

# Overall Evaluation for Dr. Richard Faidley

## Ratings on Individual Domains

**Standard 1 SHARED VISION**  
**Standard 2 CULTURE OF LEARNING**  
**Standard 3 DECISION MAKING**  
**Standard 4 MANAGEMENT**  
**Standard 5 FAMILY AND COMMUNITY**  
**Standard 6 ETHICS**  
**Standard 7 ADVOCACY**  
**Standard 8 PERSONAL AND PROFESSIONAL GROWTH**  
**Standard 9. OBJECTIVE PERFORMANCE STANDARDS**  
**9.1 CURRICULUM AND STAFF DEVELOPMENT - Ensure a comprehensive, consistent curriculum. Train, implement, and monitor the impact of the instructional coaches.**

1. Ensure a comprehensive, consistent curriculum using the Understanding By Design Framework. K-12 Art, K-12 Music, and 6-12 ELA are the focus areas for the upcoming school year. It is the expectation that these areas will have common assessments and scope and sequence, while the art of teaching is still the choice and expertise of the teacher. This will be monitored throughout, and finalized with the school board approving the curricula.
2. Train, implement and monitor the impact of the instructional coaches in ELA, Math and Science. This new program will include implementing the work of Jim Knight and Joellen Killian. Coaching logs, and the scores/growth of students will be used to monitor the implementation of this program.

**9-2 EXTRACURRICULAR - Revise and implement an updated school board policy #915 related to Booster Organizations. Develop a new summer camp structure for coaches and the school board**

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1. Revise and implement an updated school board policy #915 related to Booster Organizations in order to clearly define expectations, standards, policies, and procedures so that all booster organizations operate in a consistent and compliant manner.
2. Develop a new summer camp structure for coaches and the school board which clearly defines the payout calculation/methodology and profit sharing parameters in order to establish consistency across all summer camps.

**9.3 FINANCE - Food Services - Implement online filing of Free/Reduced Lunch Applications for parents/guardians.**

- Currently, Wilson School District manually processes over 650 Free/Reduced Lunch Applications each year, costing processing labor hours, as well as printing costs. Our current Skyward Student software provides for an online Free/Reduced Application process. We will schedule training in January 2018 with Skyward for Food Services staff and Information Technology staff to understand the Family Access accessibility options and administrative processing of online applications. We will then assign responsibilities to the appropriate staff for the various processes involved. We will work with Public Information staff to promote the online application option to parents/guardians in the Spring of 2018. We will determine the feasibility of having Chromebook kiosks available for families in the Administration Lobby starting in the Summer of 2018 and possibly at each of the Fall Open House events starting in the Fall of 2018.

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**9.4 FINANCE - Business Office - Utilize Forecast5, 5Sight software to provide enhanced analytics of Wilson's financial data.**

- Utilize Forecast5, 5Sight software to provide enhanced analytics of Wilson's financial data, as well as peer

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comparisons, as part of the budget preparation and presentation processes. Wilson School District recently subscribed to Forecast5, 5Sight software, along with many other schools across the state. This software utilizes comprehensive source data from PDE enabling comparisons of our District financial data to that of Districts across the state, within the county, or a selected peer group. We will schedule multiple individual training sessions with Forecast5, as well as participate in Berks County group training sessions throughout the 2017-18 year to learn how to collect and present complex data more simply through attractive charts and visualization templates. Such visuals will be incorporated into the 2018-19 budget preparation and presentation process.

**9.5 HUMAN RESOURCES - Revise/update all Board policies. Utilize Forecast5 software to analyze Support Staff market competitiveness.**

- Revise/update all Board policies/procedures related to staff/Human Resources
- Utilize Forecast5 software to analyze Support Staff market competitiveness in Berks County/surrounding school districts

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**9.6 OPERATIONS - Ensure all improvement projects are prepared to begin at the conclusion of the school year.**

**Goal:** Ensure all improvement projects are prepared to begin at the conclusion of the school year so all can be completed prior to the start of the 2018-19 School Year.

**Objective 1:** Complete necessary revisions to the 2018-19 Capital Projects List by March 5, 2018.

**Objective 2:** Cooperate with CM3 to facilitate the completion of the GESA Project.

**Objective 3:** Have all contracts and proposals finalized by June 4, 2018.

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**9.7 PUBLIC RELATIONS - Develop a district-wide communications plan. Develop a consistent and professional brand image.**

**Goal #1:** District Wide Communications Plan

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**Specific:** Develop a district-wide communications plan to address the following:

- Key Audiences
- Core Messaging
- Desired Behaviors and Attitudes
- Communication Channels
- Communication Strategies with key deliverables and goals
- District-wide social media strategy

**Measureable:** Included in the plan are specific tasks that need to be accomplished and key deliverables that have been identified. A review of the plan and its outcomes will be done on a regular basis to ensure that objectives are being met.

**Attainable:** This goal will be accomplished by ensuring that the time and resources to carry out this communications plan are readily accessible.

**Relevant:** Because elevating the level of district-wide communications has been something that the Board and Community have identified as important to the District, this goal is not only relevant, but imperative. Creating positive community presence and raising the awareness and image of the district are essential to moving our district forward.

**Timely:** This plan is a fluid document and will be reviewed on an annual basis. Specific goals will be identified yearly and will need to be accomplished in that given time frame.

**Goal #2:** Develop a consistent and professional brand image for the Wilson School District

**Specific:** Brand image development will include:

- Creation of district-wide style guide to include logo presentation, colors, fonts, etc.
- Development of District letterhead, business cards and other correspondence District-wide education regarding appropriate usage of the brand
- Enhancement to the professional presentation of the district in printed materials

- Development of high-quality videos designed to promote the positive qualities of the district

**Measureable:** We will be able to measure the accomplishment of the outlined goals above. There will need to be an on-going, district-wide review of materials, etc. to ensure brand standards are being met. This could be a lengthy process and we shouldn't expect it to be accomplished in year 1.

**Attainable:** Additional resources will need to be provided to accomplish this goal, including professional design services and videography.

**Relevant:** As we are a district of choice, our outward brand presentation should reflect the level of excellence that we provide. Consistency in messaging and brand presentation will move us forward in creating that level of excellence.

**Timely:** This will be a lengthy process to full implement brand consistency across all areas of our district. It is anticipated that in year 1, we will be able to accomplish all of the tactical components of the strategy. The lengthier process will involve ensuring that ALL stakeholders are aware of and consistently utilizing the approved brand standards.

### 9.8 PUPIL SERVICES - Guidance, School Safety, Special Education, and Legal Policy goals.

1. **Guidance** – Convene a committee to identify characteristics of resilient students. The committee will create 2-3 actions steps that will produce professional development for teachers and sponsor an event for middle school students and their families. Additionally, work with individual buildings to create procedures that foster resiliency in our students. This process will examine the functions of the guidance office and interactions between counselors and students. The process will include professional development, action plans, and implementation in the spring semester.
2. **School Safety** – Add a crisis communication plan component to the District All Hazards plan. Create tools that allow administrators to easily access information. The plan will be

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functional and Board approved. The tools will be presented to principals and administrators.

3. **Special Education** – Complete an analysis of Special Education spending. This analysis will primarily focus on special education legal costs and the trends over the last 5 years. The report will be for administrator and school board consumption.
4. **Legal Policy** – Starting in the 2017-2018 school year the PA attendance laws have changed. We will update all of the attendance codes, procedures, and attendance web page to adhere to the new legal requirements. This change impacts coding in Skyward, office functions, and truancy citations. We will host professional development for administrators and administrative assistants, update the web page, and complete personal check ins with all attendance secretaries to ensure fidelity among the buildings.

**9.9 TECHNOLOGY - Phase-in and implement a new Technology Department employee structure. Research, plan, and deploy 1:1 devices for Kindergarten and 1st grade.**

1. By December 2018, design, phase-in, and implement a new Technology Department employee structure using existing and proposed staff positions, empowering department Administrative and support personnel to grow in capacity and skill set, resulting in a cohesive and effective team while simultaneously implementing both commensurate employee compensation and a reduction in overall salary cost to the district.
2. By August 2018, research, plan, and deploy 1:1 devices for use in Kindergarten and 1st grades, replacing tablet currently used with a device that will serve as an equal or better tool to enhance instruction at this grade level, using feedback collected from grade-level teachers coupled with industry

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research, effecting a smooth instructional transition in a fiscally responsible manner.

**9.10 TRANSPORTATION - Varied goals listed.**

1. Improve efficiency for all calendar events. Provide instruction for the Administrative Assistant to manage calendar, as needed.
2. Schedule regular meetings with all Transportation Department Stakeholders.
3. Improve technology skill-set in regard to School Messenger, Transfinder programs, etc.
4. Work toward rebuilding a full transportation staff including school bus drivers, van drivers, bus aides, and certified school bus instructors.
5. Look for alternative means to obtain a fully certified school bus mechanic.
6. Obtain updated contact information for all inclement weather discussions. Include all municipal road crews and surrounding school district contacts.
7. Investigate the possibility of obtaining a replacement truck for the plow truck that is no longer road-worthy.
8. Improve communications with all district stakeholders.
9. Provide continuing education for all staff members as needed.

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**Overall Rating**

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