



# STRATEGIC 2020 VISION



Arlington  
Heights  
SCHOOL DISTRICT 25



# VISION

Embracing Today - Inspiring Tomorrow

# MISSION

Arlington Heights School District 25 cultivates innovative learners within a nurturing and collaborative community to thrive in an ever-changing world.



# BROAD GOALS



1. BROADEN BEST PRACTICES

2. EXPLORE PROGRAM EXPANSION

3. STRENGTHEN COMMUNITY RELATIONS

4. ENHANCE STAFF SUPPORT

5. MAINTAIN & ENHANCE HIGH QUALITY FACILITIES



# Improve/Shift the Us vs. Them Mentality

- It has been almost four years since Dr. Bein has been Superintendent in Arlington Heights School District 25.
- Looked to build trust and improve the communication and collaboration with the new ATA leadership executive team in 2014.
- Worked with the Consortium for Educational Change to plan a retreat in the summer of 2014
- Followed up with a retreat in December of 2018 and used the Consortium for Educational Change to facilitate the retreat



# Improve/Shift the Us vs. Them Mentality

## Arlington Heights 25 Leader Retreat



**August 4, 2014**





# Improve/Shift the Us vs. Them Mentality

## Topics of the Retreat in 2014

- More Physical Space
- Celebrate our accomplishments
- Clarity/Communication
- Teacher input/use talent within the district
- Validate professionalism of all staff members
- Professional Development Committee
- Foundation of Curriculum
- Consistency of Curriculum
- System of Schools needs to be a School System
- Comfort level with evaluation
- Teamwork/trusting relationship between district office and the schools
- Narrowed focus- can't do everything
- Clear strategic direction
- Accountability that we all own
- Transparency

# Improve/Shift the Us vs. Them Mentality

Teams that trust one another, engage in conflict, commit to decisions, and hold one another accountable are very likely to set aside their individual needs and agendas and focus almost exclusively on what is best for the team. They do not give in to temptation to place their departments, career aspirations, or ego-driven status ahead of the collective **RESULTS** that define team success.

Patrick Lencioni. The Five Dysfunctions of a Team

**ACCOUNTABILITY** Refers to the willingness of team members to call their peers on performance or behaviors that may hurt the team. Teams that commit to decisions and standards of performance do not hesitate to hold one another accountable for adhering to those decisions and standards.

Patrick Lencioni. The Five Dysfunctions of a Team

**COMMITMENT** is a function of two things—clarity and buy-in. Teams that engage in unfiltered conflict make clear and timely decisions around direction and priorities and move forward with complete buy-in from every member of the team, avoiding the desire for consensus and the need for certainty.

Patrick Lencioni. The Five Dysfunctions of a Team

Teams that trust one another are unafraid to engage in passionate dialogue around issues and decisions that are key to the organization's success. They have no fear of **CONFLICT**. They do not hesitate to disagree with, challenge and question one another- all in the spirit of finding the best answers, discovering the truth, and making great decisions.

Patrick Lencioni. The Five Dysfunctions of a Team



Patrick Lencioni. The Five Dysfunctions of a Team

The first requirement of a team is **TRUST**. Building trust takes time, but the process can be greatly accelerated. Like a good marriage, trust on a team is never complete; and it must be maintained over time.



Patrick Lencioni. The Five Dysfunctions of a Team



# Improve/Shift the Us vs. Them Mentality

## Topics of the Retreat in 2018

- To reflect on the “Opportunities for Improvement, Things that Need Attention to Move us to a Higher Level of Performance” from our retreat in 2014.
- To examine the effectiveness of our strategic management system to keep our district focused on continuous improvement.
- To examine the effectiveness of our district team to identify, address and support the needs of the system.
- To reflect on our most immediate needs to move forward.

# Improve/Shift the Us vs. Them Mentality

## Results of the Retreat in 2018

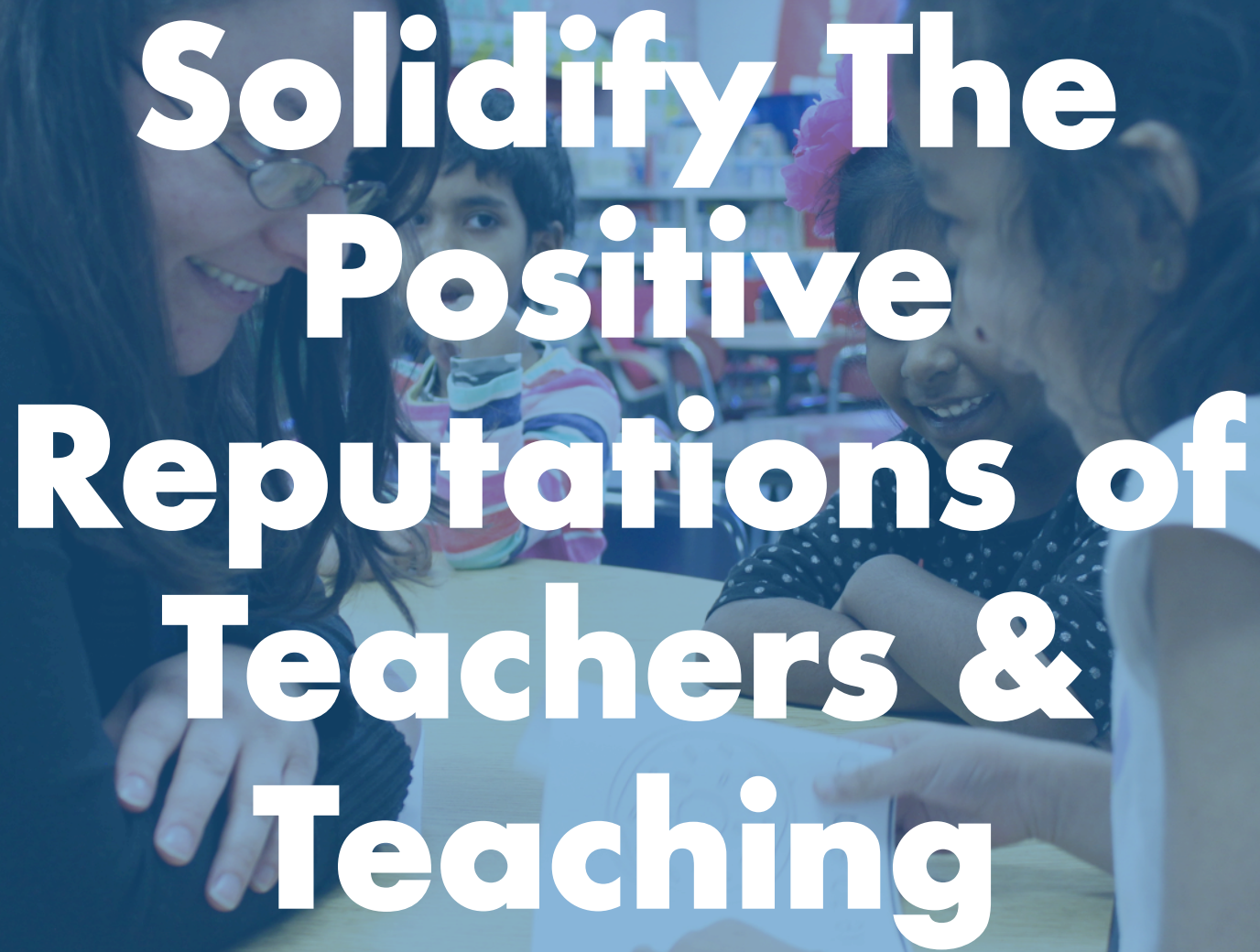
Trust	Conflict	Commitment	Accountability	Results
1 ____32____	2 ____40____	11 ____40____	8 ____23____	3 ____39____
6 ____33____	4 ____40____	19 ____39____	16 ____35____	9 ____42____
10 ____39____	5 ____40____	24 ____40____	20 ____35____	14 ____35____
13 ____39____	7 ____39____	28 ____43____	21 ____26____	15 ____38____
17 ____41____	12 ____35____	30 ____39____	26 ____42____	25 ____33____
22 ____39____	18 ____40____	34 ____42____	35 ____41____	29 ____39____
32 ____40____	23 ____40____	38 ____40____	36 ____36____	31 ____44____
33 ____39____	27 ____42____			37 ____44____
3.77 High Ave.	3.95 High	4.04 High	3.4 Low Ave.	3.92 High

The Five Dysfunctions

High: more than 3.75

Average: between 3.25 and 3.74

Low: less than 3.25

A photograph of a teacher and two young students sitting at a wooden table in a classroom. The teacher, on the left, is smiling and looking at a piece of paper. One student, in the middle, is also smiling and looking at the paper. Another student, on the right, is partially visible, also looking at the paper. The background shows a classroom setting with bookshelves and colorful decorations. The entire image is overlaid with a semi-transparent blue filter.

# Solidify The Positive Reputations of Teachers & Teaching



# Where the issue lies...

# PERSPECTIVE.

## Teachers

All teachers are doing  
awesome things in their  
classrooms everyday  
BUT...  
they do not think most of  
it is as awesome as it is.

## Community

Community members  
have not been in a  
functional classroom for  
20+ years  
SO...  
they think it's the same  
as when they left it.

**This creates a lack of**

**TRUST.**

**So...what do we do to create trust?**



**OPEN A WINDOW  
TO THE CLASSROOM**



# We opened the window using:

- Twitter: #d25ItsPersonal
- Facebook
- INSIGHT
- New website
- FB “Live” Videos
- Media coverage
- COVERAGE, COVERAGE, COVERAGE

# Social Media

## Twitter: #d25ItsPersonal

- Followers: 2188 (increases about 1/day)
- Engagement using (#) campaigns
  - #d25OpeningDay
  - #d25ItsPersonal
- Engagement: High
  - The more we tweet, the more people are engaged.

## Facebook

- Likes: 1,362
- Follows: 1,460
  - These have tripled since 2015
- Engagement
  - Parents share, comment, tag.
  - Sense of community on the page.

#d25ItsPersonal



# Staples

## INSIGHT Magazine

- Print and mail to over 20,500 homes in Arlington Heights.
- Different theme each year.
- Goal is to show our community the teachers are increasing the value of living in Arlington Heights.
- Yearly

## Website

- Our billboard
- Two years young
- Landing spot for:
  - Information
  - Coverage
  - Stories
  - Pictures
  - Content

#d25ItsPersonal

# Coverage

## FB “Live” Videos

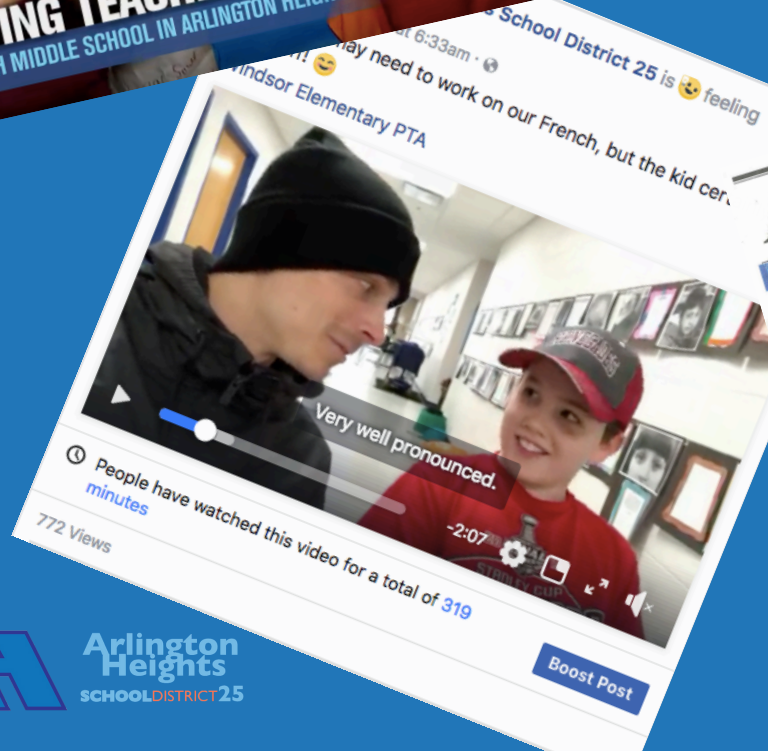
- Let our students talk
  - Share how awesome their teachers are.
  - Share their experience.
- Post EVERYWHERE
  - Twitter
  - Facebook
  - Website

## Media Coverage

- TV
  - WCIU Live Broadcast from South
  - FOX 32 Broadcast from Olive
- Newspaper
  - Tribune & Herald coverage
  - Fundraisers, classroom lessons.
- Teachers starting to trust media.
- I’m with them the entire way.




# Stories







# Reactions

-  **Jennifer Filpi Ginger** Go Gators! Principal Bingaman is amazing!  
Love · Reply · Message · 8w
-  **Karie McClure** Donna is awesome! ❤️ 2  
Love · Reply · Message · 8w
-  **Brad Carter** Best colleague and friend!!! Great people...  
Love · Reply · Message · 8w
-  **Kristin Travis Zanini** Love Greenbrier and Mrs. Bingaman!  
Love · Reply · Message · 8w
-  **Diane Kaffka** Go Gators! Principal Bingaman is fantastic!  
Like · Reply · Message · 8w

 **Amanda Starr-Skinger** Is this drone competition through all schools?  
Like · Reply · Message · 8w

 **Arlington Heights School District 25** Hi Amanda! This was a competition that the Westgate drone club joined on their own. A couple teachers at Westgate started the club and found out about the competition at New Trier. 😊  
Like · Reply · 8w

 **Amanda Starr-Skinger** Arlington Heights School District 25 I love it! Great opportunity for those kids!  
Like · Reply · Message · 8w

I deserved honor, Jake 🍷 2  
Message · 7w

 **Renee Simkus Schlenhardt** Thanks for all of your hard work Jake!  
Like · Reply · Message · 7w

 **Celeste Vriesman Foley** Wow!!! Congratulations Jake!  
Like · Reply · Message · 7w

# Reactions



**Shari Howe Divyak** That's great! The children are lucky to have you as their music teacher. Happy Summer!!

[Like](#) · [Reply](#) · [Message](#) · 5d



**Tracey Agnello Petrusonis** This is awesome!!!  
Love our Westgate family!

[Like](#) · [Reply](#) · [Message](#) · 3w



**Maureen Ann** I love this video and I really love Dr. Carter and Mr. Walton. I think they are such an asset to Westgate!

[Like](#) · [Reply](#) · [Message](#) · 3w



**Jennifer Burgess Smith** Me Fig is such an inspiration. I wish every teacher in America could have his passion. My memory of Mr Fig was I used to get severe headaches and he would put pressure on the front and back and sides of my head to relieve the pressure and it immediately relieved my headaches

[Like](#) · [Reply](#) · [Message](#) · 6w



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# Teacher reactions



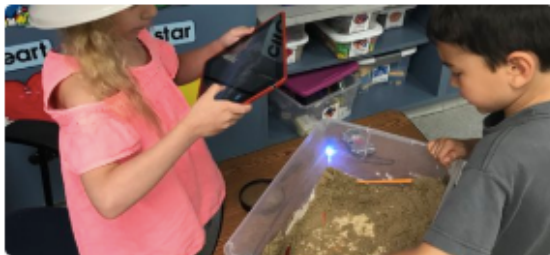
**Ms. Kathan's Class** @mskathan Jun 6  
I can't believe my first class is graduating 8th grade tonight! 🎓 I'm so glad I ran into them!! Good luck in high school!! #IvyHillLeague #d25ItsPersonal



**Carrie Cioni** @MrsCionisClass 5d  
Another year has come to an end. We wish all of our young Panthers a great summer. See you in August!!! Enjoy the break... #d25ItsPersonal #PattonPanthers @AHSD25Patton



**Lauren Glaser** @mrslaurenglaser May 30  
These paleontologists are making discoveries AND recording their findings! @laurie\_wasik



**Julia Pemberton** @Julia\_Pember... Jun 6  
SIP work and a brain break in nature! #d25ItsPersonal - Thank you, @AkemiSessler for planning a wonderful day for ILT! 📷: @MollyHelm722



**Tricia Fuglestad** @fuglefun 6d  
Ending the school year with the Joe Song at the #drydenrocks assembly @DrydenSchool #d25itspersonal







QUESTIONS?