Building Buy-In for New Educational Initiatives: How Leaders Get Schools Involved

Content provided by Istation
How to Support and Implement New Initiatives in Schools

Dr. Katie Collier
Associate Superintendent of Instruction and Leadership
Lee’s Summit R-7 School District • Lee’s Summit, MO

Anne Stichnoth
K-6 English Language Arts Curriculum Specialist
Lee’s Summit R-7 School District • Lee’s Summit, MO
How to Support and Implement New Initiatives in Schools

Building Buy-In for New Educational Initiatives

Across the span of multiple school years …
… district administrators and coordinators initiated, piloted, and implemented the district-wide launch of an educational software program.

The initiative included:
- Monthly computer-adaptive reading assessments
- Online, interactive lessons
- Intervention, instruction, and enrichment

Stakeholders and end-users involved:
- 400 elementary educators
- 18 campuses
- School administrators
- 9,351 K-6 grade students
District Background

“We prepare each student for success in life.”

Facts and Figures

- Suburban school district outside Kansas City, MO
- 100,000 approx. district population
- 17,000 students
- 22.20 elementary student/teacher ratio
- 18 elementary schools
- 3 middle schools/ 3 high schools
Recent Direction

State of the District

Our Environment

- 1:1 District K-12
- Chromebooks
- An “Ed Tech Enthusiast” environment
- Robust RTI
- Online resources for math
- Inconsistent site-based purchases/pet programs
Program Initiation

Goals and Objectives

Desired Outcomes

- Utilize the hardware
- Give teachers relief
- Integrate technology into ELA
- Intervention and support for whole group instruction
- Complement workshop approach to reading and writing
Awareness & Research

Beginning the Journey

Small Steering Group Representing Diverse Responsibilities

- Classroom
- Special education
- Building administrators
- Reading specialists
Awareness & Research

*Beginning the Journey*

**Expectations**

- Be willing to explore
- Be open minded
- Be objective
Awareness & Research

*Beginning the Journey*

Transparency

- Create buzz
- Explain the why
- Prepare what’s coming
Trial & Consideration

Getting Started

Defining Criteria is a Group Effort

- Contribute current approaches
- Share prior experiences
- Collaborate program expectations
Trial & Consideration

Getting Started

Delineating the Specifics

- Engages students
- Motivates students
- Home aspect
- Ease of use
- Intuitive
- Straightforward
Trial & Consideration

Getting Started

Pilot with a Purpose

- Spring timeline

- Recruitment
  Open minded but willing to challenge

- Confirm:
  - The technology works
  - It can do what we want it to do
  - It can do what it said it will do
  - Identify hiccups that need to be addressed
  - Ease of implementation
  - Confidence 400 teachers could use with fidelity
Trial & Consideration

Getting Started

Feedback

- On site visits and classroom observations
  Informal and relaxed

- Surveys
  Staff and students

- Cross section of opinions
  Be open for the good and the bad
Trial & Consideration

Getting Started

Announcing the Decision

- Promote what’s coming in the fall at the end of spring
- Save overview for back-to-school in-services and training
Training & Implementation

On Our Way

Build with the Basics

- Introduce
  - What it is
  - What it isn’t
  - Usage guidelines
  - Expectations

- Training Overview
  - Include principals and administrators
  - What to do on Day One
  - What happens next
Training & Implementation

On Our Way

Partner with the Program Developers

Train with vendors

- Messages are stronger from an outsider
- Learning is easier from experienced users
Training & Implementation

On Our Way

Partner with the Program Developers

Maximize services and support

- Response time is huge!
- Prepare to be a problem solver
Training & Implementation

On Our Way

Partner with the Program Developers

- Promote tools and resources
- Keep the program top of mind
- Show tips and tricks with product features
Training & Implementation

*On Our Way*

Partner with Champions

- Recruiting
  - Those who ask the questions
  - Those who aren’t afraid to say, “This isn’t working.”
Training & Implementation

*On Our Way*

**Following Up with Usage Training**

- Autonomous top-down direction
- Build a script, timeline, guidelines from C.O.
- Breakdown details at the building level

Optimize building champions
- Roll up site supporters to help district training
Results

Looking Back

Usage Trend

Istation Reading results for Lee's Summit School Dist R7
2016/2017 School Year, School and Home

Lee's Summit School Dist R7

Minutes Per Active Student By Month

Tier 1: Good Usage
~130+ minutes per month

Tier 2: Good Usage
~260+ minutes per month

Tier 3: Good Usage
~390+ minutes per month

Average Minutes Per Active Student Per Month: 135
Results

Looking Back

Percentage of K-6 Students Assessed* Reading at Grade Level

- SEP: 70%
- OCT: 74%
- NOV: 76%
- DEC: 78%
- JAN: 80%

* Students assessed based on Istation’s Indicators of Progress (ISIP™)
Results

Looking Back

What We Learned

Start Small to Go Big!

- Small pilots are critical for big initiatives
- Having wide parameters at the beginning feels good
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Istation Partners with the Nation’s Largest Districts

- Albuquerque Public Schools (NM)
- Austin Independent School District (TX)
- Brevard Public Schools (FL)
- Buffalo Public Schools (NY)
- Cobb County School District (GA)
- Cypress-Fairbanks Independent School District (TX)
- Dallas Independent School District (TX)
- Dekalb County Schools (TX)
- Denver Public Schools (CO)
- Duval County Public Schools (FL)
- Fresno Unified School District (CA)
- Orange County Schools (NC)
- Pinellas County Schools (FL)
- Polk County Public Schools (FL)
- Prince George’s County Public Schools (MD)
- Prince William County Public Schools (VA)
- San Bernardino City Unified School District (CA)
- School District of Palm Beach County (FL)
- Wake County Public School System (NC)
- Youngstown City Schools (OH)
Istation’s Super 7 Essentials

*Blended Learning for Reading, Math, and Spanish*

**Formative Assessments**
Computer-adaptive assessments include game-like activities

**Adaptive Curriculum**
Students get the instruction they need when they need it

**Personalized Data Profiles**
Immediate online reports present accurate results and relevant statistics

**Teacher Resources**
Flexible resources support diverse instructional approaches

**School-to-Home Connection**
Home access extends learning beyond the classroom

**Professional Development**
Experienced educators and technical experts deliver results

**Proven Results**
Research shows that Istation helps students grow
Over 25,000 K-5 students used Istation Reading across 66 district campuses.
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Percentage growth rate of students assessed* as reading at grade level district wide

35% GROWTH RATE
B.O.Y. - M.O.Y.

11% GROWTH RATE
M.O.Y. - E.O.Y.

*Assessed using Istation’s Indicators of Progress (ISIP™)
Over 25,000 K-5 students used Istation Reading across 66 district campuses.

Percentage growth rate of students assessed* as reading at grade level district wide

*Assessed using Istation’s Indicators of Progress (ISIP™)
Over 5,000 K-3 students used Istation Español.
Percentage growth rate of students assessed* as reading at grade level district wide

*Assessed using Istation’s Indicators of Progress (ISIP™)
Percentage growth rate of students assessed* as reading at grade level district wide

*Assessed using Istation’s Indicators of Progress (ISIP™)