



Wenatchee School District Board Study Session

Minutes of June 6th, 2011
WSD District Office
12-2 P.M.

Board Members Present

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

Staff Present

Brian Flonos, Superintendent
Cabinet
WenEA President

Strategic Vision Plan School Board Workshop– June 6th, 2011

OPENING & WELCOME:

Board President Kevin Gilbert opened the meeting at 12:10 p.m. 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 and explained there are updates to the charter and roadmap that Mr. Brine and Mr. Field would present. Mr. Flonos explained the purpose of this workshop; the selection of the Advisory Team members and decide on the role of the participants on the team. Colin Brine and Ben Field consultants for *be,clearly*, were facilitators of the workshop. Mr. Brine told the board the goal of the workshop was to have everyone ready to engage into this process.

They presented the following updated charter as of June 1st, 2011 and Mr. Brine pointed out the differences of the original and new charter. He directed the presentation through each component of the charter.

Wenatchee Learns™

wenatcheelearns.com

A REVOLUTION IN HOW WENATCHEE PLANS FOR AND SUPPORTS EDUCATION

Wenatchee will reach its full potential only when our students reach their full potential. Wenatchee Learns brings students, citizens and learning professionals together to design the future of learning in Wenatchee - and to participate in building and supporting that future.

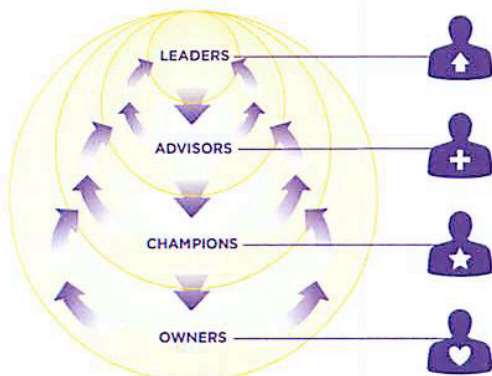
1 District leaders and advisors architect a whole-community approach to education.

We envision a Wenatchee renowned for world class education - and a local culture that values excellence in learning and is committed to success for all.

To achieve this vision, we need a new approach to education - one that is built on lasting relationships with members of our community who care about learning.

Wenatchee Learns will combine the ideas, energy and efforts of all stakeholders - not just learning professionals - to create a future we all own and support.

2 A cross section of Wenatchee citizens come together to plan for and support learning.



6 CORE LEADERS

Leaders (School Board and the Superintendent) bring together learning professionals, students and citizens to create a shared educational future.

20+ COMMUNITY LEADERS

Advisors, representing students and stakeholders from a range of sectors and cultures, help shape Wenatchee Learns into a permanent local asset.

100+ ACTIVE LOCAL VOICES

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

2750+ COMMUNITY MEMBERS

Owners (10% or more of Wenatchee citizens) invest their talents, time and voice to help every student grow into a thriving member of society.

3 Students, citizens and learning professionals jointly design the future of local learning.



OUR IDENTITY
the best of who we are - as well as the cultural standards and practices that support our best



OUR DIRECTION
a bold, long-range vision for our shared educational future, owned by a broad range of local voices



OUR PATH
significant advances in learning that touch us all and that we can all contribute to in our own way



OUR ACTION
hands-on projects and changes in education that allow everyone to help make our vision real

4 Wenatchee establishes a permanent, community-driven approach to learning success.

✓ In Wenatchee, we are known for education that's world class.

✓ In Wenatchee, thriving students create a thriving community.

✓ In Wenatchee, we don't just talk, we get involved in education.

✓ In Wenatchee, our citizens are educated about education.

✓ In Wenatchee, our community directly impacts student success.

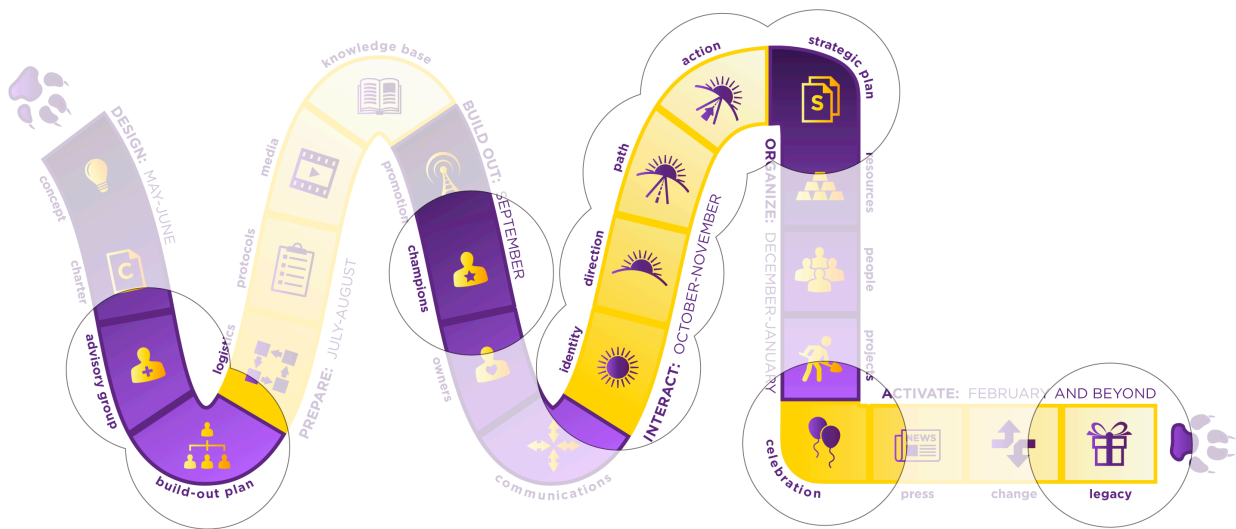
✓ In Wenatchee, our community is proud of our educational system.

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

Mr. Brine took the above timeline road map and he and Mr. Fields added the “bubbles” to show the specific tasks at each timeline junction, they also explained the players who would be involved.

They discussed the following and changed some of the language which will be reflected on the next “time-line” / “road-map”.

- A limited number of Influencers with depth and breadth of vision are invited to serve in an advisory capacity.
- Advisors reach out to Wenatchee leaders to serve as champions for local learning.
- Advisors work alongside Core Leaders and staff over a series of five half-day meetings to conclude input from citizens - translating Wenatchee's best thinking into goals and initiatives.
- Advisors join Leaders, Champions and Owners to honor the contributions of each participant and raise awareness of Wenatchee's new culture of learning.
- Advisors continue to lend their insights and influence two years at a time, meeting quarterly to ensure longevity, fresh ideas and accountability.
- Advisors design an outreach effort that includes a cross-section of voices.



How is this effort different?

- Wenatchee Learns is an **entirely new** way to plan for and support education.
- Unlike traditional outreach, this effort creates **common clarity** for everyone.
- Meaningful involvement leads to **ownership and commitment**.
- Citizens have an **active role** in shaping the future, not merely a voice.

What is an Advisor's role?

- Advisors **represent** a cross-section of Wenatchee sub-communities.
- Advisors include **Wenatchee leaders, students, and learning professionals**.
- Advisors lend their **insights and influence** to help engage the public.
- Advisors are **influencers** with strong **relationships** who can affect **change**.

How will this be possible?

- Outreach will use **existing leadership** structures rather than marketing alone.
- There are no marginal roles - every participant thinks like an **owner**.
- Every interaction among participants produces **actions**, not just ideas.
- Wenatchee Learns forms **lasting relationships** with the community.

How long will this last?

- The initial time commitment for an Advisor is **2 years** (about 12 meetings).
- Advisors may **continue** to serve, or **new** Advisors may take their place.
- Wenatchee learns is **built to last** - not to burn bright then burn out.
- Wenatchee Learns will nurture a **sustainable culture of learning**.

Some of the changes were in the language:

- Taking “marketing” out

- Change: “Every interaction among participants produces actions, not just ideas.” to read “A process that engages the community and produces actions.”

They also discussed the reasons behind the need for revolutionary change. Discussion turned to evaluate whether to show challenges we face or stay on intended goal and vision. Staying positive is good but we also need to be transparent that this is a genuine effort on the district’s part, it resonates that message to our public:

- The need for revolutionary change is important
- Wenatchee Learns is about process, continual dialog and sustainability
- We need to keep it fresh in everyone’s minds
- It’s easy to get fatigued with more problems, it’s better to stay focused
- What is the heart of the problem on the owner level:
 1. Giving our students 21st century skills, teamwork; does our current system provide skills for the 21st century.
 2. Challenge: Facilities plan still ahead
 3. Our students taking remedial classes in college
 4. We have a disconnect and we need to embrace our community so we have their support in what we are doing with students
 5. This is significant and we must take action to stay on top of our game
- What do we do first for revolutionary change?
 1. Make changes to charter - “The Beginning”
 2. Roadmap - specifics, stop any unintended actions
- Candidate Matching:
 1. Enthusiasm & magnetism
 2. Primary names first
 3. Ideally, secondaries with primaries
- Invite Process:
 1. Primary Contact
 2. Face to Face Meeting & Invite
 3. Attend Orientation: “Tell me more.”
- Invite Communication
 1. Lindee is communication central
 2. Lindee keeps master list
 3. Send your status updates to Lindee
 4. Lindee sends out updates

Question and answer period to clear up specifics:

- Who are the leaders and “running the show” discussion.
- Not enough info on roadmap, more specifics added
- More strategic & plan process
- Meetings set 3-4 times a year
- Leadership Network: use existing network conduit for feedback
- Advisory Roles: more broad

Toolbox:

- Give Time Commitment
- Why me?
- Roadmap
- Video
- FAQ
- Letter of communication
- June 23rd CTC 12-2pm - Mr. Brine and Mr. Field will join the meeting

Adjourned: 1:50 p.m.

_____ Date_____

President Superintendent