

JEFFERSON COUNTY PUBLIC SCHOOLS
CONTRACT FOR THE PROCUREMENT OF PROFESSIONAL SERVICES

THIS CONTRACT FOR PROCUREMENT OF PROFESSIONAL SERVICES (hereinafter "Contract") is entered into between the JEFFERSON COUNTY BOARD OF EDUCATION (hereinafter "Board"), a political subdivision of the Commonwealth of Kentucky, with its principal place of business at 3332 Newburg Road, Louisville, Kentucky 40218 and Principal Matters, LLC (hereinafter "Contractor"), with its principal place of business at 8912 N. 124th E Avenue, Owasso, OK 74055.

WITNESSETH:

WHEREAS, the Board desires to procure the particular services of Contractor, which are more fully defined below; and

WHEREAS, Contractor has held itself out to be competent and capable of performing the services contracted for herein;

NOW, THEREFORE, in consideration of the mutual promises and agreements hereinafter set forth, the Board and Contractor (hereinafter "Parties") agree as follows:

ARTICLE I

Entire Agreement; Amendments

This Contract is the entire agreement between the Parties and supersedes any and all agreements, representations and negotiations, either oral or written, between the Parties before the effective date of this Contract. This Contract may not be amended or modified except in writing as provided in Article VIII. This Contract is supplemented by the Board's Procurement Regulations currently in effect (hereinafter "Regulations") that are incorporated by reference into and made a part of this Contract. In the event of a conflict between any provision of this Contract and any provisions of the Regulations, the Regulations shall prevail.

ARTICLE II

Services

Contractor agrees to perform the following services (hereinafter "Services") of a quality and in a manner that is within the highest standards of Contractor's profession or business. The Services are as follows:

Contractor shall provide professional learning coaching and consultant sessions and training through the 2023-2024 school year to principals, superintendent, and assistant superintendent within the Archdiocese of Louisville. Contractor shall follow the grant stipulations for use of Title II funds that are allocated by the federal government to the private, non-public schools' students managed by JCPS Fiscal Coordinator. At all times during the term of this contract, Contractor will be independent of the Archdiocese of Louisville and of any religious organization in the provision of the services.

Notwithstanding Article XII, the Board acknowledges that the Contractor owns the copyrights to all tangible or electronic presentation materials, handouts, and/or program books ("materials") used in

conjunction with the services performed under this contract. Contractor shall retain all copyrights owned prior to entering this contract, and the Board may not reproduce any materials not designated reproducible with the express written permission of the contractor. The Board shall not record (on audio or video) the consultant's presentation during a visit. In the event the Board determines that it is impractical or impossible for in-person services to occur, the Contractor may provide these services remotely using video conferencing technology as necessary.

Contractor agrees that they will not operate a motor vehicle in the performance of this Contract. The Contract Administrator hereby waives the insurance requirement for automobile liability insurance. If during the terms of this Contract, Contractor is not required by Kentucky law to maintain workers compensation insurance, then the Contract Administrator hereby waives the requirement for workers compensation insurance contained in Article V. All other provisions of Article V shall remain the same.

ARTICLE III Compensation

The Board shall pay Contractor the total amount stated below (hereinafter "Contract Amount"). The Contract Amount shall be paid in a lump sum upon completion of the Services, unless a schedule of progress payments is stated below. The Contract Amount shall be for total performance of this Contract and includes all fees, costs and expenses incurred by Contractor including but not limited to labor, materials, taxes, profit, overhead, travel, insurance, subcontractor costs and other costs, unless otherwise stated below. To receive payment, Contractor must submit an itemized invoice or invoices. If progress payments are authorized, each invoice must specify the actual work performed. If payment of costs or expenses is authorized, receipts must be attached to the invoice.

Contract Amount:	\$56,300.00
Progress Payments (if not applicable, insert N/A):	Within 30 days of approved invoice for services provided
Costs/Expenses (if not applicable insert N/A):	N/A
Fund Source:	Title II, Part A - 9872027-0322-401JP

ARTICLE IV Term of Contract

Contractor shall begin performance of the Services on August 30, 2023 and shall complete the Services no later than June 30, 2024, unless this Contract is modified as provided in Article VIII.

ARTICLE V Performance of Services by Contractor

The Services shall be performed by Contractor, and in no event shall Contractor subcontract with any other person to aid in the completion of the Services without the prior written approval of the Contract Administrator defined below.

Contractor shall appoint one person who shall be responsible for reporting to the Board on all Services performed under the terms of this Contract and who shall be available for consultation with the Contract Administrator.

Contractor is an independent contractor, not an employee. Contractor is responsible for the payment of all federal, state and local payroll taxes and providing unemployment insurance and workers compensation coverage to Contractor's employees. Contractor shall provide all equipment, materials and supplies necessary for the performance of the Services.

Contractor shall at all times during the term of this Contract comply with all applicable laws, regulations, rules and policies. Contractor shall obtain and keep in force all licenses, permits and certificates necessary for the performance of the Services.

Contractor agrees to hold harmless, indemnify, and defend the Board and its members, agents, and employees from any and all claims or losses accruing or resulting from injury, damage, or death of any person, firm, or corporation, including the Contractor himself, in connection with the performance of this Contract. Contractor also agrees to hold harmless, indemnify, and defend the Board and its members, agents, and employees from any and all claims or losses incurred by any supplier, contractor, or subcontractor furnishing work, services, or materials to Contractor in connection with the performance of this Contract. This provision survives termination of this Contract.

Unless waived in writing by the Contract Administrator, Contractor shall maintain during the term of this Contract policies of primary insurance covering the following risks and in at least the following amounts: commercial general liability, including bodily injury, property damage, personal injury, products and completed operations, and contractual, \$1,000,000; and automobile liability, \$1,000,000. Contractor shall furnish to the Contract Administrator certificates of insurance evidencing this coverage and naming the Board as an additional insured. Additionally, Contractor shall maintain workers compensation coverage with limits required by law; and professional errors and omissions coverage with minimum limits of \$1,000,000. Contractor shall furnish certificates of insurance evidencing this coverage to the Contract Administrator.

ARTICLE VI Equal Opportunity

During the performance of this Contract, Contractor agrees that Contractor shall not discriminate against any employee, applicant or subcontractor because of race, color, national origin, age, religion, marital or parental status, political affiliations or beliefs, sex, sexual orientation, gender identity, gender expression, veteran status, genetic information, disability, or limitations related to pregnancy, childbirth, or related medical conditions. If the Contract Amount is paid from federal funds, this Contract is subject to Executive Order 11246 of September 24, 1965 and in such event the Equal Opportunity Clause set forth in 41 Code of Federal Regulations 60-1.4 is hereby incorporated by reference into this Contract as if set forth in full herein.

ARTICLE VII Prohibition of Conflicts of Interest

It shall be a breach of this Contract for Contractor to commit any act which is a violation of the provisions of Article XI of the Regulations entitled "Ethics and Standards of Conduct," or to assist or participate in or knowingly benefit from any act by any employee of the Board which is a violation of such provisions.

ARTICLE VIII

Changes

The Board and Contractor may at any time, by mutual agreement set forth in a written addendum, make changes in the definition of the Services; the scope of the Services; and the Contract Amount. The Contract Administrator and Contractor may, at any time, by mutual agreement set forth in a written addendum, make changes in the time within which the Services are to be performed; the schedule of Progress Payments; and mutual Termination of the Contract.

ARTICLE IX

Termination for Convenience of the Board

The Board may terminate this Contract in whole or in part at any time by giving written notice to Contractor of such termination and specifying the effective date thereof, at least thirty (30) days before the specified effective date. The Board shall compensate Contractor for Services satisfactorily performed through the effective date of termination.

ARTICLE X

Termination for Default

The Board may, by written notice of default to Contractor, terminate the whole or any part of this Contract, if Contractor breaches any provision of this Contract, or so fails to make progress as to endanger performance of this Contract, and in either of these circumstances, does not cure the breach or failure within a period of five (5) days after receipt of notice specifying the breach or failure. In the event of termination for default, the Board may secure the required services from another contractor. If the cost to the Board exceeds the cost of obtaining the Services under this Contract, Contractor shall pay the additional cost. The rights and remedies of the Board provided in this Article shall not be exclusive and are in addition to any other rights and remedies provided by law or under this Contract.

ARTICLE XI

Disputes

Any differences or disagreements arising between the Parties concerning the rights or liabilities under this Contract, or any modifying instrument entered into under Article VIII of this Contract, shall be resolved through the procedures set out in the Regulations.

ARTICLE XII

Contractor's Work Product

Unless waived in writing by the Contract Administrator, the Board shall retain ownership in and the rights to any reports, research data, creative works, designs, recordings, graphical representations or other works of a similar nature (hereinafter "Works") produced or delivered by Contractor under this Contract. Contractor agrees that the Works are "works for hire" and Contractor assigns all right, title and interest in the Works to the Board.

Any reports, information, data, etc. given to or prepared or assembled by Contractor under this Contract shall not be made available to any individual or organization by Contractor without the prior written approval of the Board. Provided, nothing in this Article may be used to violate the provisions of any Kentucky or Federal statute or regulation which requires reporting of information.

ARTICLE XIII
Contract Administrator

The Board shall appoint a Contract Administrator for the purposes of daily administrative decision-making pertaining to the Contract. If Contractor and the Contract Administrator disagree on any circumstance or set of facts pertaining to the administration or execution of this Contract, the Board shall resolve the matter after notification by either the Contract Administrator or the Contractor in the manner prescribed by the Regulations. If the Board fails to give notice to Contractor of the appointment of a Contract Administrator, the Contract Administrator shall be the Board's Chief Financial Officer.

ARTICLE XIV
Right to Audit

The Board shall have the right to inspect and audit all accounting reports, books or records which concern the performance of the Services. Inspection shall take place during normal business hours at Contractor's place of business. Contractor shall retain all records relating to the performance of this Contract for five (5) years after the end of the term of this Contract.

ARTICLE XV
Miscellaneous

- A. All Articles shall be construed as read, and no limitation shall be placed on any Article by virtue of its descriptive heading.
- B. Any notices or reports by one Party to the other Party under this Contract shall be made in writing, to the address shown in the first paragraph of this Contract, or to such other address as may be designated in writing by one Party to the other. Notices shall be effective when received if personally delivered, or three days after mailing if mailed.
- C. If any part of this Contract is held to be void, against public policy or illegal, the balance of this Contract shall continue to be valid and binding.
- D. This Contract shall be governed and construed in accordance with the laws of the Commonwealth of Kentucky.
- E. No delay or omission by either Party in exercising any right under this Contract shall operate as a waiver of that or any other right or prevent a similar subsequent act from constituting a violation of this Contract.
- F. At all times during the term of this Contract, Contractor shall comply with the Family Educational Rights and Privacy Act of 1974. If Contractor has access to student records, Contractor shall limit its employees' access to those records to persons for whom access is essential to perform this Contract.
- G. If this Contract requires Contractor and/or any employees of Contractor access to school grounds on a regularly scheduled and continuing basis for the purpose of providing services directly to a student or students, all individuals performing such services under this Contract are required to submit per KRS 160.380 to a national and state criminal history background check by the Department of Kentucky State Police and the Federal Bureau of Investigation and have a letter, provided by the individual, from the Cabinet for Health and Family Services stating no administrative findings of

child abuse or neglect found through a background check of child abuse and neglect records maintained by the Cabinet for Health and Family Services.

- H. Contractor shall be in continuous compliance with the provisions of KRS Chapters 136, 139, 141, 337, 338, 341 and 342 that apply to the Contractor or subcontractor for the duration of this Contract and shall reveal any final determination of a violation by the Contractor or subcontractor of the preceding KRS Chapters.

IN WITNESS WHEREOF, the Parties hereto have executed this Contract to be effective as of August 30, 2023.

Contractor's Social Security Number or Federal Tax ID Number:

JEFFERSON COUNTY BOARD OF
EDUCATION

By: _____

Title: Martin A. Pollio, Ed.D.
Superintendent

Principal Matters, LLC
CONTRATOR

By: William D. Parker

Title: William D. Parker
Founder

Cabinet Member: Dr. Terra Greenwell

(Initials)

Jefferson County Public Schools
**NONCOMPETITIVE NEGOTIATION
DETERMINATION AND FINDING**

1. An emergency exists which will cause public harm as a result of the delay in competitive procedures (Only the Superintendent shall declare an emergency.) —

State the date the emergency was declared by the superintendent: _____

2. There is a single source for the items within a reasonable geographic area —

Explain why the vendor is a single source: _____

3. The contract is for the services of a licensed professional, education specialist, technician, or an artist —

State the type of service: Educational Consultant

4. The contract is for the purchase of perishable items purchased on a weekly or more frequent basis —

State the item(s): _____

5. The contract is for proprietary item(s) for resale: This can include the buying or selling of item(s) by students when it is part of the educational experience —

State the type(s) of item(s): _____

6. The contract is for replacement parts when the need cannot be reasonably anticipated and stockpiling is not feasible —

State the item(s): _____

7. The contract or purchase is for expenditures made on authorized trips outside the boundaries of Jefferson County Public Schools —

State the location: _____

8. The contract is for a sale of supplies at reduced prices that will afford Jefferson County Public Schools a savings (Purchase must be approved by Director of Purchasing) —

Explain the logic: _____

9. The contract is for the purchase of supplies which are sold at public auction or by receiving sealed bids —

State the items: _____

I have determined that, pursuant to K.R.S. 45A. 380, the above item(s) should be obtained by the Noncompetitive Negotiation Methods since competition is not feasible.

Jennifer Crask

Print name of person making Determination

TI - Federal & State Programs

School or Department

Signature of person making Determination

Date

Principal Matters LLC

Name of Contractor (Contractor Signature Not Required)

Requisition Number

Explanation of Noncompetitive Negotiation Methods can be found under K.R.S. 45A.380 and on page 15 in the Procurement Regulations

F-471-1

Revised 05/2011

Proposals from William D. Parker, Principal Matters, LLC, for 2023-2024

Impact Mastermind – Leadership Development Sessions

17 sessions of 1 hour meetings twice a month provided via Zoom in synchronous, engaging professional learning from Principal Matters, LLC Consultant William D. Parker

Impact Mastermind – Leadership Development Sessions Schedule Dates

(*1st and 3rd Wednesdays unless marked otherwise)

- Wednesday, September 13, 2023
- Wednesday, September 27, 2023
- Wednesday, October 10, 2023
- Wednesday, October 26, 2023
- Wednesday, November 8, 2023
- *Tuesday, November 21, 2023
- Wednesday, December 6, 2023
- Wednesday, January 10, 2024
- Wednesday, January 24, 2024
- Wednesday, February 7, 2024
- Wednesday, February 21, 2024
- Wednesday, March 6, 2024
- Wednesday, March 20, 2024
- Wednesday, April 10, 2024
- Wednesday, April 24, 2024
- Wednesday, May 8, 2024
- Wednesday, May 22, 2024

Cost = \$1,500 per 1 hour session/twice a month for an estimated cost for 8-10 attendees. Plus, each participant receives a session content notes in advance and complimentary copies of books uses for content study = **\$25,500**

Impact Mastermind Professional Development Options

Based on models for collaborative learning, sessions are built around concepts which include but are not limited to the following topics and learning goals:

How to Lead Collaboratively (Shaping Vision): Education leaders will gain understanding of setting group norms around research-based content on leadership development. In addition, self-reflection exercises will allow consistent feedback on best practices in school leadership. Finally, members will learn how to employ guided inquiry for group coaching in addressing present challenges or obstacles in school practice.

Leading Teams (Enhancing Healthy Working Environments): Based on concepts from the book 5 Voices: How to Communicate Effectively with Everyone You Lead by Jeremie Kubicek and Steve Cockram, education leaders will review research-based feedback on the variety of skills and perspectives team members employ.

Cultivating Healthy School Culture (Creating Positive Climates): Based on takeaways from the book Transforming School Culture: How to Overcome Staff Division (Leadership Strategies to Build a Professional Learning Community) by Anthony Muhammad (Author), education

Proposals from William D. Parker, Principal Matters, LLC, for 2023-2024

leaders gain knowledge on four-types of educators and the roles each plays in student learning outcomes.

Building Effective Systems for Educator Self-Care (Cultivating Balance in Leadership):

Through a book study on William D. Parker's *Pause. Breathe. Flourish.: Living Your Best Life as an Educator*, education leaders will expand practices in ten areas of self-care and leadership development, including health/nutrition, mindset, influence, money management, interpersonal relationships, and legacy-building.

Influencing Mindset for Instructional Excellence (Improving Student Outcomes): Through the lense of Malcolm Gladwell's *David and Goliath: Underdogs, Misfits, and the Art of Battling Giants*, education leaders explore research-based misconceptions about staff development and student learning with strategies for identifying solutions that require innovation, creativity, and calculated risk.

Motivating Change and Reaching Goals (Managing People, Data, Processes): Based on ideas from Jen Schwanke's book *The Principal Reboot: 8 Ways to Revitalize Your School Leadership* (ASCD), education leaders rediscover the best practices for principal self-care. Also, leaders learn how to focus on the best stories in their schools and develop strategies to recognize, celebrate, and showcase successes among students, teachers, and the school community members.

Climbing Together Executive Coaching – Leadership Development Sessions

4 sessions of 1 hour meetings once a quarter provided via Zoom in synchronous, engaging professional learning from Principal Matters, LLC Consultant William D. Parker. Offered to two executive leaders for 2023-24, for a total of 8 sessions.

Climbing Together Executive Coaching – Leadership Development Sessions Schedule Dates

Executive Leader #1 Schedule:

- Friday, September 22, 2023
- Friday, November 17, 2023
- Friday, January 19, 2024
- Friday, April 19, 2024

Cost = \$350 per session for 4 sessions. Plus, each participant receives complimentary copies of books uses for content study = **\$1,400**

Executive Leader #2 Schedule:

- Friday, September 29, 2023
- Friday, November 10, 2023
- Friday, January 26, 2024
- Friday, April 26, 2024

Cost = \$350 per session for 4 sessions. Plus, each participant receives complimentary copies of books uses for content study = **\$1,400 Executive Coaching Total x 2 = \$2,800**

Proposals from William D. Parker, Principal Matters, LLC, for 2023-2024

Climbing Together Executive Coaching Professional Development Options:

Content-Driven Leadership Discussions: Education leaders choose a book for shared reading that provides ongoing research-based feedback in education practices. These book discussions provide a platform for reflection and application to his or her schools, district or organization.

Reflection and Self-Assessments: Each session includes a time with guided questions to assess engagement with stakeholders, commitments to ongoing learning, self-care practices and leader well-being.

Hot-Seat Issues & Problem Solving: In addition, these coaching sessions provide opportunity for leaders to bring sensitive or critical issues for consultation and feedback in order to guide decisions that match the core values in line with the mission, vision and goals set for the school year.

Consultant Bio:

William D. Parker is the Founder of Principal Matters, LLC, an organization dedicated to equipping education leaders with solutions and strategies for motivating students, inspiring teachers, and improving school communities. An author, speaker and consultant, Parker uses his expertise in school leadership, culture and communication to work one-on-one or with groups in school leadership development. He lives near Tulsa, Oklahoma where and has more than twenty-nine years of experience as a teacher, assistant principal, principal and executive director. In 2012, he was named Oklahoma Assistant Principal of the Year. Parker is also a blogger and host of *Principal Matters: The School Leader's Podcast* with more than 300 episodes and 1 million downloads to date. His books include *Principal Matters: The Motivation, Action, and Teamwork Needed for School Leaders* (2015); *Messaging Matters: How School Leaders Can Inspire Teachers, Motivate Students, and Reach Communities* from Solution Tree Press (2017); and *Pause. Breathe. Flourish.: Living Your Best Life as an Educator* from ConnectEDD Publishing (2020). For five years, Parker served as Executive Director for Oklahoma's Association for Secondary School Principals and Oklahoma's Middle Level Education Association, before offering fulltime consulting through Principal Matters, LLC.

Summary of costs of services:

In-Person Opening Event – 1 day for Launching Grow Academy and Mastermind = **\$5,000**

Grow Leadership Academy – 8 Monthly Sessions, 90-minute virtual offerings = **\$18,000**

Impact Mastermind – 17 Bi-Monthly Sessions, 60-minute virtual offerings = **\$25,500**

Climbing Together Executive Coaching – 8 Quarterly Sessions for 2 leaders = **\$2,800**

In-Person Closing Event – 1 day for Wrap-up of Grow Academy and Mastermind = **\$5,000**

Total = \$56,300

2023-2024

CLIMBING TOGETHER EXECUTIVE COACHING

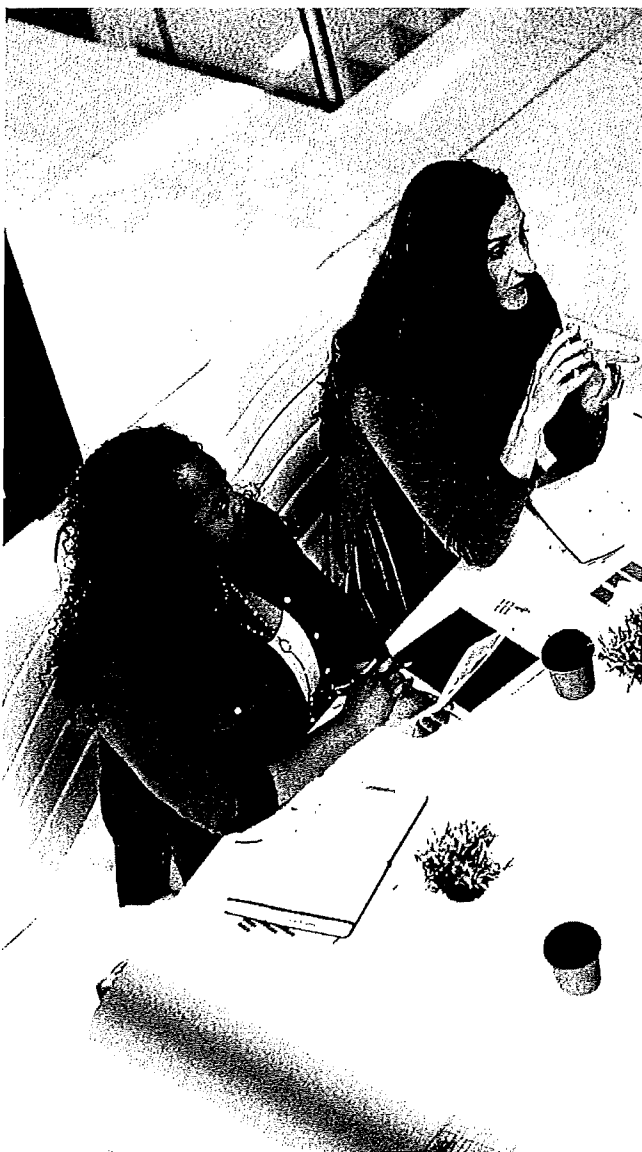
OFFERING BY

PRINCIPAL
MATTERS
LLC

WILLIAM D. PARKER

8912 N. 124th E. Avenue, Owasso,
Oklahoma 74055
918-698-3770

www.williamdparker.com
will@williamdparker.com



WHAT MAKES AN EFFECTIVE LEADER?

THE NEED:

Schools can only grow to the capacity of their leaders. And research shows what qualities effective education leaders possess for effectively leading schools:

1. They shape a vision of academic success for all students.
2. They create a climate hospitable to education.
3. They cultivate leadership in others.
4. They improve classroom instruction.
5. They manage people, data and processes with the goal of school improvement (Wallace Foundation, 2013). Because education leaders wear many hats, a leader can only keep growing in his or her leadership capacity with focused reflection and practice.

LEADERSHIP

Coaching

GROW YOUR LEADERSHIP CAPACITY:

Through the Principal Matters *Executive Coaching Sessions*, education leaders join live virtual sessions for one-on-one consulting over professional development standards followed by practical applications for policy and administration. Each session includes content-driven conversation, a self-assessment in leadership practice and opportunity for sharing and feedback over critical issues affecting the school, district or organization.

Principal Matters - Executive Coaching

VIRTUAL SESSIONS & CONSULTATIONS

Based on models for collaborative learning, sessions are built around concepts which include but are not limited to the following topics and learning goals:

- **Content-Driven Leadership Discussions:** Education leaders choose a book for shared reading that provides ongoing research-based feedback in education practices. These book discussions provide a platform for reflection and application to his or her schools, district or organization.
- **Reflection and Self-Assessments:** Each session includes a time with guided questions to assess engagement with stakeholders, commitments to ongoing learning, self-care practices and leader well-being.
- **Hot-Seat Issues & Problem Solving:** In addition, these coaching sessions provide opportunity for leaders to bring sensitive or critical issues for consultation and feedback in order to guide decisions that match the core values in line with the mission, vision and goals set for the school year.



Proposal:

QUARTERLY SESSIONS OPTION

*** 4 MEETINGS FOR LEADERSHIP IMPACT**

This option is offered for site leaders, superintendents, executive leaders, or directors once each quarter (*notwithstanding holiday or calendar conflicts noted below).

Selected sessions of 60-75 minute meetings each provided via Zoom in synchronous, engaging professional learning from Principal Matters, LLC Consultant William D. Parker.

Executive Coaching Sessions Schedule Dates

Weekly, Bi-Monthly, Monthly or Quarterly Available

Cost = \$/per session for one-on-one executive coaching consultations. Plus, each participant receives complimentary copy of education leadership book chosen for content discussions.

**Note that costs may vary depending on site or district budgets. Options can be discussed on an individual basis. Contact will@wiliamdarker.com for more information or to apply.*

On-Going Professional Community

WEEKLY NEWSLETTER & PODCAST

In addition to these trainings, participants are invited to subscribe for free weekly newsletters and posts from the Principal Matters: The School Leader's Podcast, which to-date has had more than 850,000 downloads. This free content allows participants access to more than 320 episodes of conversations with education leaders about professional growth in school culture and transformational leadership with tactical, organizational, and strategic leadership practices. Be inspired by exploring at williamdparker.com or download via iTunes, Spotify, or wherever you listen to podcasts! .

Consultant Bio:

WILLIAM D. PARKER



William D. Parker is the founder of Principal Matters, LLC, an organization dedicated to equipping education leaders with solutions and strategies for motivating students, inspiring teachers, and improving school communities. An author, speaker and consultant, Will uses his expertise in school leadership, culture and communication to work one-on-one or with groups in principal development. Will lives near Tulsa, Oklahoma where and has more than twenty-five years experience as a teacher, assistant principal, principal and education leader. In 2012, he was named Oklahoma Assistant Principal of the Year. He is also a blogger, podcast and author. His books include *Pause. Breathe. Flourish.: Living Your Best Life as an Educator* from ConnectEdd Publishing (2021); *Messaging Matters: How School Leaders Can Inspire Teachers, Motivate Students, and Reach Communities* from Solution Tree Press (2017); and *Principal Matters: The Motivation, Action, Courage and Teamwork Needed for School Leaders* (2015, Updated 2017).

2023-24

LEADERSHIP IMPACT MASTERMIND SERIES

OVERVIEW BY

PRINCIPAL
MATTERS

LLC

WILLIAM D. PARKER

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Schools can only grow to the capacity of their leaders. And research shows what qualities effective education leaders possess for effectively leading schools:

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5. They manage people, data and processes with the goal of school improvement (Wallace Foundation, 2013). Because education leaders wear many hats, a leader can only keep growing in his or her leadership capacity with focused reflection and practice.

GROW YOUR LEADERSHIP CAPACITY:

Through the Principal Matters *Leadership Impact Mastermind Series*, education leaders join a cohort for live virtual sessions of professional development followed by practical applications for policy and administration. Leaders learn research-based content and instruction in best practices from expert principal-leadership consultation. In addition to bi-monthly meetings and coursework, members collaborate for problem solving and implementation of best practices.

LEADERSHIP

Mastermind Impact Series

Meetings are held at a set time for group members via Zoom. Members are given updates and guidance and then provided insights from selected readings on education leadership. In addition to book discussion, members are led through self-reflection assessments. Each session members are invited to breakouts for “hot-seat” discussions to share pressing situations for practical feedback and support from the facilitator and other group members.

Principal Matters - LEADERSHIP IMPACT MASTERMIND SERIES

VIRTUAL PROFESSIONAL DEVELOPMENT

Based on models for collaborative learning, sessions are built around concepts which include but are not limited to the following topics and learning goals:

- **How to Lead Collaboratively (Shaping Vision):** Education leaders will gain understanding of setting group norms around research-based content on leadership development. In addition, self-reflection exercises will allow consistent feedback on best practices in school leadership. Finally, members will learn how to employ guided inquiry for group coaching in addressing present challenges or obstacles in school practice.
- **Leading Teams (Enhancing Healthy Working Environments):** Based on concepts from the book *5 Voices: How to Communicate Effectively with Everyone You Lead* by Jeremie Kubicek and Steve Cockram, education leaders will review research-based feedback on the variety of skills and perspectives team members employ.
- **Cultivating Healthy School Culture (Creating Positive Climates):** Based on a takeaways from the book *Transforming School Culture: How to Overcome Staff Division (Leadership Strategies to Build a Professional Learning Community)* by Anthony Muhammad (Author), education leaders gain knowledge on four-types of educators and the roles each plays in student learning outcomes.
- **Building Effective Systems for Educator Self-Care (Cultivating Balance in Leadership):** Through a book study on William D. Parker's *Pause. Breathe. Flourish.: Living Your Best Life as an Educator*, education leaders will expand practices in ten areas of self-care and leadership development, including health/nutrition, mindset, influence, money-management, interpersonal relationships, and legacy-building.
- **Influencing Mindset for Instructional Excellence (Improving Student Outcomes):** Through the lense of Malcolm Gladwell's *David and Goliath (Underdogs, Misfits, and the Art of Battling Giants)*, education leaders explore research-based misconceptions about staff development and student learning with strategies for identifying solutions that require innovation, creativity, and calculated risk.
- **Motivating Change and Reaching Goals (Managing People, Data, Processes):** Based on ideas from Jen Schwanke's book *The Principal Reboot: 8 Ways to Revitalize Your School Leadership* (ASCD), education leaders rediscover the best practices for principal self-care. Also, leaders learn how to focus on the best stories in their schools and develop strategies to recognize, celebrate, and showcase successes among students, teachers, and the school community members.

Proposal options

LEADERSHIP IMPACT

MASTERMIND SERIES

This option is offered for experienced education leaders based on applications for Leadership Impact trainings. Members participate 1st and 3rd Calendar Days based on cohorts available (*notwithstanding holiday or calendar conflicts).

20 sessions of 1-hour meetings twice a month provided via Zoom in synchronous, engaging professional learning from Principal Matters, LLC Consultant William D. Parker.

Mastermind Sessions Schedule Dates for 2023-24

August (2 sessions)

September (2 sessions)

October (2 sessions)

November (2 sessions)

*December (2 session)

January (2 sessions)

February (2 sessions)

March (2 sessions)

April (2 sessions)

May (2 sessions)

*Cost = \$/attendee per session. Minimum 10 participants expected. Plus, each participant receives complimentary copies of books for Mastermind studies.

**Pricing may vary depending on district budgets and size of groups. To find out more or apply, email inquires to will@williamdparker.com.*

Testimonials

LEADERSHIP IMPACT MASTERMIND SERIES

"Will's approach engages each leader in the development critical leadership skills. Using guided reflections, book studies, sharing best practices, and the principles contained in his books, his sessions allow leaders to reflect and improve their approach to leadership and engaging staff, students, and the community. Our school leaders look forward to each meeting and have requested that we continue to offer Will's program." —**Sheila P. Vitale, Esq. Director Office of Ohio School Sponsorship**

Will's ability to understand the needs within the district and strategize about how to fill those needs creating opportunities for growth and sustainability of that growth is embedded in his practice. We look forward to continuing our partnership with Will." —**Dr. Mary Beth Bowling, Superintendent of Schools, Archdiocese of Louisville**

"I joined the mastermind group to grow as a leader and to find a collaborate space to work and grow with other professionals. I have thoroughly enjoyed the experience. The mastermind group has been so helpful and has led to tremendous growth. The book studies and collaborative discussions have forced me to think deeply about my work as a principal. I appreciate the opportunity to learn in a confidential, supportive environment. The group has also been great and pushed me to reflect and to receive tips on improving my work. I recommend this mastermind group to anyone." **Barb Hawley, Elementary Principal, Kent, Ohio**

"Our staff has been inspired by new ideas, provided motivation, and given practices that have grown their capacity better to serve students, teachers, and the community. Without any reservation, I strongly recommend Will Parker and his developed content to support campus and district leaders." —**Brent Jaco, Superintendent, Pecos Barstow Toyah Independent School District, Pecos, Texas**

On-Going Professional Community

WEEKLY NEWSLETTER & PODCAST

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Consultant Bio:

WILLIAM D. PARKER

William D. Parker is the Founder of Principal Matters, LLC, an organization dedicated to equipping education leaders with solutions and strategies for motivating students, inspiring teachers, and improving school communities. An author, speaker and consultant, Will uses his expertise in school leadership, culture and communication to work one-on-one or with groups in principal development. Will lives near Tulsa, Oklahoma, where and has more than twenty-five years experience as a teacher, assistant principal, principal and education leader. In 2012, he was named Oklahoma Assistant Principal of the Year. He is the author of three books including *Messaging Matters: How School Leaders Can Inspire Teachers, Motivate Students, and Reach Communities* from Solution Tree Press (2017) and *Pause. Breathe. Flourish.: Living Your Best Life as an Educator* with ConnectEdd Publishing (2020). From 2017-2023, Will served as Executive Director for Oklahoma's Association for Secondary School Principals and Middle Level Education Association, before becoming a full-time consultant for Principal Matters, LLC.

2023-2024

GROW LEADERS ACADEMY

OFFERING BY

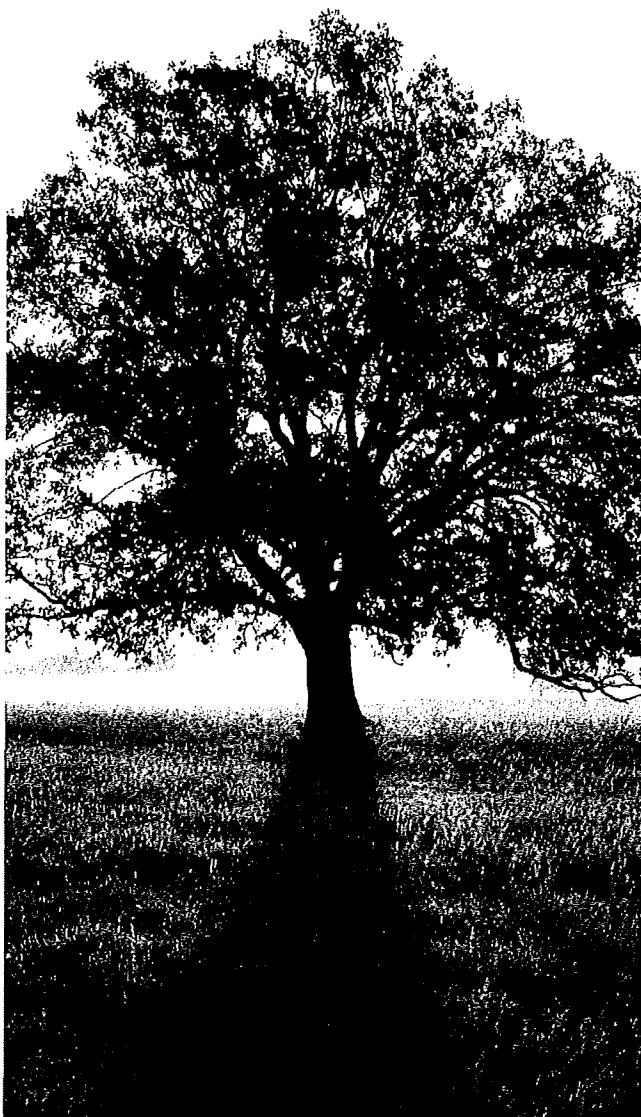
**PRINCIPAL
MATTERS**

LLC

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WHAT MAKES AN EFFECTIVE EDUCATION LEADER?

THE NEED:

Schools can only grow to the capacity of their leaders. And research shows what qualities effective principals possess for effectively leading schools:

1. They shape a vision of academic success for all students.
2. They create a climate hospitable to education.
3. They cultivate leadership in others.
4. They improve classroom instruction.
5. They manage people, data and processes with the goal of school improvement (Wallace Foundation, 2013). Because school principals wear many hats, a leader can only grow in his or her leadership capacity with focused reflection and practice.

GROW YOUR LEADERSHIP CAPACITY:

GROW LEADERS ACADEMY (GLA) is an in-depth professional development program for principals, assistant principals or aspiring administrators. Participants join a leadership cohort for live 1.5 hour virtual sessions of professional development each month. Education leaders learn research-based content and instruction in best practices from expert principal-leadership consultation. In addition to monthly GLA meetings and coursework, members also are invited to participate in weekly virtual mastermind meetings.

PRINCIPALS, ASSISTANT & ASPIRING GROW

GROW LEADERS ACADEMY

PROFESSIONAL DEVELOPMENT

Based on content supported by William D. Parker's books *Principal Matters: The Motivation, Action & Teamwork Needed for School Leaders*, and *Pause. Breathe. Flourish: Living Your Best Life as an Educator*, these sessions include the following topics and learning-goals:

- **Session 1 - Introduction - Leadership 101 (Building Healthy Cultures):** Student outcomes rely on healthy school culture. Discover what research says about types of educators who influence patterns in school culture, and develop plans to navigate and lead your teams with clear expectations and supports during uncertain times.
 - **Session 2 - Building Effective Relationships (Coaching):** Lead with courageous decision-making centered on your personal, school, and district core values, policies and practices. Learn the value of data-driven decision-making while coaching others and hiring for excellence.
 - **Session 3 - Cultivating Healthy Culture (Counseling):** Develop skills an active listener, team-leader, and community builder. Enhance your ability to lead and facilitate conflict resolution and manage difficult conversations. Respond with strategies for trauma-informed practice.
 - **Session 4 - Building Effective Systems (Management):** Learn to maximize your time by identifying key responsibilities areas for yourself and your fellow team members/teachers/staff while accomplishing the goal of school-wide effective instruction.
 - **Session 5 - Leading Instructional Excellence (Accountability):** Engage in crucial conversations and communicate non-negotiable expectations for yourself and others through planning, goal-setting, leading change and guiding instructional practice.
 - **Session 6 - Inspiring, Motivating, and Reaching Communities (Chief-Cheerleader):** Learn the power and importance of inspiring students, motivating teachers and reaching communities by developing a growth mindset. Develop strategies to recognize, celebrate, and showcase successes among students, teachers, and the school community members.
 - **Session 7 - Developing A Mindset for Achievement (Servant-Leadership):** Understand humility in leadership and evaluate how your model what is expected. Successfully manage growth through shared vision, mission, and goal-setting. Create new systems for collaboratively reaching goals.
 - **Session 8 - Developing Strong Teams (Team-Player):** Encourage equity, community involvement, and family-involvement. Practice shared leadership models with teachers and students. Learn strategies for asking for help, delegating, and depending on others.
 - **Session 9 - Encouraging Personal Development (Individual-Growth):** Commit to personal growth, organize and develop healthier habits. Learn strategies to invest in areas of life outside of being a principal or school leader so that you can maintain inspiration and motivation for others.
-

Proposal options

GROW LEADERS ACADEMY

GLA includes 9 sessions of trainings provided via Zoom in synchronous, engaging professional learning from William D. Parker, including breakout room interactions throughout for continuous collaboration and feedback. (For district teams, a one day in-person professional development with William D. Parker is available.)

9 Sessions Schedule Dates

1 Hour or 1.5 Hour Virtual Events (Content from the book *Principal Matters*):

August

September

October

November

January

February

March

April

May

*Cost = \$/attendee per session. Minimum 10 participants expected. Plus, each participant receives complimentary copies of books for Mastermind studies.

In addition, each participant receives a copy of William D. Parker's books *Principal Matters: The Motivation, Courage, Action, and Motivation for School Leadership* and Will's book *Pause. Breathe. Flourish.: Living Your Best Life as an Educator*. Estimated value depends on size of group.

*Pricing may vary depending on district budgets and size of groups. To find out more or apply, email inquires to will@williamdparker.com.

GROW LEADERSHIP ACADEMY

TESTIMONIALS

"I loved the time for us to each contribute to the session and the engagement that Will provided to us. It wasn't just one person talking and the rest of us listening!"

"Thank you for providing an opportunity for us to be open and honest about the challenges we face each day with those who understand them."

"This was a wonderful gathering, with a healthy amount of take away. I am thankful for this opportunity!"

"The session went well. It was engaging, encouraged connections, and gave us important content and reflection time."

"Will's approach engages each leader in the development critical leadership skills. Using guided reflections, book studies, sharing best practices, and the principles contained in his books, his sessions allow leaders to reflect and improve their approach to leadership and engaging staff, students, and the community. Our school leaders look forward to each meeting and have requested that we continue to offer Will's program." —**Sheila P. Vitale, Esq. Director Office of Ohio School Sponsorship**

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