

3 Key Strategies for Superintendents

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Make Your School Board Members Feel Like Heroes

"All school board members want to make a difference for their particular groups of constituents...each member wants to be a hero."

- **Start undefeated.** Establish expectations and relationships with board members from the get-go, even during the elections.
- **Create common ground.** Find ways to make your goals congruent with your constituencies even when they are very different.
- **Don't only rely on board meetings.** Try scheduling one on one time with board members to find out how they perceive the school's business is doing. Facilitating an annual retreat with your board can also help members get to know one another and get to know you.



For more tips like this, check out *The Hero Maker: How Superintendents Can Get Their School Boards to Do the Right Thing* by Ryan Donlan and Todd Whitaker

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Create a Leadership Development System

"Strong leaders are not born—they are continually developed through iterative professional learning opportunities."

- **Grow Strong Leaders.** Implement activities and processes informed by research to develop effective principals and other school leaders to benefit your district.
- **Model Good Leadership.** Division-wide meetings should serve as models of instruction.
- **Partner with Other Districts.** Share resources and develop partnerships for good leaders to learn from one another. Leaders should learn alongside other good leaders, not just as individuals.



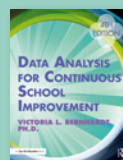
For more tips about how to create a leadership development system that's right for your district, check out *Strategies for Developing and Supporting School Leaders: Stepping Stones to Great Leadership* by Karen L. Sanzo



Commit to Using Data

"When schools use... comprehensive data analysis, they understand how they are getting their results—what is working and what is not working."

- **Gather Data.** Collect data in these four areas: demographics, perceptions, student learning, and school processes.
- **Create a Data Literate Staff.** Make sure to organize and present data in a way that districts will understand: Where are we? How do we achieve results? Where do we want to go? How do we get there?
- **Become a Learning Organization.** Achieve more than compliance—strive to achieve the learning results that you truly desire!



For more tips about how to use data to improve the schools in your district, check out this title *Data Analysis for Continuous School Improvement, 4th Edition* by Victoria Bernhardt

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