



Pioneer High School for the Performing Arts

Director's Report
Wednesday, June 21, 2017

Discussion Summary

- Enrollment
- General Update
- Marketing
- Staff Update
- Education Direction
- Policies & Procedures
- New Website

Enrollment – Returning & New

Grades	09	10	11	12	Total
Returning	0	24	26	37	87

Registered	8	12	0	2	22
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Dance	11
Music	5
Theatre	5

Unknown	1
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Marketing Efforts – Website Update

- Will require an RFP
- Website #1 source for prospective students/parents to find out about PHS
- Will allow us to update website, ourselves
- Will make our website more secure



Marketing Efforts – Website Update

➤ Considerations

- Design & Development
- Mobile Design & Development
- Content Management System (CMS)
 - We must be able to manage & update our own website (easily!)
- Monthly Fee to Host Site



Marketing Efforts



CUSTOMER
ANALYSIS
ADVERTISING
MARKET
SALES
PROMOTION
PRICE
INTERNET
TARGET

A red marker is positioned to the right of the word cloud, pointing towards the highlighted word 'CUSTOMER'.

- **Open Houses**
- **Promotional Flags – hit a snag**
- **Media Advertising**
 - **\$13,000 budgeted for July advertising?**
- **Social Media Promotions**
 - **Help with keeping an active and current webpage**

General Updates

- **Civil Rights Data Submission for 2015 -2016**
 - Due on May 31st
 - Drop Dead date of June 23rd – **DONE!**
- **State Assurances**
 - Due on June 30th
 - Sent copy for Board Review – Submitted on 20th
- **Transcripts for Parents & Students**

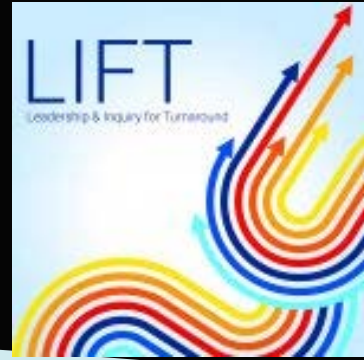
General Updates – We Are Lacking

➤ Job Descriptions

- What are responsibilities for each role?
 - ▶ Expected work days?
 - ▶ Expected work hours?
 - ▶ Summer responsibilities?
 - ▶ Professional Development?
- What are qualifications for each role?



LIFT Conference Report



➤ What is LIFT

- The Leadership and Inquiry for Turnaround (LIFT) is a comprehensive professional learning experience for leaders of schools who are on their way to transforming Utah's lowest performing schools into places where all students succeed and excel.
- Completed last two-day session on June 13th & 14th
 - Four more sessions next school year

LIFT – Sheryl Ellsworth

- Education Direction meets with her quarterly and discusses each school's progress
- The soonest we can get out of turnaround is three years, or September 2018 (Senate Bill 234 covers turnaround)
- School Grading moving towards statistical modeling, which all testing has shown to be more favorable to turnaround schools than the current letter grade

LIFT – Sheryl Ellsworth

- ▶ Home visits are very big with the USBE and is a concern
 - ▶ Pioneer did not elect to participate
 - ▶ There was no communication to the parents that these visits would be happening. This meant that the first communication would be the teachers asking the parents if they could come into their homes.
 - ▶ What to say when the parents asked why the teacher wanted to come. The training said that we weren't supposed to talk about the student's progress at school, so what do they talk about with them?

LIFT – Sheryl Ellsworth



- ▶ Home visits are very big with the USBE and is a concern
 - ▶ Pioneer did not elect to participate
 - ▶ Many of the teachers felt that in high school they wouldn't have wanted one of their teachers to come to their house, so why would our students want that?
 - ▶ Distance also played an issue. We have students coming from Layton to Lehi and by the time some of these were visited, then most of the stipend from the state would go towards gas.
 - ▶ Time played a factor as well.

LIFT – Sheryl Ellsworth



- There is money that is available from the State for our staff in 2018 as a reward & recognition (although it doesn't sound like it a significant amount)
 - ▶ There may be an option to use it for recruitment and retention bonuses now, if needed (PHS would need to match the distributions by the State)
- School grades will be posted this September for all schools but in 2018, only turnaround schools will be generated, but not posted

Staff Update

- Mike Mitchell submitted resignation
- New Hire: Kathy Curtiss, Ph.D.
 - ▶ Language Arts
- New Hire: Michelle Terry
 - ▶ Special Education

STAFF RECRUITMENT

STAFF UPDATE!



Education Direction

- **Moving forward with Carrie Miller**
- **Focus for final year will be teacher coaching**
- **Scheduling 2-1/2 days of professional development starting August 15, 2017**
- **New coach assigned to work with us for third and final year**



Policies & Procedures

Policy
&
Procedure



➤ Update on Policies & Procedures?

➤ Critical Policies

- Use of Restraint
- Corporal Punishment
- Threats (Art X Sec 3; Title 53A-11a-203)
- Parent Education (Art X Sec 3; 53A-15-1302)
- Employee Notice of Liability Coverage (Art X Sec 3, 53A-1a-512)
- Emergency Response Plan (American Fork Police)

Issues to Consider



➤ New Facility

➤ Prep work?

- Move items from Dance Academy to storage containers?

➤ Demolition?

- One more walk-thru with architect (current or new option)

➤ Plan B, if facility not ready for August 22nd?

Issues to Consider

- ▶ **New Facility**
 - ▶ **Faculty Break Room & Restrooms**
 - ▶ **Faculty prep room**
 - ▶ **Printer/Copier**
 - ▶ **Paper Cutter**
 - ▶ **3-Hole Punch**
 - ▶ **Network Technology**
 - ▶ **Ethernet wiring & Access Points**



Thank you for your
support & the
Opportunity to Grow
thru Challenges!



