



**Georgia School
Superintendents
Association
April, 2012**

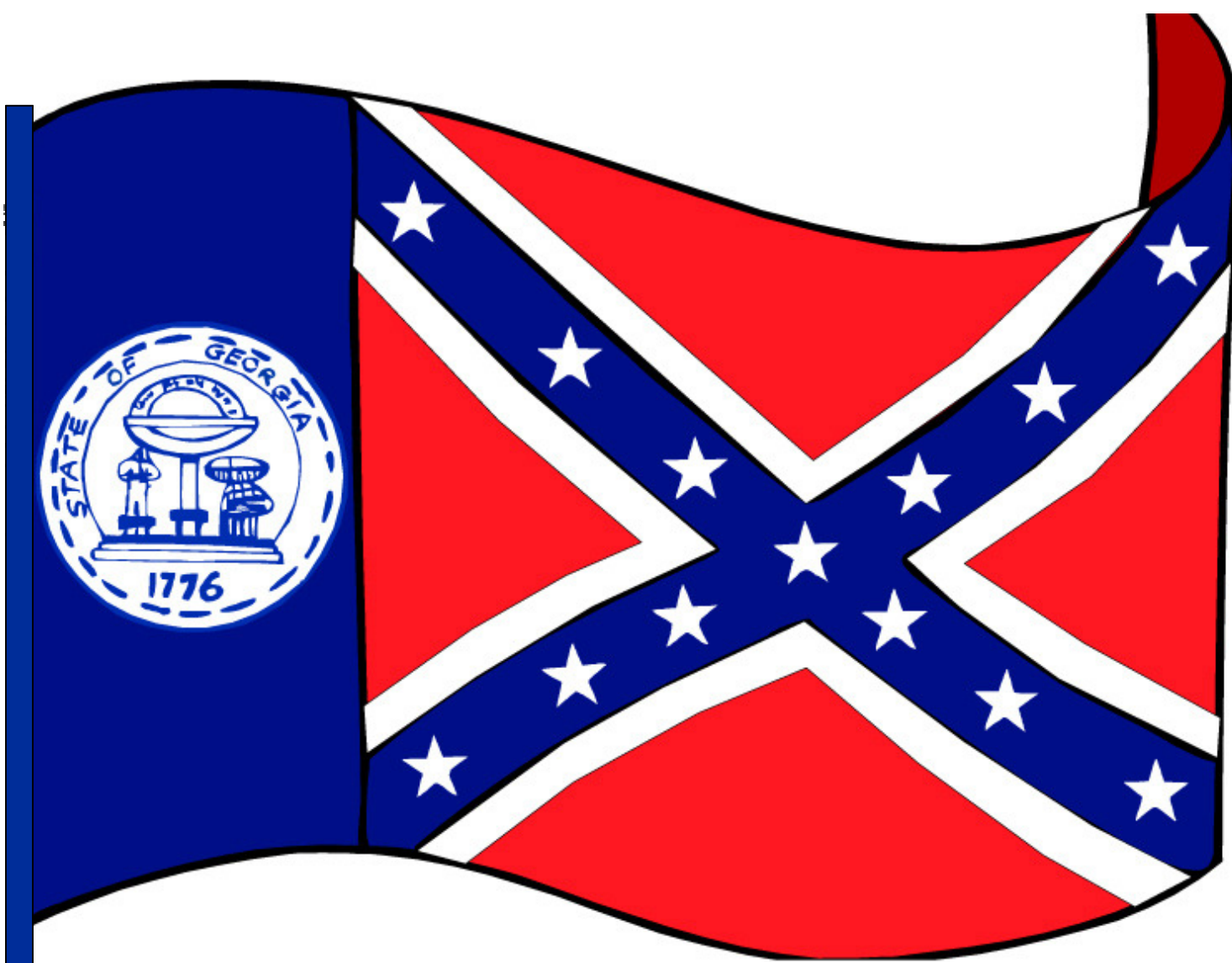
**Spring Bootstrap
Conference**

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Right now, in Georgia and almost everywhere, Supers are caught² between two sides of education.....

//Doom

to

Zoom//

- ▶ Understanding Doom and Zoom
 - ▶ Moving From Doom to Zoom
- ▶ Leaders Make a Difference and how to do it...

Doom

What is it?

Who's in it?

#1 on the list

MONEY

Most of you are on
one scary

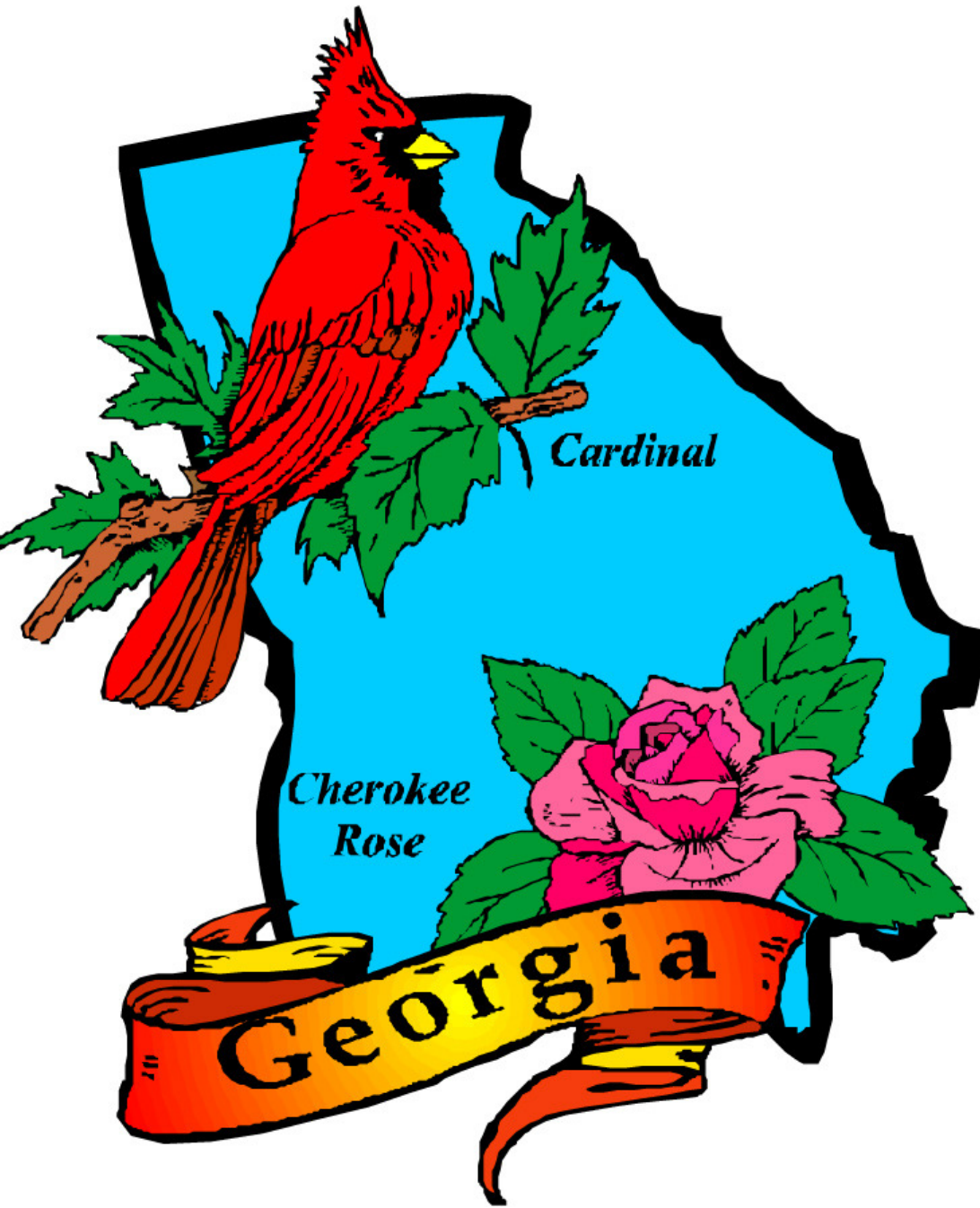
Financial Roller
Coaster Ride

Superintendents
and
School Board
Members
feel like this
guy.....

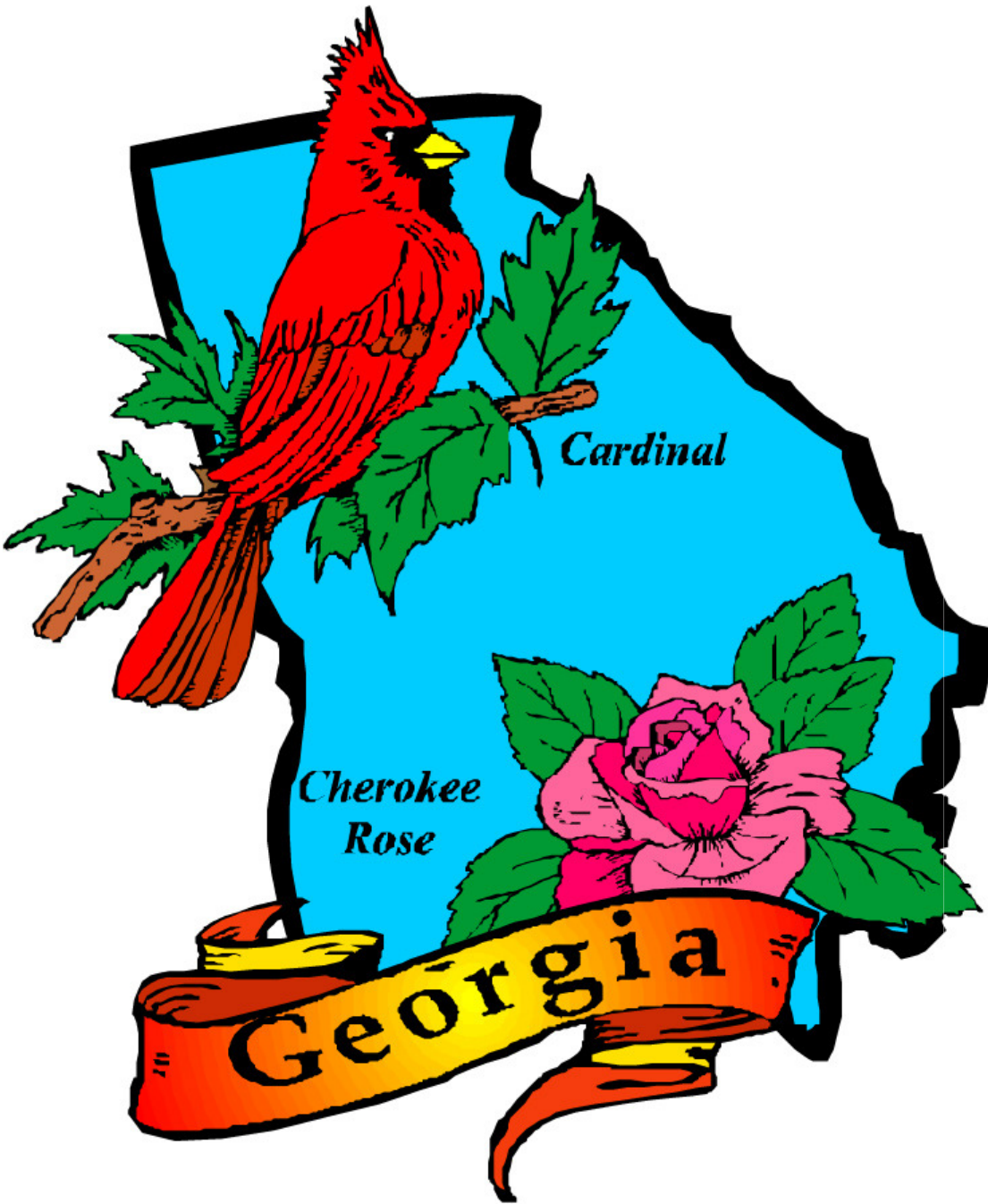


He's yelling
HELP,
HELP!

And he's
asking the
question



Where's
the
Money?



*And the
answer
is....*

*'t's gone,
It's.....*

KAPUT

JACQUA F.
1917-1994

JOHN
1961-1976

\$5,000,000,000

in 8 years

GONE!

A black and white photograph of a spiral-bound notebook. The notebook is open to a blank page, and the word "why?" is written in a large, bold, black, sans-serif font across the center of the page. The spiral binding is visible at the top edge of the notebook. The background is a solid dark color, likely black.

why?

The Economy

stocks

investments

interest

Jobs

unemployment

hiring/placement (post hs/col)

salary/wage decrease

Property Values

home value decline
foreclosures
mortgage rules

Government

government service decline
higher taxes
health insurance issues
trust...or the lack of trust

Illinois

09-09
2J0068383

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Where Our Governors Make Our License Plates

ECD



In addition to Money...

Schools face other Challenges

Race to the Top
The “New” Standards
NCLB-NSLU
Voucher Issues

In addition to Money...

Schools face other Challenges

Differing Student Attendance
Days

Furloughs

Common Core GA Perf.

Standards

Low Morale/No Raises

In addition to Money...
Schools face other Challenges

Accountability:

Priority/Focus/Alert Categories

“Austerity Reductions”

And, ***Depressed People!***

Yes, People!

**Cooperative and Supportive
Volunteers and Philanthropists**

CAVE people

Spoons

Even Alligators.....

So, what's your version of DOOM?

Dollars?

Programs

Staff?

Class Size?

Technology?

Cocurriculars?

Reserved Funds?

Health Insurance Increases?

What else?

A large green highway sign with a white border and a white double-line border. The sign is mounted on a metal post and is set against a blue sky with light clouds. The text on the sign is white and centered.

The Road to Instructional Improvement

*The First Task is to
Get Past the
Doom*

*Leading
From
Doom to Zoom*

***Do more
with less.***

***Fight the economy at school,
and at home.***

***And, keep the troops on target,
enthused and
providing quality instruction.***

*And build for the future,
preparing for the ZOOM of
learning.*

*The always changing way kids
will an want to learn.*

Kids are in ZOOM mode.

They want to be challenged.

They learn differently today.

Listen to what the students at Gilson JH share what they want from you.

Copy this link in your Browser to see the video:

http://dl.dropbox.com/u/7406755/Education_Vision_Gilson_JH_AK1.mov

Many schools are in a

“state of ‘Doom’”

But kids are in a state of
Zoom!

400!!!

How kids learn.

How teachers should teach

Zoom

The Next
Backpack

iBooks textbooks for iPad.

There's nothing textbook about them.



Zoom

Apps

Zoom

Apple TV

AirPlay

A close-up photograph of a hand holding a grey, rounded rectangular Apple TV device. The device is held in the palm of a hand, with fingers visible around it. The top surface of the device is a matte grey color and features the black Apple logo followed by the lowercase letters 'tv' in a sans-serif font. The background is a blurred bookshelf filled with books. In the bottom left corner, there is a faint, semi-transparent watermark that reads 'ngadget' with a signal icon above it.

Apple tv



TEXTBOOKS

reading-definitions-pronunciation

note taking - flash cards

calendars/data books

maps/navigations

astronomy, etc.

youtube for ed

music/videos



So what do we do?
How do we move from
Doom to Zoom?

We do it by *Leading*.



Leadership

“Leadership is influence. That’s it. Nothing more; nothing less...He who thinketh he leadeth and hath no one following him is only taking a walk.”

John Maxwell

Think Solutions

**Don't look back.
Look Forward.**

**Stop blaming. Start fixing.
Start fresh.**

**Watch what one person
did by thinking solutions..**

Google "Game of Hope"



YOU are in the driver' s seat!







And sometimes you need to drive fast!

Plan - Part A

- Tell lawmakers enough roller coaster rides. Fix the budget problem.
- If it takes a 5-years, so be it.
- Tell us what our income is for the next five years while you make GA solvent. Allow us to plan and meet the needs of kids without the roller coaster ride.

Plan A

-  No more threats resulting in massive layoffs and program cuts.
-  No more politics.
-  No more “austerity” insanity.
-  It’s time to step up to the plate and realize the importance of education.

Plan - Part B

- Seek ways to fund technology and take advantage of the ZOOM.
- Work with technology giants, foundations, philanthropists.
- Raise the expectation for quality teachers. Hire, train, and retrofit teachers to promote Zoom.


“Teachers understand that kids want to be entertained more than they want to be bored, but what many teachers don’t understand is that students today want to be challenged even more than they want to be entertained.”

Tony Wagner

**“Silence is
Golden, but
sometimes it’s
just plain
yellow.”**

Steven Zinili




 Have the courage
to speak up.


 Don't stand still.

Do something.

Why?



***Because you are responsible for
the lives and learning of your
students.***



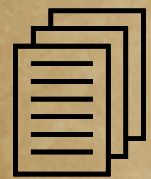
***Because you are talented, hard
working, and creative.***



Because you see the white lines.







Because you CARE.



When I approach a child,
he inspires in me two
sentiments: tenderness for
what he is, and respect for
what he may become.

Louis Pasteur

“The measure of who we
are is what we do with
what we have.”

Vince Lombardi

What Wins?

Doom?

or

Zoom?

It's up to us!

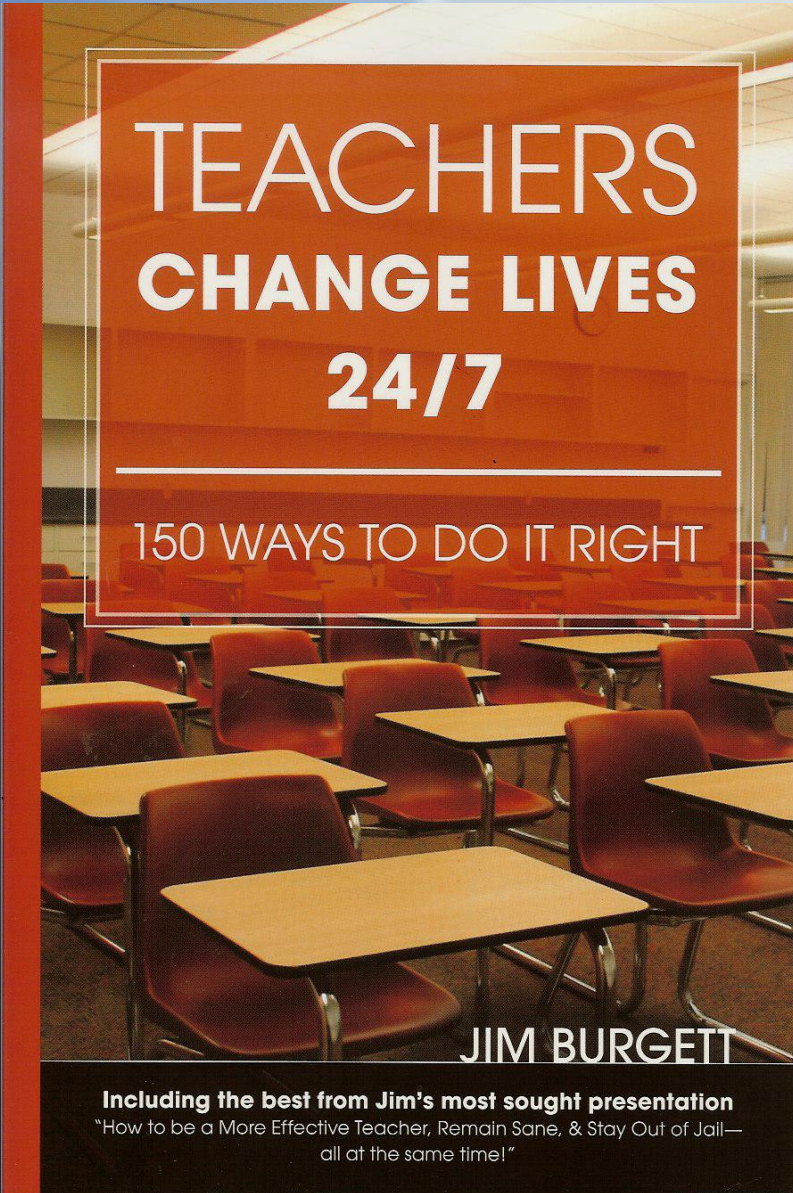
There is a story of a man who stood before God, his heart breaking from the pain and injustice of the world... "Dear God," he cried out, "look at all the suffering, the anguish, and the distress in the world. Why don't you send help?"

And God responded.....

I did send help.

I sent you.

And *you* make a difference
in this world, one child at
a time.



**TEACHERS
CHANGE LIVES
24/7**

150 WAYS TO DO IT RIGHT

JIM BURGETT

Including the best from Jim's most sought presentation
"How to be a More Effective Teacher, Remain Sane, & Stay Out of Jail—
all at the same time!"

***Questions? Comments?
May I help you in anyway?
Feel free to contact me anytime.***

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