



CHANGING THE CONVERSATION

Eliminating the Toxic Culture of the Vocal Minority

Presented by
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NEU @ VERMONT

- 1st NEU school in SBCUSD
- No street lights
- No sewer system
- 95% free and reduced lunch
- 90% English language learners
- 97% Average daily attendance
- 0.19% Suspension rate
- 725 students grades K-5 (multi-track year round)
- But what about homework?



BREAKOUT SESSION FOCUS



NEU @ DEL ROSA

- 2nd NEU school in SBCUSD
- SBCUSD has the highest poverty rate of all school districts in CA
- 49% of the city's residents receive some sort of subsidy
- The population in San Bernardino as of 2010 census was 209,924
- 48 elementary schools
- 10 middle schools
- 8 high schools
- 55,000 + students in SBCUSD
- 750 students K-6 (multi-track → modified traditional)
- 2012, City of San Bernardino declared bankruptcy





NEU @ COTTONWOOD CANYON

- 3rd NEU school in LEUSD
- 3rd NEU school I've brought in to the network (only principal)
- API - 875
- 943 students TK - 5 traditional school
- Canyon Hills master planned community/Canyon Lake
- Return the school to the community
- Implement school-wide discipline plan
- Parent/Teacher survey 2013
- Developing the critical mass



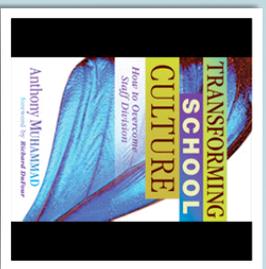
EDUCATORS AND THEIR GOALS

Educator Classification	Organizational Goal
Believers	Academic success for all
Tweeners	Organizational stability
Survivors	Emotional survival
Fundamentalists	Maintaining the status quo



WHO'S TALKING ON YOUR STAFF?

The Research



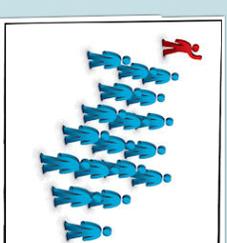
The Categories

- The Believers
- The Tweeners
- The Survivors
- The Fundamentalists



THE BELIEVERS

- Intrinsic motivation
- Connection to school and community
- Flexibility
- Positive pressure
- Willingness to confront
- Who are they on your staff?





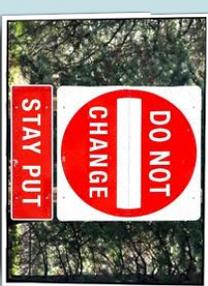
THE TWEENERS

- A loose connection
- An enthusiastic nature
- “Honeymoon period” and compliance
- Catch them before they fall
- Who are they on your staff?



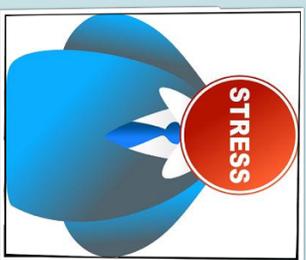
THE FUNDAMENTALISTS

- Opposition to change
- Old way vs. new way
- The old bell curve mentality
- Emotional vs. rational
- 3Ds: Defamation, Distraction and Disruption
- Who are they on your staff?



THE SURVIVORS

- Flight response
- Student bargaining
- “Busy work” and avoiding direct instruction
- Dealing with stress and pressure
- Who are they on your staff?

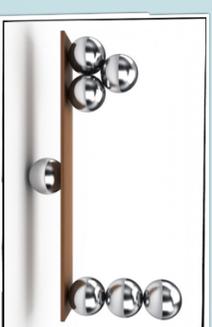


A BALANCED CONVERSATION

4:1
4 positive comments : 1 negative comment

7:1
In the average classroom, a student hears 7 negative comments to every 1 positive comment

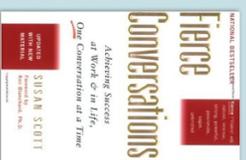
9:1
In the average household below the poverty line,
a child hears 9 negative comments to every 1 positive comment





FIERCE CONVERSATIONS

- Step 1: Identify the most pressing issue
- Step 2: Clarify the issue
- Step 3: Determine the current impact
- Step 4: Determine the future implications
- Step 5: Examine your personal contribution to this issue
- Step 6: Describe the ideal outcome
- Step 7: Commit to action



QUESTIONS? CONTACT ME!

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PREPARE FOR DISCUSSION

- The issue is... (Be concise)
- It is significant because... (What's at stake?)
- My ideal outcome is ... (What specific results do I want?)
- Relevant background information (Who, what, when...)
- What I have done up to this point? (Options I'm considering)
- The help I want is...(What result do I want from the group)

