Flexibility in Education: Building a culture of Innovation and Integrity

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We keep on doing what we have been doing, without asking why.

- Longest password
PURPOSE OF EDUCATION

1. To prepare students to be able to earn a living for themselves and for their families.

2. To prepare our students to be productive, law-abiding citizens and active participants in society.

3. To equip our students to enjoy learning for learning’s sake, so they may experience personal fulfillment.
Education began in America in the 1600’s by Puritans and Congregationalists.


Land Act of 1785 and the Northwest Ordinance of 1787 required new states to set aside the 16th section of each township to provide for public schools.
Georgia constitutional convention in 1775 set up state funded public schools

Education is a power reserved for the states (see 10th Amendment, US Constitution)

In 2003 President George W. Bush said:

“It is a primary responsibility of the federal government to protect this country, and we should do it and do it well. Likewise, it is a primary responsibility of state governments to educate their children, and they must do it and do it well.”
WHEN WERE THE GOOD OLD DAYS?
<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1960</td>
<td>41%</td>
</tr>
<tr>
<td>1970</td>
<td>52%</td>
</tr>
<tr>
<td>1980</td>
<td>67%</td>
</tr>
<tr>
<td>1990</td>
<td>75%</td>
</tr>
<tr>
<td>2000</td>
<td>80%</td>
</tr>
<tr>
<td>2010</td>
<td>85%</td>
</tr>
</tbody>
</table>
STRUGGLING WITH CREATIVITY

In China in 2007, 72% of patents in the invention category went to foreigners, only 5.4% to native Chinese.

“We cannot use tests to measure creativity, ambition, or the willingness of students to question conventional wisdom. These are areas where Singapore must learn from America.” – Singapore Minister of Education
In the 20th century, there were plentiful jobs for the minimally educated.

- Agricultural manual labor
- Cutting and loading pulpwood and timber
- Textile mills
- Handwork in road building and construction

These jobs have been largely replaced through mechanization or shipped out of the country in search of cheaper labor.
## Shifting Occupations

<table>
<thead>
<tr>
<th>Fastest Growing</th>
<th>Largest Declines</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Network Systems Analysts +55%</td>
<td>□ Meter Readers -45%</td>
</tr>
<tr>
<td>□ Medical/Physician Assistants +50%</td>
<td>□ CreditAuthorizers/Checkers -41%</td>
</tr>
<tr>
<td>□ Dental Hygienists +43%</td>
<td>□ Mail Clerks -37%</td>
</tr>
<tr>
<td>□ Computer Software Engineers +43%</td>
<td>□ Telephone Operators -36%</td>
</tr>
<tr>
<td>□ Database Administrators +38%</td>
<td>□ Computer Operators -33%</td>
</tr>
<tr>
<td>□ Physical Therapists +37%</td>
<td>□ Photographic Machine Operators -30%</td>
</tr>
<tr>
<td>□ Forensic Science Technicians +36%</td>
<td>□ Order Clerks -22%</td>
</tr>
<tr>
<td>□ Veterinary Technologists +35%</td>
<td>□ Extruding Machine Operators -21%</td>
</tr>
<tr>
<td>□ Preschool Teachers +33%</td>
<td>□ Chemical Plant Operators -18%</td>
</tr>
<tr>
<td>□ Postsecondary Teachers +32%</td>
<td>□ Machine Sets -17%</td>
</tr>
<tr>
<td>□ Hazardous Materials Workers +31%</td>
<td>□ Word Processors/Typists -15%</td>
</tr>
<tr>
<td>□ Employment Recruiters +31%</td>
<td>□ Farmers/Ranchers -15%</td>
</tr>
<tr>
<td>□ Environmental Engineers +30%</td>
<td>□ Couriers/Messengers -9%</td>
</tr>
</tbody>
</table>
The Dean of the Duke University School of Business said in 2008 that of the top 10 jobs for college graduates that year, 8 of them did not exist in 2001.
Estimates that today’s learner will have 10-14 jobs by the age of 38
Education pays

Unemployment rate in 2009
- Average, all workers: 7.9%
- Less than a high school diploma: 8.6%
- High school graduate: 9.7%
- Some college, no degree: 6.8%
- Associate degree: 5.2%
- Bachelor's degree: 3.9%
- Master's degree: 2.3%
- Professional degree: 2.5%
- Doctoral degree: 14.6%

Median weekly earnings in 2009
- Average, all workers: $774
- Less than a high school diploma: $454
- High school graduate: $626
- Some college, no degree: $699
- Associate degree: $761
- Bachelor's degree: $1,257
- Professional degree: $1,529
- Doctoral degree: $1,532

63% of all jobs will require some college or better by 2018.
Problems in Education Poll for *The Economist*

- Too little money: 13%
- Low expectations of students: 11%
- Not enough science and math: 2%
- Not enough arts and music: 1%
- Classes are too big: 7%
- Violence and gangs: 7%
- Use of drugs: 2%
- Low-quality teachers: 8%
- Lack of parental involvement: 22%
- Lack of student discipline: 15%
- Other: 12%
Any job that can be reduced to a series of steps or if/then statements will always go to the lowest bidder.

College educated engineers in India average starting salary: $9,000 per year.

College educated engineers in the U.S. average starting salary: $56,000 per year.

Where would you locate your high tech call center?
CREATING THE NEXT I-POD, PAD, PHONE, ETC

- Americans have been successful due to creative ingenuity and entrepreneurial spirit.
- We must educate to enhance these qualities
OUR GRADUATES MUST BE...

- Life-long learners,
- Critical thinkers/problem solvers,
- Communicators, both orally and through writing
What Should We Teach?

- **Skills** (reading, writing, mathematical computation)
- **Processes** (learning, critical thinking, communicating)
- **Values** (Respect for self and others; work ethic; appreciation of arts, nature, and ideas)
How Do We Teach?

- **Rigor** – Demanding academic exercises
- **Relevance** – showing why it is important to them
- **Relationships** – feeling a sense of caring; belonging
A World of Disruption

Disruptive innovation through technology is changing our economic and educational landscape.

A new paradigm that is student-centric, using IT to individualize.

“Disrupting Class” (2008) by Christensen, Horn, and Johnson
School improvement cannot be scaled, but **innovation** can be scaled. Good leadership creates a culture of educational innovation that encourages all educators to find ways to reach every student.

- Supt. Will Schofield, Hall County (GA)
PRECONDITIONS FOR INNOVATION IN SCHOOLS

- It rises or falls on the principal
- Concise and well articulated non-negotiables
  “Command without Control.”
- Culture of trust
  “Transparency and Communication”
- Culture of thoughtful risk
  “Build a new box.”
- Culture of integrity
  “Break the rules with Integrity”
School Choice

- The political climate
- Doesn’t have to mean charter schools
- We are the 800 pound gorilla in the education market
- Offer great academic choices for every student
- No school zones
Some innovations implemented

- “Summer workouts”
- Virtual school
- Before and after school credit recovery
- International Baccalaureate program
- SREB Advanced Career
- Academically themed elementary schools with project based learning
Some results...

- DHS graduation rate up from 59% in 2008 to 96.1% in 2015.
- With the highest poverty level in the area, DHS has led the area in graduation rate for 4 consecutive years.
- Elementary discipline incidents were reduced by 77% in two years.
- Middle school fighting and bullying incidents were reduced by over 70% in two years.
- Increased industrial development
4 IMPORTANT EXCHANGES

1. EXCHANGE STABILITY FOR SIGNIFICANCE

Move the needle from what is easy to what is significant.

Swing for the fence. Don’t be satisfied with a single.

Kevin Paul Scott
4 IMPORTANT EXCHANGES

2. EXCHANGE EXPEDIENCE FOR EXCELLENCE

What is convenient, familiar, quick

Expedience is bad when it runs into excellence

Commit to do things well

Kevin Paul Scott
3. EXCHANGE ACCEPTANCE FOR ACCOMPLISHMENT

He who lives for the approval of others will die by the absence of the same

People who worry about how they are perceived never get things done

Crabs in a bucket: 1 crab. 2 or more crabs.

Why do Crabs go into a bucket?

Kevin Paul Scott
Zig Ziegler said that the #1 reason people fail is because they trade what they want most for what they want right now.

What you go through now is nothing compared to what you will reap later on.

Kevin Paul Scott
Your actions make a difference every day in the energy of your school, your school system, the daily needs of your class, the well being of a fellow teacher, a moment of thoughtfulness in a child’s day.
It is time to embrace innovation and create the conditions that allow schools to effectively prepare the students they serve for the quickly changing, economically fluid world that is their future.

The Choice is Ours
“All that is valuable in human society depends upon the opportunity for development accorded the individual.”

- Albert Einstein

Understand what has been, produce what should be.