Re-Envisioning Central Office as a School Support Hub
Literacy, Numeracy, SEL

WHERE WE ARE: The central office needs an organizational structure that is articulated, branded and communicated consistently. This reduces our ability to convey our values and beliefs effectively. Since there has not been work to design and deliver branding and messaging, the perception has become the reality. Our “brand” is anecdotal and is based on employees’ interactions with members of the central office. A well-articulated vision and mission helps our employees better focus and align their work to shared goals. Currently, we lack a consistent process for onboarding and educating new staff, and we connect new employees to information, but not to a specific sense of identity and value set.

WHERE WE ARE GOING (April – Ongoing): We need to find ways to connect the central office mission and goals to the mission and values of the district. There needs to be a focus on customer service, employee retention and professional learning. The purpose of central office is to improve the work environment of the employees. This includes developing the efficacy of the employees as well as addressing their social, emotional, mental and physical health. The sole purpose of the central office is to support, guide, lead and work as problem solvers for our main stakeholders: schools, employees, families and students. The central office will work to remove barriers to success, rather than create them. The process of branding the central office must begin with changing what we do, not what we say.

MEASURABLE GOALS:
1. Each division in the central office will create a set of departmental goals and objectives that clearly aligns to the district core tenets.
2. Increase the consistent presence of the central office staff within the schools.
3. Complete evaluation and accountability metrics that monitors the central office in effectiveness in providing resources and supports to schools.

AT A GLANCE
- Challenges: Perceptions of central office as disconnected from schools hampers its ability to provide the best supports in the timeliest manner.
- Opportunities: The district is committed to strengthening central office-school partnerships through rebranding central office as a support hub and reshaping its culture accordingly. The central-office support hub will partner with school-based leaders to assist them in creating academically rigorous cultures.
- Outcomes: Personalized, consistent school supports, alignment of resources, timely responses to schools
- Partnerships: CO departments, schools, community (not sure about this one)

INITIATIVE LEADS:
Dr. Chris Barnes, Chief of Human Resources
Hank Clay, Chief of Staff