

changing education

the face of



empowering LEADERSHIP... impacting STUDENTS... forging PARTNERSHIPS

# council for educational change report

January 2003—May 2004

## Council For Educational Change Board

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[www.changeeducation.org](http://www.changeeducation.org)

## Mission

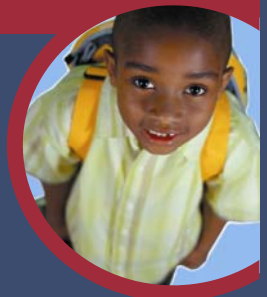
The Council for Educational Change is a statewide, 501 (C)(3) non-profit organization. Our mission is to focus on leadership to improve student achievement and address critical education issues.

The Council for Educational Change is improving education by keeping student success, front and center, in the picture.

**LEADERSHIP** is the force. **PARTNERSHIP** is the catalyst.

**THE COUNCIL FOR EDUCATIONAL CHANGE** is the instrument.

**STUDENT SUCCESS**  
is the goal.





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“every child can succeed”



**C**ouncil for  
**E**ducational  
**C**hange  
established by the  
FLORIDA ANNEBERG CHALLENGE



**COUNCIL FOR EDUCATIONAL CHANGE**, successor to the South Florida Annenberg Challenge

## Achieving “CAN DO” leadership”

During the last seven years, we invested \$100 million to find out what works to increase student achievement and to shape that information into quality programs. A comprehensive evaluation captured the lessons learned that ground our current work.

### WHAT WE KNOW

The formula for educational improvement:  
Leadership is the key.  
Partnership is the catalyst.  
Accountability is the foundation.

### WHAT WE DO

- develop and implement programs and tools for school based educational leaders
- address critical issues to improve effective teaching and learning

### WHAT WE BELIEVE

“Can Do” leadership can transform our schools. First, leaders must be empowered through development and support. Then you measure results. That’s accountability...and *how* educational improvement happens.



...independent...grounded in research...partnered by Florida's leaders...visionary and innovative...respected by school educators...tapped by national leaders...

## Council Contributions to Florida School Improvement, 2003-04 NEW...ORIGINAL...DYNAMIC

**INNOVATIVE:** inaugurated first statewide Florida Leadership Academy<sup>®</sup> to develop school leadership

**TARGETED:** developed Educational Leadership Assessment<sup>®</sup> diagnostic to pinpoint skills/knowledge of aspiring and veteran principals

**GROWING:** implemented 14 new PASS<sup>®</sup> schools, spreading the CEO mentor model throughout the state

**RELEVANT:** conducted extensive research on critical education issues

**FOCUSED:** revised Mission to focus on addressing critical education issues through leadership

**ACCOUNTABLE:** developed and implemented SP SnapShot<sup>™</sup>, student performance data tool now in use in more than 60% of Florida districts

**IMPACTFUL:** participated in national education reform: USDOE Educational Technology Plan; NCLB Educational Leadership Technology Summit; Presidential Launch of School Information Partnership

**CONSTRUCTIVE:** trained more than 3,000 teachers in SP SnapShot<sup>™</sup>

### An investment in our children

- ◆ \$4 million plus spent on educational improvement for schools
- ◆ 20 new partnerships
- ◆ 100,000 plus students served
- ◆ 235 school volunteers/mentors added
- ◆ 500 school leaders developed
- ◆ 3 million plus website hits: information/programs
- ◆ \$20,000 awarded to outstanding principals



Board member Elliott Stern, left, at the first annual Florida Leadership Academy. His company, Raymond James Financial, is a sponsor of this year's Academy.

**SUPPORTIVE:** implemented the \$10,000 Leonard Miller Principal Leadership Award to recognize and incentivize outstanding achievement

**PROACTIVE:** released major Florida School Report<sup>®</sup> study, free and online, adding Best Practices of 17 high performing schools, and in-depth training/tutorials on attaining high performance

**STRATEGIC:** contributed to development of Florida's new Principal standards/performance indicators

**INCLUSIVE:** met with more than 500 leaders-- business, community, education, government, higher education, philanthropic, and media; more than 30,000 stakeholders engaged through presentations



noted experts...aligned to achievement...direct student impact...Florida's preeminent education organization...change agents...constantly evaluated...

## Initiatives and Impact, January 2003 to present

### Partnership to Achieve Student Success (PASS)

CEO mentor model teams a CEO and Principal of a low performing school, bringing business strategies to raise student achievement and improve school operations. It is a three-year, \$300,000 commitment.

- raised achievement, focused goals, and improved school operations
- implemented 14 new schools (38 to date)
- designed and implemented \$300,000 PASS Family Literacy component at 10 schools
- promoted mentorship and volunteering with some 235 employees from PASS corporations assisting at schools

PASS celebration for students, staff and families at Bing Elementary in Tampa.



Partnered by FLDOE; 38 plus CEO's, philanthropic groups; Florida corporations; Florida Council of 100; Community Foundation of Tampa Bay; and Alliance for World Class Education

*"PASS transformed my leadership and school. It raises the bar and helps you meet and exceed it."*

Bart Christie, PASS Principal, Bent Tree Elementary, Miami-Dade

### Accelerated School Administrator Program® (ASAP)

Online program develops school leaders. It offers standards based learning modules with users concentrating on needed skills. This innovative and practical approach saves districts and taxpayers time, money, and resources.

- developed online Educational Leadership Assessment® diagnostic to assess skills/knowledge of school leaders and correlate development
- developed 15 new principals
- prepared 200 candidates for school leadership
- enhanced online learning modules, adding new dimensions, resources, links and eLibrary materials

Partnered by participating state/national school districts and eTrafficSolutions...Cited by National Association of Elementary Principals; *District Administrator Magazine* (Top 100 products); *ESchool News*

*"ASAP thoroughly prepared me to face the complex challenges of leading a school."*

Mark Narkier, ASAP Principal, Westwood Heights Elementary, Broward



standards oriented...nonpartisan...advocates for quality education...collaborative...think tank...legacy...accountability focus...effective...data assessment

## Florida Leadership Academy

**Interactive, weeklong learning event to empower and energize school leadership teams. Participants work with Academy faculty; develop personalized leadership plans; and train in Council tools/programs.**

- held the first Florida Leadership Academy for 120 statewide participants
- held follow-up Regional Leadership Academy for 60 participants
- supported participants with ongoing mentor assistance and online network
- planned 2004 Academy, scaling up and including public, charter and private schools statewide

Academy teams developed individualized leadership plans.



Partnered by FLDOE; Raymond James Financial; Broad and Cassel; and Blue Cross Blue Shield ... Endorsed by Florida districts; Academy faculty; Florida Consortium of Charter Schools; and Florida Association of Academic Non-Public Schools

*"The Academy is outstanding. It has it all--professional development, networking, tools, and motivation. I'm revitalized!"*

Gerri Kelly, Academy Participant, USF Charter School Principal, Hillsborough

## PrincipalPortal®

**Comprehensive online information and resource links for Florida Principals, educators, and community, helping them to improve student achievement and school operation.**

- added elearning modules
- developed and enhanced statewide network to connect Principals and schools to FLDOE information and opportunities
- shared information, 800,000 plus hits to website
- produced and sent enewsletter to Principals statewide with timely information and bulletins

Partnered by FLDOE; BellSouth, and eTraffic Solutions...Endorsed by Principals; districts, and Florida Leaders.net

*"When I need information and need it fast, I go to the Portal at any hour of the day or night. It even has state and national educational resources."*

Fran Bolden, North Central Area Director, Broward, SFAC Professional Development Initiative Principal



*prioritized...national impact...corporate influence...connected to higher education...bold and proactive...field tested...competency based*

## Florida School Report

A no excuses data display x-ray comparing school performance, based on FCAT. It shows where a school is, where it could be, and through its Best Practices study, and training and tutorials, how to get there.

- posted the 2003 comparative data display
- produced and launched Best Practices Middle and High School study
- developed and posted online Training and Tutorials, a step-by-step guide to achieving high performance
- contributed to national network of affiliated data and best practices programs, Education Commission of the States

SunTrust CEO Dan Mahurin, Board Vice Chair, and Tampa Wilson Middle students at Best Practices Study Launch. SunTrust is a Report sponsor.



Partnered by FLDOE, National Center for Educational Accountability; Just for the Kids; Florida Atlantic University; and the Florida Center for Public Policy and Leadership, UNF

*"Data driven decision making is critical. The Florida School Report gives me meaningful information and practical strategies"*

Chris Renouf, Florida School Report High Performing Best Practices Principal, Ashton Elementary, Sarasota

## SP Snapshot™

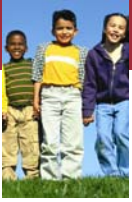
An MRI of individual student performance. It is a user friendly data analysis tool for teachers to gauge, understand and improve student performance, based on standardized testing and NCLB.

- upgraded to include detailed information delivered in an easy to understand and use manner
- trained 3,000 teachers leaders and 150 school based administrators in its use, analysis and application
- implemented in more than 60% of Florida's districts
- presented to national audience of educational technology leaders to promote data assessment aligned to NCLB

Partnered by Etraffic Solutions... Endorsed by Principals, Teachers, and Education leaders

*"SP Snapshot is amazing. I was rubbing two sticks together and you have a nuclear reactor— SP Snapshot!"*

Vince Verges, FLA Assistant Principal and SP Snapshot user, Taylor County Elementary, Taylor



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## The CATALYST: Our Partners

If change is going to take hold, it needs a strong grip. There is no greater strength than partners joining hands for students.

Through our work, we learned how to forge and sustain partnerships. During the last six years, more than 300 partnership programs were implemented in schools. *That's more than one a week*—benefiting more than half a million students!

Our partners--new and old--support the Council because we deliver.

### Among our partners

- Admire Foundation
- Ambassador Charles E. Cobb
- Bank of America, Jacksonville
- Big Brothers Big Sisters
- Blue Cross Blue Shield of Florida
- Braman Motors, Inc.
- Broad and Cassel
- Centex Construction Corp
- Codina Group Inc.
- Collier Enterprises Ltd.
- Community Foundation of Tampa Bay
- CSR Rinker
- Darden Restaurants
- Edward S. Moore Foundation
- Graham Family Foundation
- Hillsborough Education Foundation
- Hubbard Construction
- Hughes Supply, Inc.
- Inktel Direct
- J.P. Morgan Treasury Technologies Corporation
- Lee Ann and Peter Rummell
- Lennar Corporation
- Mainline Information Systems, Inc.
- Miami Beach Senior High School PTA
- Navigy, Inc.
- New York Life Insurance
- P.L. Dodge Foundation
- Progress Energy Florida
- Progress Energy Service Company
- Publix Super Market Charities, Inc.
- Raymond James Financial
- RBC Centura
- Southern Wine and Spirits
- St. Joe Community Foundation
- St. Joe Company
- St. Joe Timberland Company
- Sunshine State Federal Savings and Loan Association
- SunTrust-Tampa Bay
- SWS Charitable Foundation, Inc.
- Tampa Bay Partnership
- The Haskell Company
- The Kirk Foundation
- Timucuan Asset Mgmt.
- Urban League of Broward County
- Urban League of Greater Miami
- Wachovia/First Union
- Walt Disney World - Team Disney
- Washington Mutual Savings and Loan
- Weaver Family Foundation
- Weiss, Serota, Helfman, Pastoriza & Guedes

The Council's work depends on partnerships and support from local education stakeholders and organizations. As a 501 (C) (3), our non-partisan work directly benefits schools and students. Administrative costs remain below comparable organizations.

You can help spread the Council's work to serve students by:

- offering financial and partnership support
- contributing a donation
- establishing an endowment

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