



Create a Safe
Learning
Environment



Create and
Maintain High
Expectations



Attract, Employ,
and Retain
Talent



Allocate
Resources



Inspect What
is Expected

Improvement Takes Everyone

Increasing Student Achievement

Members of the Phenix City Board of Education

- Dr. Mesha Patrick – President
- Rev. Brady Baird – Vice President
- Ms. Pat Alexander
- Mrs. Fran Ellis
- Mr. Samuel Estrada
- Mr. Will Lawrence
- Mr. Todd Stanfill



Every day, every child, whatever it takes!

Caveats

- Per Pupil Expenditure Ranks 119 out of 138 - \$8,509 per student
- 68% Free and Reduced Lunch
- Once a “D” System
- “There is nothing more annoying than a good example.” Mark Twain
- Accomplishments are PCS team effort



Governor Ivey visits the Magic Planet Room at PCIS

Phenix City Schools Success



Create a Safe Learning Environment

Increasing Student Achievement

Create a Safe Learning Environment

- The Governing Body determines Board Policy and those guiding principles direct the district.
 - Philosophy, School Board, Superintendent, School Administration, Student, Curriculum and Instruction, Resources, Business, Community, Auxiliary Services
- The system's Code of Conduct is a significant aspect of policy.
- The Board establishes policy and the Superintendent executes that policy.

Create a Safe Learning Environment

- Every classroom in grades 9-12 has 360 cameras and an emergency notification system.
- All schools have extensive camera systems and buzz-in entry systems.
- All schools grades 6-12 have an SRO.



Create and Maintain High Expectations

Increasing Student Achievement

Create and Maintain High Expectations

- Vision/Mission
 - Involve stakeholders to generate “ownership” as opposed to “buy-in.”
 - Who are the stakeholders?
 - Student ownership and goal setting have been key for PCS!
- Strategic Plan (growth mindset, improve everything)
 - PCS’ was revised three years after arriving on the job.
 - PCS’ Strategic Plan is:
 - Quantitative (not a Likert Scale),
 - Inclusive (all),
 - Evaluative (superintendent, administrators, and teachers),
 - Aligned to AdvancED's Seven School Quality Factors, and
 - Reflected in every Board Action Item.

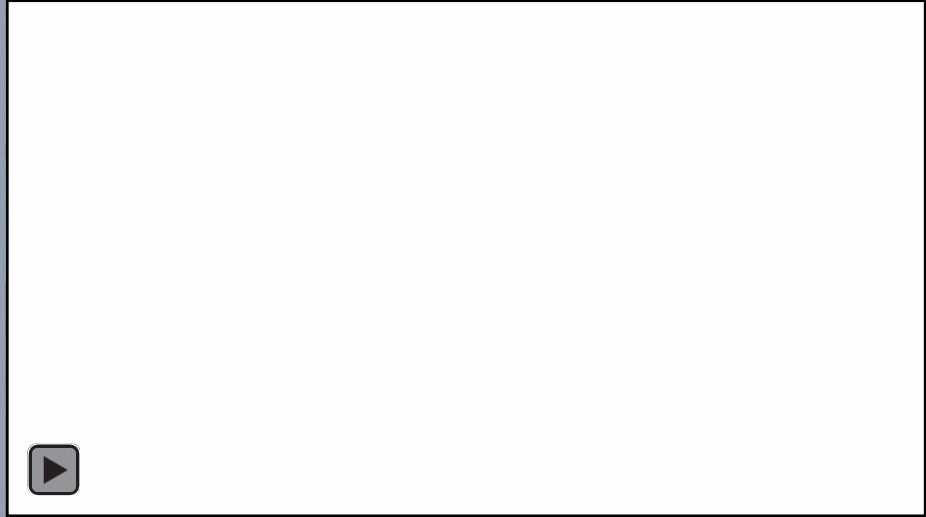
Create and Maintain High Expectations

- Determine and iterate the system's purpose (how to move a community to raise over \$1 million).
 - What are the most prevalent jobs in your community?
 - In Phenix City, the most prevalent jobs were that of a meat cutter (\$11/hour) and cashier (\$10/hour).
 - A crisis is a terrible thing to waste.
- Prepare for the jobs of tomorrow, not the jobs of today and certainly not those of yesterday.



Disappearing Jobs of 2030

- Travel Agents
- Cashiers
- Librarians
- Postal Couriers/Workers
- Bank Tellers
- Textile Workers
- The Print Industry
- Sports Referees and Umpires
- Lumberjacks
- Telemarketers
- Taxi and Uber Drivers
- Farmers



*This year's Kindergarten Class will graduate in 2032.
My granddaughter will graduate in 2037.*

Create and Maintain High Expectations

- In Phenix City Schools, what we do for one, we do for all.
 - PCS emphasizes tiered instruction, reteaching and acceleration (PCS excels).
 - Every child attends the SmartLabs, STEM Center, and may choose from 13 Career Academies, honors and advanced placement courses.

Language/Platform	Pre-K	K-2	3-5	6	7	8	9-12	
BeeBot								Coding Robots
Code & Go Mouse Robot								Block/Visual Coding
Botley								Scripted Coding
Scratch Jr.								*Tynker
Scratch								** Senior Career Pathways
Blockly								
Lego								
Visual Code*								
Python*								
JavaScript*								
Python								
HTML								
Java								
Alice/Unity**								

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520037

Coding Progression

K-7 SmartLabs

Creative Learning Systems

Students explore circuitry, computer graphics, digital communication, robotics, mechanics/structures, and coding on a rotating basis.

Middle School STEM
Labs

Dyer Family STEM Center/SGS

Students spend 9-12 weeks in rotations of robotics, coding, engineering, digital media, and virtual science.

CTE
Pathways

CFA/CHS

Three CTE pathways are a part of the PCS STEM progression: Engineering, Programming and Software Development, and Television Production

Credentials

Credentials

The goal is to have students credential in one of these areas prior to graduation.

STEM Progression

Attract, Employ, and Retain Talent

Increasing Student Achievement

Hire Rock Stars! Do Not Settle!

- Coach Saban and Coach Sweeney win because they have 5-Star Athletes.
- Outside of a safe environment, the greatest task a Board has is to hire an effective visionary to drive the system.
 - The superintendent is the catalyst and architect and must share a common vision with board members.
- The number one job of a superintendent is to recommend effective principals and directors.
- The number one job of principals is to recommend highly effective teachers.

Justyn Ross of Central Phenix City

Hire Rock Stars!

- Research shows that effective teachers are the most important factor contributing to student achievement. Although curricula, reduced class size, district funding, family and community involvement all contribute to school improvement and student achievement, the most influential factor is the teacher.
- The second greatest factor contributing to student success is the principal.
- Note: We not only have a teacher shortage but we have a deficit of effective teachers.

Attract, Employ, and Retain Talent

- In early April, PCS hosts the Phenix City Showcase where the best and brightest are indoctrinated in all things PCS, visit school sites, placed on the Magic School Bus and shown apartments, shopping, and entertainment areas, fed, and participate in group, carousel-type interviews.
- Early signees receive a \$2,000 bonus.
- Math, science, and special education early signees are eligible for \$6,000 bonuses over a three year period.
- All teachers receive explicit, customized professional development.
- Every classroom has Smart (or dummy) Boards and every desired piece of technology.
- Teachers may enroll in the Masters at Work Program offered by Troy University which consists of a small group of PCS teachers who can earn their masters after school in less than 18 months.
- Employee's children have access to free preschool.

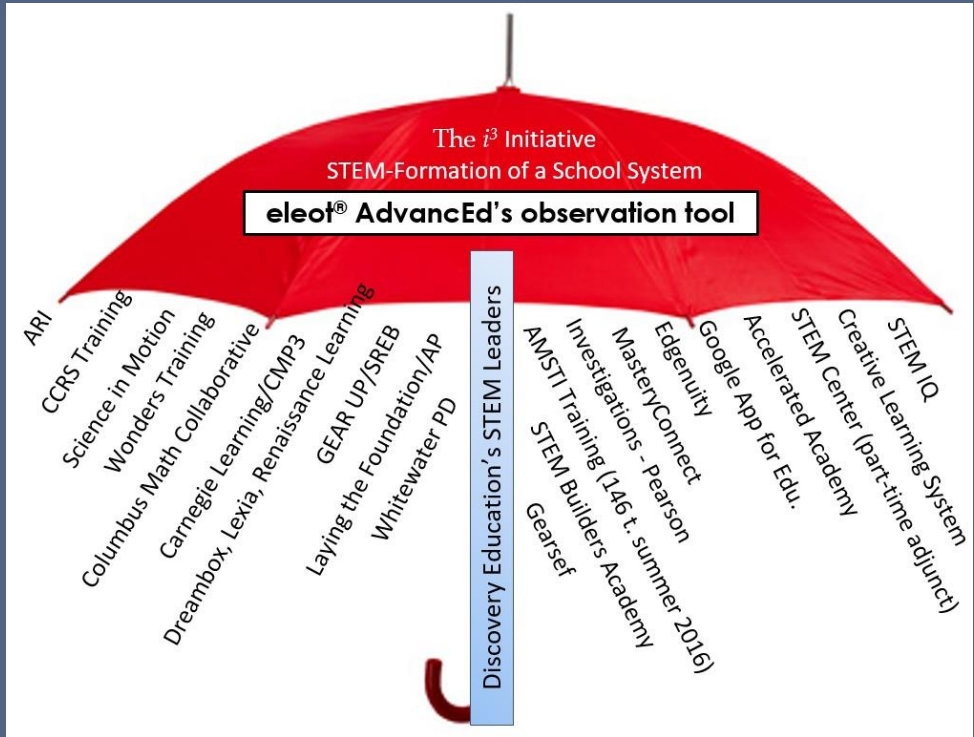
Allocate Resources

Increasing Student Achievement

Allocate Resources - Professional Development

"McDonald's spends more time teaching people how to fry fries in their school than we do sometimes giving teachers professional development," Phenix City superintendent Randy Wilkes told the board during Tuesday night's work session. "... We know from research that it takes 80 hours of professional development to change the pedagogy of a classroom." - Ledger-Enquirer

Local Professional Development Budget is \$1,000,000+ (75,000 hours in the past 5 years)

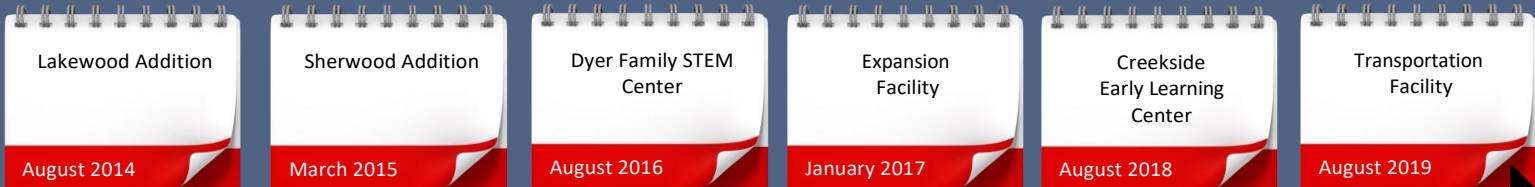


Allocate Resources -#advantagePCS

- PCS has an ending balance increase of 57%.
 - August 2014
 - \$6,265,100
 - August 2019
 - \$9,857,297



Major Innovative Technology Purchases

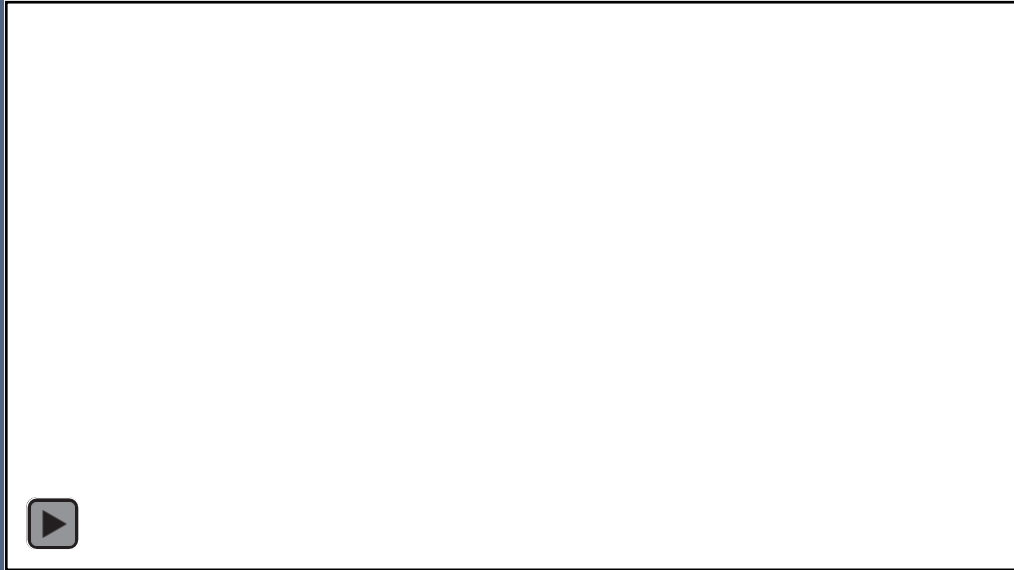


Major Facility Additions

Allocate Resources -#advantagePCS

- After seeing the STEMersion of PCS, an elite private school asked what reason should they give their stakeholders to invest more in children's education, to which I replied...

There is a significant loss in student achievement in classrooms that are 75 degrees or warmer. Air conditioning will pay for itself by way of student achievement.



In the past four years, PCS has purchased more than 7,000 devices.

Allocate Resources – Not Your Parents' Middle School

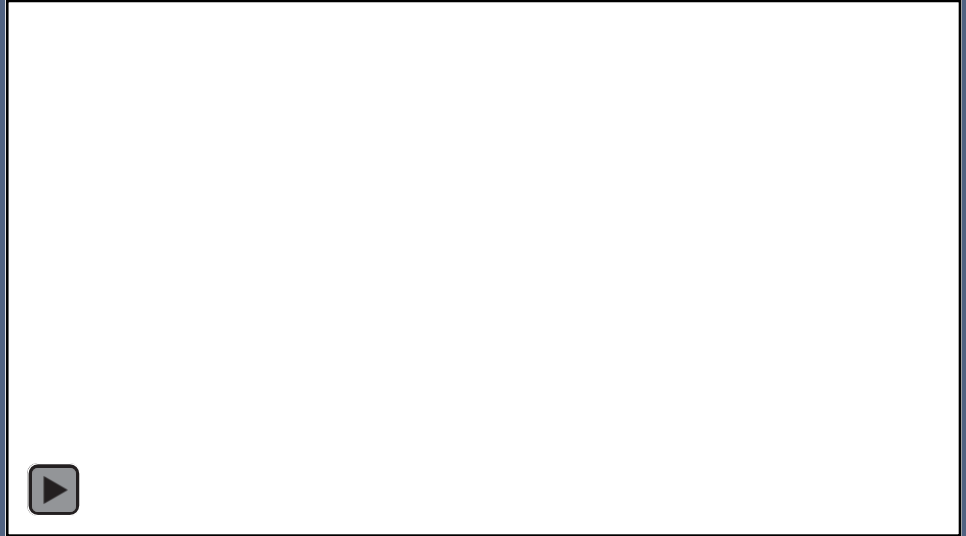


Inspect What is Expected

Increasing Student Achievement

Inspect What is Expected

- Know/own the data.
 - ACAP
 - ACT
 - Graduation Rate
 - CCRI
 - EL
 - Chronic Absenteeism
- Observations conducted every Tuesday with post observation dialogues.
- Everyone has a coach.



Address these concerns, and PCS will continue to experience growth such as this.



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Closing Thoughts – John Wesley

*Do all the good you can,
By all the means you can,
In all the ways you can,
In all the places you can,
At all the times you can,
To all the people you can,
As long as ever you can.*

Thank you AASB for the invitation.
Thank you Board Members of Alabama
for your service to our children.

Randy Wilkes

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