

“State of the Dryden Central School District” Presentation

Monday, January 28, 2019

“The journey of a thousand miles begins with a single step.”

-Chinese Proverb



DRYDEN

CENTRAL SCHOOL DISTRICT

Is the Dryden Central School District better off than it was a year ago?

- Prior to the Superintendent Search beginning, the Leadership Team and the Board of Education each identified three goals to guide their work. They include:
 - Communication
 - Continuity and Consistency with Accountability for All
 - Positive Atmosphere, Trust, Morale
- The new Superintendent has used these goals to guide and prioritize the District's work in these first six months.
- This presentation will highlight steps taken and strides made in each of these areas.
- We are trying to doing more than “fixing the glitch” and that takes time-Office Space



Communication-Social Media

- We have expanded our use of Social Media in an effort to tell our District's Story to create a narrative, as well as inform people about the happenings in our District.
- We have expanded our platforms to ensure that we are using platforms that cover all generations of staff members and family members.
- We are on Twitter, Instagram, and Facebook.



Communication-Social Media Statistics

- We post on average 2-3 times a day
- Facebook-1,367 Followers
- Twitter-297 Followers
- Instagram-483 Followers (was at 430 last week)
- In the last 28 days ,our Facebook posts have reached 16.5K people which is up 2.1K people from last month
- In the last 28 Days , our Facebook page has 82 more followers which is up 41% from the last 28 days
- In the last 28 days, our Facebook page has resulted in 360 click to our website

Here is the power of Social Media.



Communication-Other Steps Taken

- Expanding our use of School Messenger to more effective in District wide Messages
- Expanding email for all employees and regular providers
- Staff scripts for consistency in communication
- Reinforcing the “chain of command” while maintaining visibility and approachability-ie Superintendent Coffee
- Redundant Communication and Multiple Avenues-Meetings, Surveys, Forums
- Labor Relations Meetings and Meetings with stakeholders. First 22 days-72 mtgs.
- New website-[DCSD website](#)
 - Q and A for Capital Improvement Project
 - Ask the Superintendent Button
 - Points of Lion Pride Blog

**Accountability,
Consistency,
Continuity: Is this
good for kids?**



Continuity/Consistency with Accountability

- When I am wrong, I tell people I was wrong.
- When I don't know, I say I don't know.
- When I need help, I ask for help.
- Take pride in my work, but not afraid to eat humble pie.
- Having difficult conversations
- Reexamining Mission and Vision and all stakeholders with Prism Decision Systems
- Labor Relations Meetings
- Undergoing, reviewing, and auditing many of our practices and departments with the help of State Ed. and Outside Vendors including:
 - Special Education
 - Transportation
 - Personnel
 - Leadership Coaching

Trust, Morale,
Positive
Atmosphere: This
is the BIG one.



Begin with
the end in
mind...

Best Office Ever



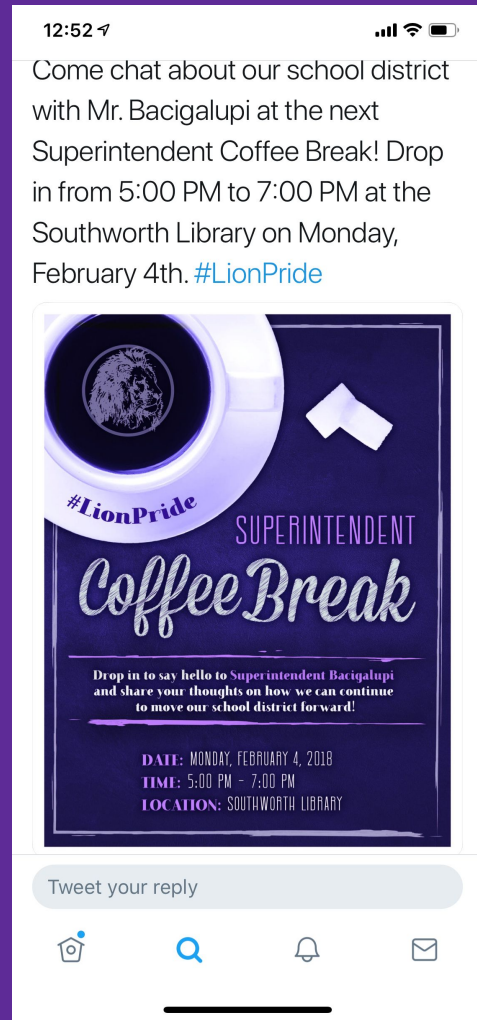
Wegmans

**So, how are we
going to get
there (minus
Dwight)?**



We are saying “Thank You” a lot publicly and privately.

We are listening to a lot of people in a lot of different ways about a lot of different things.





**We are
building a
trustworthy
team while
also choosing
not to settle.**

We are
remembering
who we are...





Where we
come from...

and what we
stand for.



We are building new relationships, strengthening existing ones, and repairing old ones.





We are honoring those in our community who exude what we stand for. We respect our staff members work and their experience.

We Celebrate Our Successes

- UPK Grant
- Accountability Status
- Student Leadership Group
- National Christmas Tree
- Bicycle Grant
- SCIS License
- Business Awards and Recognitions
- Art Awards and Recognition
- ESPN Athletes of the Week





Finally, we go from “Good to Great” by always be willing to take one for the team.

The Man in the Arena

**Thank you for all that
each of you does in
service to our District.**