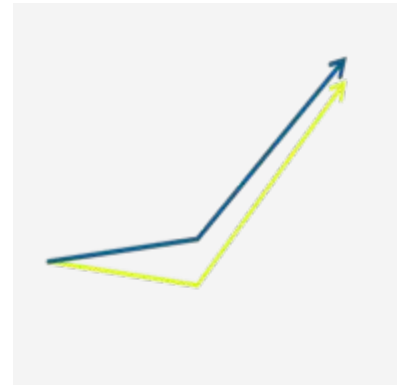


# SUPERINTENDENT'S REPORT

JANUARY 2018



# AGENDA

## 1. Introduction

## 2. Teacher Recruitment and Retention

- Launch of Teach Newark Campaign
- Updated Educator Retention Numbers

## 3. Central Office Move

- Students 2 Science/Connectivity

# INTRODUCTION

**I am proud to call Newark home.**

- I was born and raised in the Weequahic Section of the city. Attended Harriet Tubman Elementary School. I am a 3<sup>rd</sup> generation Newarker.
- My father taught at Martin Luther King School and became a Vice Principal and Principal at Central High School and Morton St. Elementary School.
- I attended high school just outside of Philadelphia and was a 3-sport student athlete.
- Earned a football scholarship to attend West Chester University and majored in Secondary Education with a minor in Social Studies.



*Harriet Tubman School*

# INTRODUCTION

**I returned to Newark to teach just over 20 years ago.**

- Middle School Social Studies/ English Language Arts Teacher at Harold Wilson, Ann St., and Camden Middle School from 1996-2004
  - Led a group of 8<sup>th</sup> graders at Camden Middle School to a state and national civics competition championship, entitled Project Citizen, becoming first urban district to win in the state and on a national level.
- District Supervisor Office of Social Studies 2004-2006
  - Entered and graduated from Seton Hall's Newark Grow Your Own Future Leaders Program, a unique partnership between the District and the NTU.

# INTRODUCTION

**I'm looking forward to this opportunity to build on my experience as both a school leader and Assistant Superintendent and to bring what I've learned to this role.**

- **Founding Principal American History High School 2006-2015**
  - School was ranked one of the best in the nation receiving a Silver Medal in 2015 in U.S News and World Reports. School was also named to Washington Post America's Most Challenging Schools and considered one of the best in the State.
  
- **Assistant Superintendent High School Network 2015-2017 and Deputy Superintendent since June of 2017.**
  - Under my tenure we improved high school graduation rates from the high 60s to 78%
  - Increased the amount of dual enrollment and Advance Placement Courses across the High School Network.
  - Established a University Assisted Partnership between Rutgers University and Malcolm X Shabazz High School.
  - Hosted first Annual College Signing Day in 2017 aimed to create a college going culture in all of our High Schools.

# VISION FOR INTERIM PERIOD

In my role as Interim Superintendent my goals are short term in their nature on purpose.

- We will have a clear focus on continuing to improve student learning results across all of our schools and grade levels – a few specific strategies to do this are:
  1. Engaging with and listening to community members - and communicating our plan to move Newark schools forward together.
  2. Implementing the district's current three year strategic plan to ensure we are doing the things we promised the community we would do.
  3. Focusing on actionable areas where I feel we can immediately build on current momentum. Examples include:
    - Improving College and Career Readiness Systems
    - Opportunities for Teacher and Leader Professional Development and Collaboration

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# TEACHER RECRUITMENT AND RETENTION

## Overview



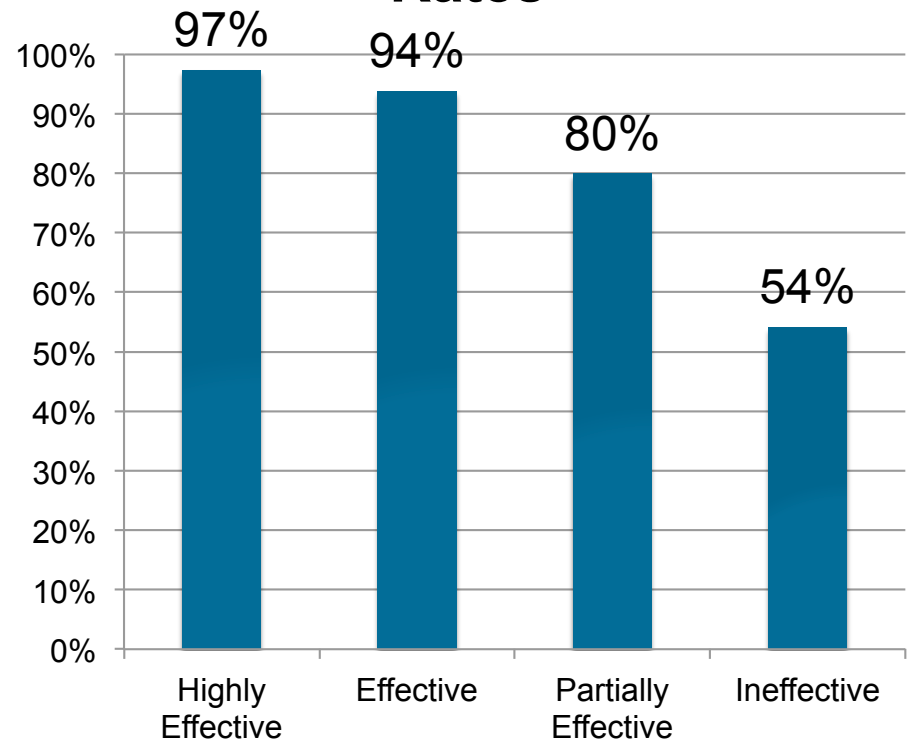
- **One of our top priorities as a district must continue to be recruiting great teachers and working to keep them.** This is key to everything we do.
- **Data available from our Talent Office shows us that we are getting better at keeping our best teachers and that overall, our retention rates have been steady over the past 5 years.**
- **We have also gotten better in recent years at ensuring that our schools are staffed on the first day of school**
- **However, there remains room for improvement.** In order to make sure that we continue our momentum in this area, we have launched the **Teach Newark** campaign to recruit more great educators.



# NPS IS KEEPING OUR MOST EFFECTIVE EDUCATORS

- Data shows that NPS schools are retaining their most effective educators.
- In 2016-17, the district retained 97% of educators ranked highly effective and 94% of educators ranked effective.
- This is important because it means our most effective educators are staying with our schools – which is good for students.

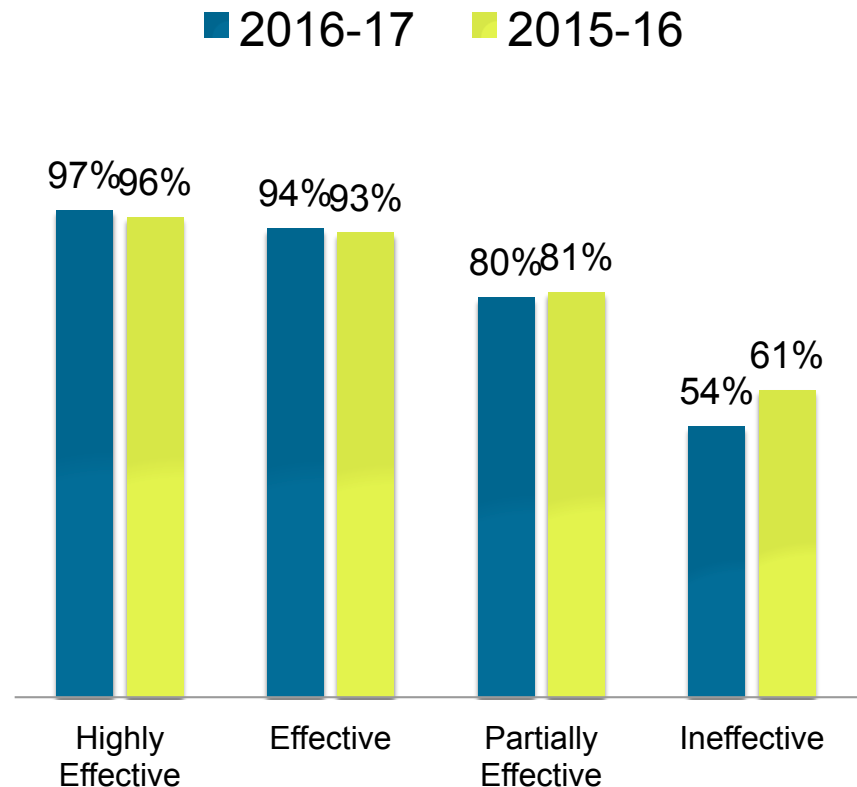
## 2016-17 Teacher Retention Rates



# WE ARE ALSO SEEING IMPROVEMENT

- We also can see that this data is trending in the right direction.
- The district retained a higher percentage of highly effective and effective educators this past year.
- The district also retained fewer partially effective and ineffective teachers.
- Overall (not pictured) NPS retains 87% of educators from one year to the next. This trend has been steady for the last 5 years.
- Even w/ these high retention rates, NPS hires about 250 educators per year

## Teacher Retention Rates



# WE ARE FILLING VACANCIES AT HIGHER RATES

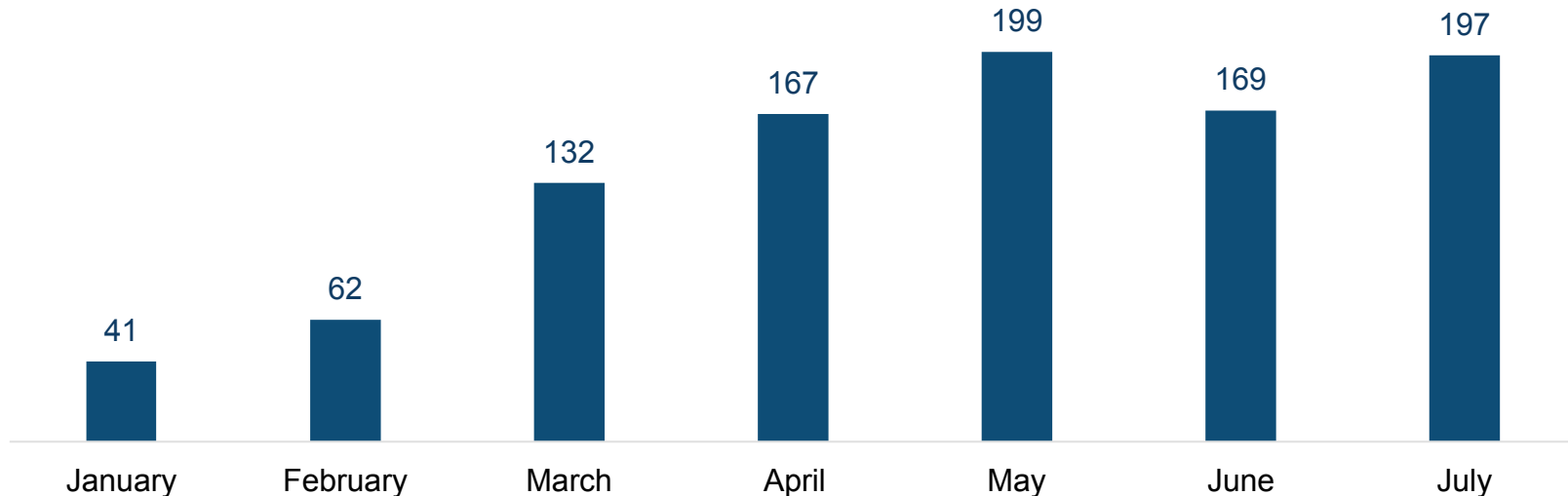
As of August 1, 2017, NPS was 98% staffed. This is a significant improvement compared to the same time the previous year.

| Vacancies on 8/1 This Year | Vacancies on 8/1 Last Year |
|----------------------------|----------------------------|
| 73                         | 141                        |

# BUT THERE IS ROOM FOR IMPROVEMENT

We need MORE applications and EARLIER in the calendar year.

## Total Teacher Applications Submitted by Month



# LAUNCH OF TEACH NEWARK CAMPAIGN



- The Teach Newark campaign is a part of a comprehensive recruitment effort to develop a large and high quality candidate pool of educators.
- Currently, NPS receives 1.7 educators applying for every vacancy.
- Through this campaign, we'd like to increase that number to around 3 per vacancy.
- The goal is not only that these efforts will provide great candidates, but that an increased pool will allow NPS to hire effective educators who contribute to their school communities inside and outside of the classroom.

# TEACH NEWARK CAMPAIGN



Newark Public Schools

HOME WHY TEACH NEWARK? YOUR CAREER BECOME A TEACHER

Teach Newark

## Where passion meets progress.

Discover a rewarding career—and a city on the rise. In Newark, we make learning limitless.

APPLY NOW

### Like Family



1

OUR DISTRICT

2

OUR SCHOOLS

3

OUR STUDENTS

# IN THE FIRST WEEK ...

- Overwhelmingly positive feedback from principals and others
- We are tracking our website traffic and see over 200 hits on weekdays for the first week and 1100 unique users in first week.



- We have four times as many applications now as we did last year at this time. (21 applications by Jan 22<sup>nd</sup> last year compared to 84 the same time this year!)
- First offer for the 2018-19 school year is about to go out!

# MULTI-FACETED APPROACH TO RECRUITMENT

## ■ Internet recruitment

- More internet postings than ever – over 150 online postings sites (paid and free alike)
- Utilizing Facebook ads as a new source of targeting interested applicants

## ■ Social media campaign

- Created Teach Newark Facebook account
- Reactivated Teach Newark Twitter Account (HootSuite)
- Launching #WhyIteachNewark campaign
- Sending out bi-weekly TeachNewark newsletter for interested candidates



Erica Lynn

9 hrs · Morris Plains · 🌐

For me, working for Newark Public Schools has been life changing. I came in as an alternate route teacher and now have the incredible honor of working on the Literacy and Special Ed departments. I get to go to work every day and learn from and support passion driven educators and their students! Apply today at [www.teachnewark.com](http://www.teachnewark.com). #whyiteachnewark Teach Newark

And if you want a "This Is Us" crying session watch this video <https://teachnewark.com/why-teach-newark/our-students>.

Please feel free to share this information with anyone who may be interested in a teacher or administrator position!



### Our Students | Teach Newark

Thank you for your interest in teaching positions at Newark Public Schools. If you'd like to learn more or have questions, please contact us using the email form to the right. We appreciate your email, and work to respond promptly to all inquiries.

[TEACHNEWARK.COM](http://TEACHNEWARK.COM)



# TEACHER REFERRAL CAMPAIGN

No one knows what our schools need more than our current staff in schools and central office. To this end ...

- This year, we will provide \$200 for a successful hire of a non-hard-to-staff teacher AND \$400 for a successful hire of a hard-to-staff teacher.
- Link will be sent to staff on Friday, January 26<sup>th</sup>.  
Deadline for referral will be April 30<sup>th</sup>.



# MULTI-FACETED APPROACH TO RECRUITMENT

- **On-campus recruitment and career fairs**
    - Internal
      - First Targeted Job Fair is January 27<sup>th</sup> at the Marion Bolden Center!
      - District-Wide Job and Transfer Fair will be held in April (date TBD)
    - External
      - Travelled farther ... Examples: D.C. (Howard) in November and going to go to Philadelphia (Education-Focused College Convening)
      - Went deeper ... Examples: Re-establishing more intense partnerships with local universities such as Seton Hall (e.g., Park Elementary) and Rutgers Newark
      - In process of developing a stronger student teacher pipeline process to be rolled out in 18-19
  
  - **Candidate cultivation – the “Human Touch”**
    - Creating a ongoing pool of interested candidates and providing more personalized touch points – phone calls, emails, connecting them with principals.
    - Purchasing Mailchimp to improve efficiency and frequency of communication.
  
  - Using data we reviewed, **announcement of clear application deadlines** for “Early Hires” – First deadline is January 29<sup>th</sup>!!
-

# WHAT CAN WE DO TOGETHER?

Sen. Cory Booker   
@SenBooker

|        |           |           |       |
|--------|-----------|-----------|-------|
| Tweets | Following | Followers | Likes |
| 3,578  | 6,039     | 68K       | 858   |



- Share the [www.teachnewark.com](http://www.teachnewark.com) website with everyone!
- If you use social media, link the website and share it with a **#WhyITeachNewark**
- Refer potential candidates through our website

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# CENTRAL OFFICE MOVE

- NPS offices have now moved into 765 Broad Street (entrance is on Bank Street)
- The Family Support Center has moved from 301 W. Kinney to 765 Broad
- This will also house a state of the art science laboratory facility.
- Our goal is to make this a space where everyone - families, community members, students and staff - can thrive.



# CENTRAL OFFICE MOVE

Some Features of the New Central Office Include:

- **Financial Savings:** The new building will house more than 300 NPS employees and save the district over \$2 million annually .
- **Improved Data and Technical Capacity:** The building also provided NPS with an opportunity to modernize and upgrade the district's data center, increasing capacity while creating redundancies that protect the district during emergencies.
- **Better Facilities to Serve Families:** With the Family Support Center located on-site, and most family facing offices also located on the first floor of the new building, this space better positions NPS to serve families in one place.
- **More Modern and Efficient Office Space:** The new building is smaller than our previous offices, which is a major factor in our ability to save. It also brings a more modern layout that will allow our employees to collaborate and communicate better than in our previous space.

# STUDENTS 2 SCIENCE



- The building also will house a state of the art science center that will be run by the organization Students 2 Science (S2S).
- S2S will operate the Newark S2S Technology Center, which will be outfitted with approximately \$4 million of state-of-the-art commercial equipment.
- The Newark S2S Technology Center will be an important resource for NPS's science education programs, enabling students to work side-by-side with STEM professionals and corporate mentors in the heart of Newark.

# STUDENTS 2 SCIENCE

Some of the key features of this exciting new space include:

- **Virtual labs** using the connectivity platform
- **The ISAAC program** (Physical Lab spaces for Students to work with real scientists)





# THE CONNECTIVITY PLATFORM

- Students 2 Science (S2S), in partnership with Connectivity, Inc., and in collaboration with the American Chemical Society, has developed a fully interactive, web-based, hybrid, distance-learning program to support elementary, middle and high school science students and teachers.
- This connectivity technology can also be used for other purposes, particularly professional development, as it provides the district with a platform for virtual collaboration.
- The district will be piloting this technology on our 1/31 professional development day, and looks forward to working with our schools and community partners to explore how we can best utilize this new technology.

# THANK YOU