesive
- Sizable population
- Assessable as a group

The overall consensus of the group was that the district wants to engage with our community.

**Sub Communities:** (Categorizations)

- Political: Mix, board did not want to make this distinction
- Educational: Students, Staff (teachers & classified), Administration, ASB, Parents, WVC, ESD
- Industry/Organizations: Government offices, Business, Agricultural, Health, Media, Churches
- Common Interests: Clubs, Sports, Music, Cultural Arts,
- Geographic: School district boundaries, divide into schools areas
- Demographics: Age-Seniors, Men/Women,

Exercise put actual names into the categories as an example of how they will build the groups.

**ADVISORY TEAM FORMATION:**

1. Board finalizes candidates list
2. *be, clearly* provides tools for introduction
3. Invite Candidates
4. Orientation
5. Collaborative help designing the “Build Out” = 2 1/2 days

NEXT: TARGET DATE & COMMITMENT

Discussion of what is expected of the board and superintendent and how to get started:

- Invite 50 and expect 20 to respond
- 4-6 per board members
- 6-8 names = secure 5
- Board session
- Orientation Meeting

On Docket: Board session the first week of June. Plans will be made at that time.

The board thanked Mr. Field and Mr. Brine for the presentation.

**End of Session:** Adjourned at 8:20 p.m.

\_\_\_\_\_ Date \_\_\_\_\_  
President Superintendent