



Project ReImagine Webinar

June 30, 2009



Dr. William C. Skilling, Superintendent Oxford Community Schools



- 29 Years in Education
 - Last 6 years as a superintendent
- Education
 - BS in Educ. from University of Michigan
 - MS in Educ. from Western Michigan University
 - Ed.S and Ph.D. in Educational Leadership from Michigan State University



It Starts with a Vision

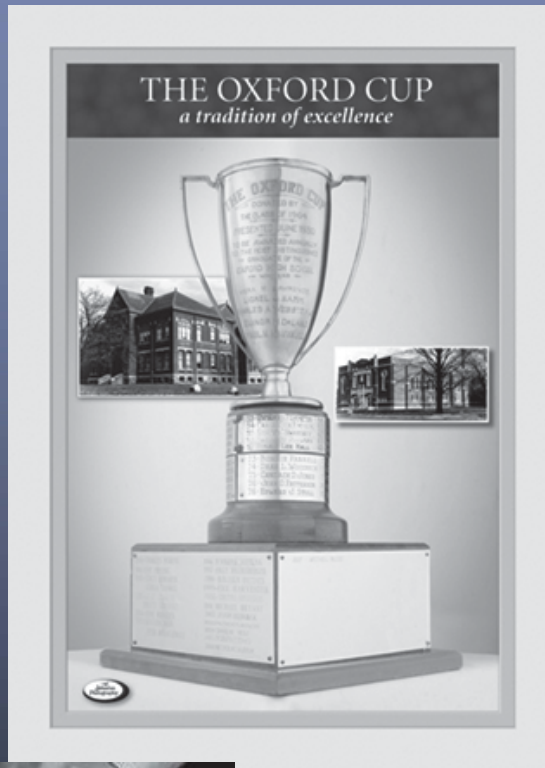
*To Create a World-Class Education Today
to Shape Tomorrow's Selfless Global Leaders*



If the **Magnetism** of your school's **vision** is not greater than the magnetism of your current assets, your school is in a state of **Decay**, and **Decline**, and well on its way to **Mediocrity** and **extinction!**



Everything Matters



- Thinking differently is just as easy as thinking like everyone else – **Break conventional thinking!**
- Anything is **Marketing!** Absolutely anything!
- Everything we do is marketing whether we want it to be or not.
- Our prospects are people, both students and parents. How we treat them is the story.
- **People talk to each other.** They talk about our **service**, our **attitude**, our **commitment**, and our dedication to **excellence**. IF it's different.
- ***EVERYTHING MATTERS!***





Reframing the Issue



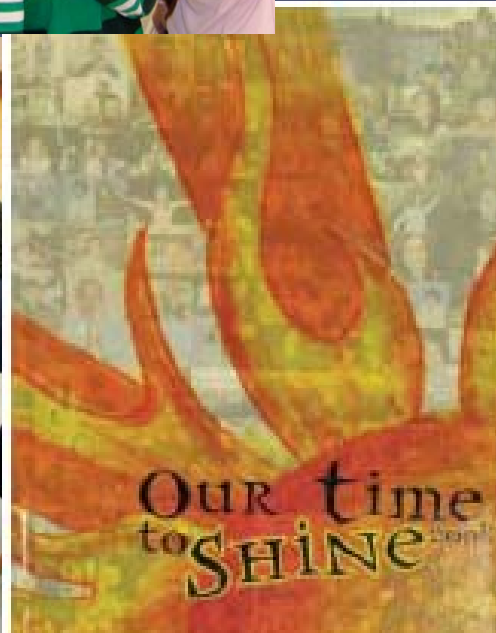
- **Finances** are **NOT** the major problem or biggest challenging facing school districts in Michigan or across the country The biggest challenge is preparing our students for a ***Global Economy that is changing 24/7***
- ***Practicing Strategic Intent!***



Breaking Conventional Wisdom



- When others have been cutting . . . we have been creating new opportunities . . . *Global Literacy*
- When others speak about financial doom and gloom we have been creating possibilities



- When others have stated “we can’t” we have said yes we can
- What has been the result?



Strategy: Breaking Conventional Wisdom



Note: "District" is misspelled in banner. The finished banner had the correct spelling.





Athletics – No Pay to Play . . .No Admission Fees for Students



- Athletic participation rates have gone up over 10%
- Attendance is up!
- Concession sales are up!
- Gate Receipts are up 5%!
- Athletic opportunities are up!
 - Boys' Swimming 14
 - Boys Lacrosse 35
 - Girls Lacrosse 30
- ***Goodwill in the community - - priceless!***



Fine Arts Offering & Growth



- High School Band Program
 - 479 to 652 students = +193
- High School Choir
 - 84 to 130 students = +46
- High School Art
 - 160 – 422 = +262
- Drama/Theatre
 - 140 – 112 = +28
- Implemented a new orchestra program 08-09
 - Elementary & Middle school grades 4th – 8th
 - 210 beginning students!



Curriculum Growth



- All-day-every-day kindergarten
 - World Language Instruction EVERYDAY
 - Suzuki strings for kindergarteners
- Model Schools Professional Development 9 / 18 days/year
- Teacher Leader Framework
- Enhanced curriculum offerings: orchestra, Chinese, MS honors math, ACT prep, AP classes (6), jazz band and choir options
- Two language fluency initiative K-12



New Focus: Model Global Learning Community

- New language classes
 - Chinese K, 3, 4, 7 & HS, Spanish K, 7, 8, HS
 - Fifth Core: World Language for ALL students
 - Fluency in two languages before high school
- Early elementary second language program
 - Standards based proficiency oriented K-12 language programs
- Implement key components of global education
 - Model schools, rigor, relevance & relationship framework
- Pre-engineering & technology education classes
 - Middle school pre-engineering, HS engineering, Project Lead-the-Way





Enrollment

CHAMPIONS FOR THE FUTURE

accepting school of choice applications • all-day-every-day kindergarten • high school trimester schedule • AP courses • ACT prep classes • pre-engineering • home economics • chinese • spanish • orchestra • instrumental music • vocal music • visual arts • athletics: football, lacrosse, soccer, basketball, volleyball, wrestling, ice hockey, baseball, softball, track, swimming, golf, bowling • clubs and groups: adventure club, national honor society, dance team, drama club, writers' club, SADD, environmental club, robocats, equestrian team

Michigan Blue Ribbon Exemplary Schools

VISION
Creating a World-Class Education Today to Shape Tomorrow's Selfless, Global Leaders.

MISSION
The mission of Oxford Community Schools is to provide a world-class education that challenges all students to achieve their maximum potential and prepares them to succeed in a global society.

Board of Education Offices 105 Pontiac Street, Oxford, MI 48371 248.969.5000 / Fax: 248.969.5016 www.oxfordschools.org	
Oxford High School Oxford Middle School Daniel Axford Elementary Clear Lake Elementary Lakenville Elementary Leonard Elementary Oxford Elementary Crossroads for Youth	248.969.5100 248.969.1800 248.969.5050 248.969.5200 248.969.1850 248.969.5300 248.969.5075 248.969.1885

- 2007 Enrollment Up (38)
- 2008 Enrollment Up (53)
- 2009 Applications for SOC
 - K - **33** (World Language/Fifth Core)
 - 1 - 2
 - 2 - 2
 - 3 - 4
 - 4 - 4
 - 5 - 3
 - MS - 15
 - HS - 38
 - K-12 Total = 101

(NOTE: As of June 26th)



Financial



- Fund Balance Grew in 2007
 - \$1.5 million
- Fund Balance Grew in 2008
 - \$1.3 million
- Fund Balance projected to grow in 2009
 - \$100,000 to \$150,000
- Proposed budget for 2010 fund balance projected growth
 - TBD
- School of Choice Students have increased over 300% since the fall of 2006
- A local realtor had her best year in home sales in 2008 in her 20 year career



Conclusion

As a community and school district, we are united in the belief that ***everything matters*** when it comes to shaping the 21st century's global leaders.

We also believe that we need to leverage this recession by ***investing in the education*** of our students instead of divesting. By doing so, we will increase our revenue more. There is ***no Magnetism in cutting student programs and opportunities.***