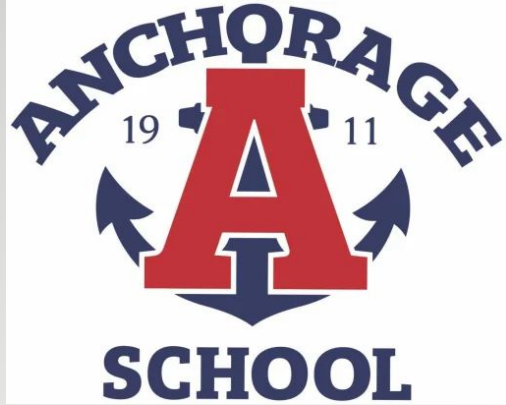


# Proposal

**Studer**  
Education



## **Anchorage Public School**

June 5, 2025

1140 Ridge Road  
Anchorage, KY 40223

Attention:

**Ms. Sharla Six**, Superintendent

Expected Start Date: July 1, 2025

Submitted By:

**Mrs. MaryEllen Brummond M.Ed**

Manager, Partner Development  
Studer Education

Mobile: 508.404.3029

Email: [mebrummond@studereducation.com](mailto:mebrummond@studereducation.com)

# Studer Education

Discover why more than 200 school districts trust our evidence-based framework to transform leadership and hardwire excellence.

[www.StuderEducation.com](http://www.StuderEducation.com)



# Driven by a Passion for Education

Here is a little bit about me and my contact details



## Dr. Deanna Ashby

Sr. Leader Coach

Email: [dashby@studereducation.com](mailto:dashby@studereducation.com)

Phone: 270.339.2737

## EDUCATION AND CERTIFICATIONS

- Ed.D., Educational Leadership, Oakland City University
- M.A., Secondary School Guidance, Western Kentucky University

As the Sr. Leader Coach at Studer Education, Dr. Ashby is dedicated to aligning your district with the right coach - one who fully understands and supports your unique priorities and goals. With over 30 years of experience in public education, including five as a superintendent, she brings a deep commitment to education as a community-centered calling. Nationally, Dr. Ashby supports the development of future education leaders with the AASA National Superintendent Certification Program®.

# Your Priorities and Goals

Here's what we heard you say.

## **Strategic Planning:**

The strategic planning process must begin promptly, as it has already been delayed by a year. The board remains firmly committed to initiating this work without further postponement.

## **Board Development and Engagement:**

Board members recently attended Meade County's retreat and expressed strong interest in organizing a similar retreat for Anchorage. Additionally, many board members participated in multiple Studer Education sessions during KSBA and are highly interested in exploring a multi-year partnership with Studer.

## **Commitment to Excellence:**

Anchorage Public Schools has a proud tradition of excellence and high student achievement. It is home to the top-rated elementary school in Kentucky, and the district is committed to continuing and expanding that success.

## **Community Engagement and Culture:**

A key leadership focus is improving community engagement and school culture. While there is enthusiasm for greater involvement, teachers have expressed some hesitancy about increasing parent presence within schools.

## **Data-Driven Improvement:**

There is a growing emphasis on data collection to inform decisions and support continuous improvement across the district.

# About Studer Education

**Studer**  
Education





# Our Work

Serving Each Other and Being of Service to Those We Serve

**We work alongside leaders to sustainably solve problems, including:**

- **Developing Leaders and Building Leadership**
- **Creating a Culture of Staff and Student Excellence**
- **Maintaining and Accelerating Results**
- **Retaining Top Quality Staff**
- **Aligning Goals, Processes, and Behaviors Within our K12 Systems**
- **Improving Family and Community Perceptions of Service**



# Proven Tactics That Work

We have a powerful set of tools that we teach you how to use – step-by-step

- ● **Design a Strategic Vision and Direction**
- ● **Leadership Development Strategy to Build Culture and Drive Strategy**
- ● **Implementation of Short Cycle Improvement Processes**
- ● **Establishment of Cascading District Scorecards**
- ● **Planning, Feedback, and Improvement Plans for Annual Surveys**
- ● **Leader Rounding for Employee Engagement and Retention**
- ● **Continuous Review of Data, Progress, Priorities, and Stakeholder Input**
- ● **Succession Planning for Leadership Roles and Personnel**

# Outcome-Driven

Leaders Must Have a Framework for Creating Change and Transformation



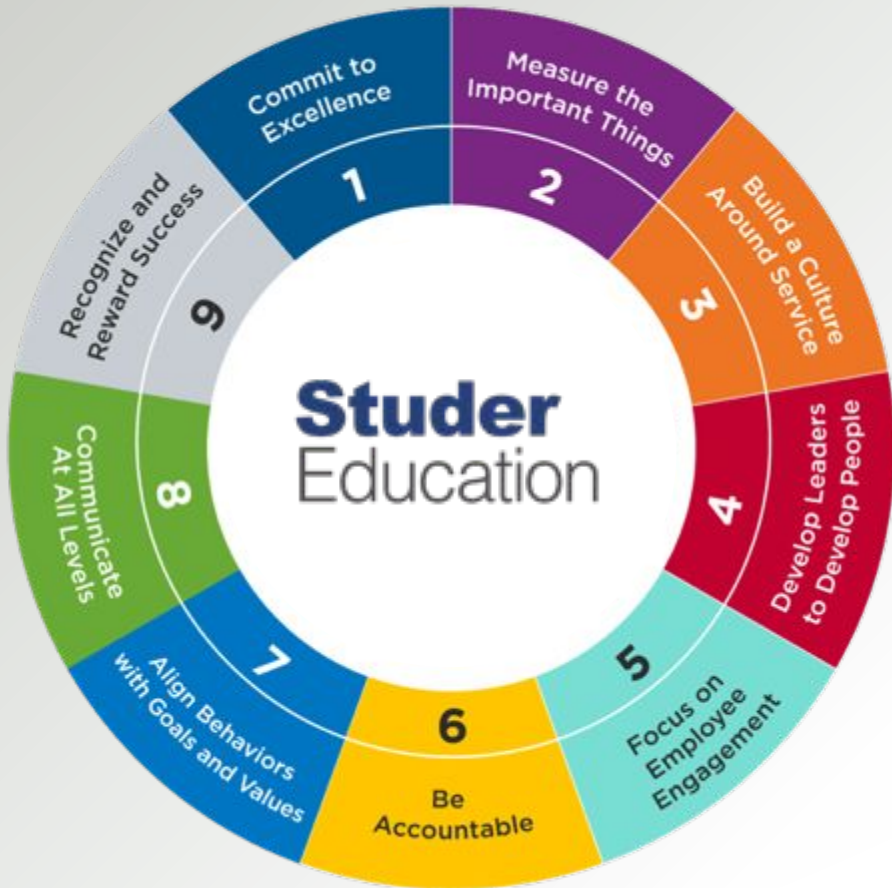
**“District leaders must continuously analyze data, problem-solve, and know how to align planning with communication to achieve great results with lasting impact.”**

Dr. Janet Pilcher  
Founder and President, Studer Education



# 9 Principles of Organizational Excellence

These nine essentials are at the core of what we teach to district leaders



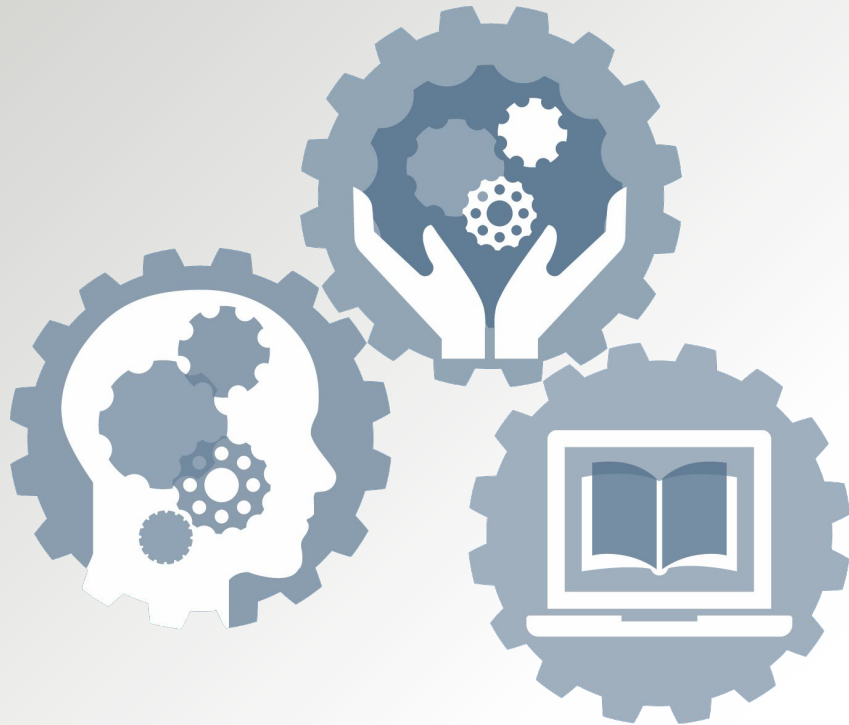
- PRINCIPLE 1: COMMIT TO EXCELLENCE**  
Set high expectations to achieve results while living out mission and values.
- PRINCIPLE 2: MEASURE THE IMPORTANT THINGS**  
Continuously track progress to achieve results with an improvement mindset.
- PRINCIPLE 3: BUILD A CULTURE AROUND SERVICE**  
Serve others with great care and concern.
- PRINCIPLE 4: DEVELOP LEADERS TO DEVELOP PEOPLE**  
Coach people to be their best at work.
- PRINCIPLE 5: FOCUS ON EMPLOYEE ENGAGEMENT**  
Attend to aspirations and desires in the workplace.
- PRINCIPLE 6: BE ACCOUNTABLE**  
Commit to individual accountability to achieve organizational goals.
- PRINCIPLE 7: ALIGN BEHAVIORS WITH GOALS AND VALUES**  
Apply consistent practices to move the organization in a positive direction.
- PRINCIPLE 8: COMMUNICATE AT ALL LEVELS**  
People know why what they do matters.
- PRINCIPLE 9: RECOGNIZE AND REWARD SUCCESS**  
Value and appreciate people working together to get results.

**Tell me how you help  
superintendents and  
school districts.**



# Evidence-Based Research

Empowering K12 School Districts to Improve their Performance



## Studer Education Leadership Framework™

# Improving K12 District Performance

Focused on aligning organizational goals, behaviors and processes

**The Studer Education Leadership Framework™ is an evidence-based system designed to help K12 school districts improve their performance by building capacity, empowering people, and creating an action-driven environment that monitors progress and accelerates results.**

**It focuses on aligning organizational goals, behaviors, and processes to support the core mission of providing high-quality education.**

# Based on Evidence-Based Research

We Need to Stop Chasing Shiny Objects and Hope For Improvement

**Our research team has studied over 1,000 K12 school districts and have found three common factors keeping “good” districts from being “great”:**

- 1. Constant Churn of New Initiatives**
- 2. Endless Stream of Data**
- 3. Lack of Leadership Pipeline**



# The Evidence-Based Studer Education Leadership Framework™

## Capacity Building



The framework helps districts build the skills and resources needed to effectively implement changes and improve student outcomes.

## Empowerment



It empowers people within the organization to make informed decisions and contribute to the improvement process.

## Action-Driven



The framework emphasizes taking action, based on data and evidence, rather than just setting goals.

## Progress Monitoring



It provides tools and methods to track progress towards goals and identify areas where improvement is needed.

## Accelerating Results



The framework aims to accelerate the pace of improvement and achieve meaningful results for students.

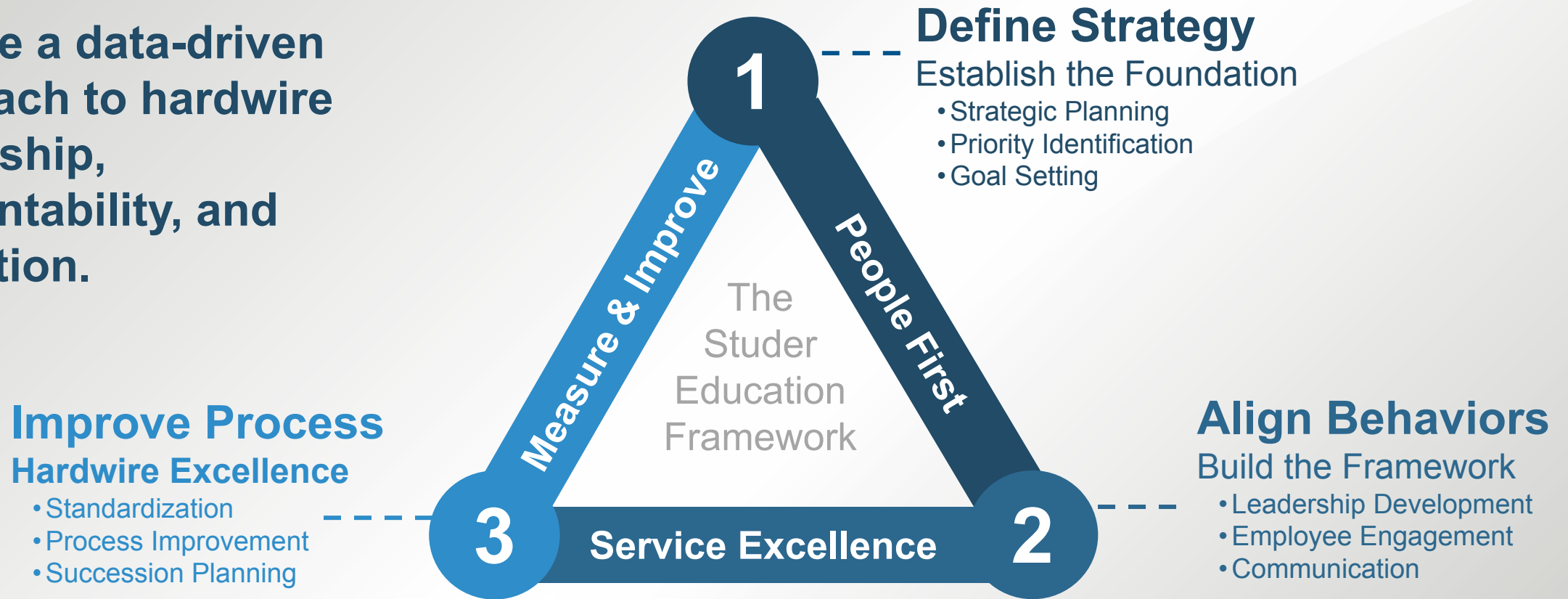
## Alignment



The framework emphasizes aligning organizational goals, behaviors, and processes to support the core mission of providing high-quality education.

# The Evidence-Based Studer Education Leadership Framework™

We use a data-driven approach to hardwire leadership, accountability, and execution.



# Our Strategic Planning Approach

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Education



# Strategic Planning

Creating a shared vision for district success.

**Our strategy experts work alongside organizational leaders to uncover priorities for improvement using data and input from district shareholders. We then help leadership shape strategic priorities into actions to be monitored, measured and adjusted over time. Once the strategic plan is solidified, we support the organization in communicating the plan and responding to board and community feedback.**

# Strategic Planning Process

A collaborative process that involves multiple stakeholders to improve outcomes

## Gather and Analyze

- Environmental Scan
- Engage District Leadership and Board
- Steering Committee
- Refine / Customize Overall Process
- Conduct Focus Groups
- Administer Surveys
- Analyze Data and Input

## Aim Forward

- Review Data and Input with Committee
- Use Input to Review and Refine
- Identify Potential Core Values
- Define the Vision with Top-level Measurable Goals
- Identify Core Strategies for Success and Prioritize Existing Strategies

## Finalize the Plan

- Create Feedback Loop to Share Draft Plan Elements With All Interested Parties
- Review and Revise Based on Input
- Develop Board Presentation for Approval



# Phase 1: Gather and Analyze

	Studer Responsibilities	District Responsibilities
<b>Environmental Scan</b>	<ul style="list-style-type: none"><li>• Analyze the materials and provide initial thoughts on potential areas of strength and growth opportunities</li></ul>	<ul style="list-style-type: none"><li>• Provide any existing survey data, recent strategic plans, mission, vision and values statements, scorecards or dashboards</li></ul>
<b>Surveys</b>	<ul style="list-style-type: none"><li>• Prepare all surveys</li><li>• Provide all survey results</li><li>• Provide analytic insights</li><li>• Provide boilerplate language for survey invitations</li></ul>	<ul style="list-style-type: none"><li>• Provide preferences for surveys</li><li>• Advertise surveys and invite participants</li></ul>
<b>Steering Committee</b>	<ul style="list-style-type: none"><li>• Provide guidance on membership</li><li>• Provide training to Steering Committee members</li><li>• Plan and facilitate sessions with Steering Committee members</li></ul>	<ul style="list-style-type: none"><li>• Select and identify members</li><li>• Provide a location for meetings</li><li>• Follow up with members who are not consistent in attending</li></ul>
<b>Focus Groups</b>	<ul style="list-style-type: none"><li>• Provide guidance on types of guests</li><li>• Facilitate sessions if requested</li><li>• Prepare facilitation guide for focus groups</li><li>• Provide boilerplate language for focus group meetings</li></ul>	<ul style="list-style-type: none"><li>• Determine the types and number of focus group meetings</li><li>• Facilitate sessions if desired</li><li>• Provide location for meetings</li><li>• Select participants to the focus groups</li></ul>

# Phase 2: Aim Forward

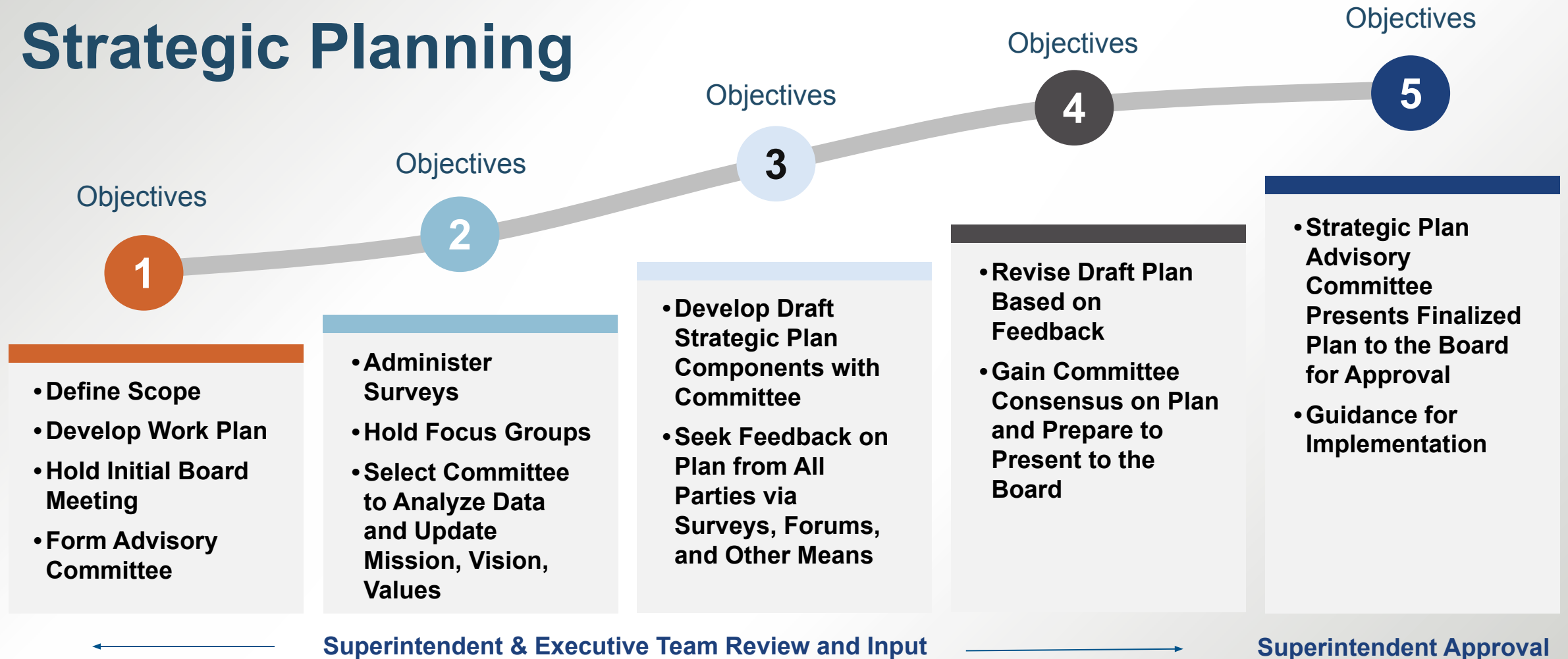
	Studer Responsibilities	District Responsibilities
<b>Analysis</b>	<ul style="list-style-type: none"><li>• Analyze the input gathered to generate themes and observations</li></ul>	<ul style="list-style-type: none"><li>• Steering Committee will validate analysis</li></ul>
<b>Draft 1</b>	<ul style="list-style-type: none"><li>• Prepare materials and train steering committee on their roles and responsibilities</li><li>• Provide a first organizing document that includes pillars and potential long-term goals</li></ul>	<ul style="list-style-type: none"><li>• Steering Committee will provide feedback and structure to create a plan that is not polished but captures the “big ideas”</li><li>• Brainstorm goals and focus strategies</li></ul>
<b>Survey</b>	<ul style="list-style-type: none"><li>• Design a unique survey for the broader range of community partners to give feedback on the Steering Committee Work</li><li>• Analyze the results of the survey</li></ul>	<ul style="list-style-type: none"><li>• Provide preferences for surveys</li><li>• Advertise surveys and invite participants</li></ul>
<b>Draft 2</b>	<ul style="list-style-type: none"><li>• Refine Draft 1 based on the results of the survey and Steering Committee preferences</li><li>• Include the focus strategies</li><li>• In needed create a 3<sup>rd</sup> draft</li></ul>	<ul style="list-style-type: none"><li>• Review Draft 2 and provide feedback</li><li>• Wordsmith and refine language</li><li>• If needed review and revise a 3<sup>rd</sup> draft</li></ul>
<b>Final Version</b>		<ul style="list-style-type: none"><li>• Create the final draft document reflective of local branding preferences</li></ul>

# Phase 3: Finalize the Plan

	<b>Studer Responsibilities</b>	<b>District Responsibilities</b>
<b>Engage Community Partners</b>	<ul style="list-style-type: none"><li>• Provide guidance regarding community partner engagement prior to Board hearing</li></ul>	<ul style="list-style-type: none"><li>• Engage in desired community partner engagement</li></ul>
<b>Revision(s)</b>	<ul style="list-style-type: none"><li>• If needed, recommend changes based on community engagement results to the Steering Committee</li></ul>	<ul style="list-style-type: none"><li>• If needed revised final draft based on community partner engagement</li></ul>
<b>Board Approval</b>	<ul style="list-style-type: none"><li>• Provide boilerplate language for Board presentation</li><li>• Participate in Board presentation if requested</li></ul>	<ul style="list-style-type: none"><li>• Meet all local requirements for posting/warning for adoption</li><li>• Lead the Board presentation</li></ul>
<b>Celebration and Dissemination</b>	<ul style="list-style-type: none"><li>• Provide boilerplate annual plan for sharing the new strategic plan with community partners</li><li>• Identify opportunities for celebration</li></ul>	<ul style="list-style-type: none"><li>• Initiate plans to ensure that all staff are aware of the Strategic Plan and to build coherence to those share goals</li><li>• Celebrate and thank participants who helped the district to adopt the plan</li></ul>

# Sample Timeline & Objectives

## Strategic Planning



# The Studer Education Team

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Education





# Coaches with Real World Experience

Our coaches have been in your position and understand district challenges

Studer Education coaches bring unmatched expertise as K12 executive leaders who've served in roles like yours. Carefully vetted and trained, they excel in communication, collaboration, and leadership—and are highly skilled at guiding individuals, teams, and districts to hardwire excellence in education.



# Real World District Experience

Our coaches have been in your position and understand district challenges



## Unparalleled Expertise

- **Founded in 2010**
- **More than 60 experienced education experts**
- **200+ school district partners**
- **Serving over 1.5M students**
- **Certified over 3,000 teachers**

# Products and Solutions

**Studer**  
Education



# Our Products and Solutions

A Suite of Offerings to Support School Districts and Leaders

## Surveys

### Benchmark Offerings

- Employee Survey
- Student Survey
- Parent Survey
- Support Services Survey

## Coaching

### Benchmark Offerings

- Strategic Planning
- Strategic Execution
- Leadership Development

## K12 Rounding

### Employee Engagement

- Online Solution for Leader Rounding, Data Reporting, and Issue Management

## Learning Lab

### Online Resources

- Courses
- Books
- Tools and More...

Our Signature 12-Month Solution


## District Leadership Success Programs

### A Bundle of Offerings in a Guided Program for K12 District Leaders

- Coaching Sessions
- Surveys & Results Rollout Process
- K12 Rounding
- Access to Online Learning Lab
- Conferences, Books, Learning Resources
- Much more...



# District Leadership Success Packages

	Starter	Transformer	Accelerator	Platinum
On-site Summer Leadership Retreat Session	-	-	-	1
On-site Professional Coaching (Days)	-	-	2	6
Organization & Culture Assessment	-	-	1	1
Annual Survey and Roll-out Package	-	1	2	3
Online Coaching Support (50 Min Sessions)	12	24	24	36
K12 Leader Rounding Platform (Number of Users)	5	15	30	Unlimited
Online Learning Lab Library (Users)	5	15	30	Unlimited
Subscription to Monthly Leadership Digest	5	15	30	Unlimited
Online User Conference Registrations (Twice Yearly)	5	15	30	Unlimited
Destination High Performance Annual Conference Registrations	1	3	5	10
 Recommended Solution	\$14,995	\$24,995	\$39,995	\$99,995



# Strategic Planning Packages

	Strategy Core	Strategy Plus	Strategy Pro
One Day On-site Leadership Retreat Session	-	-	1
Organization & Culture Assessment	-	-	1
Strategic Plan Survey	-	1	1
On-site Strategy and Focus Site Sessions (Number of Days)	-	5	10
Online Coaching Support (50 Minute Sessions)	10	7	10
K12 Leader Rounding Platform (Number of Users)	5	10	30
Online Learning Lab Library (Users)	5	10	30
Book Bundles (Set of Our Best Sellers)	5	10	30
Destination High Performance and Semi Annual User Conference Registrations	3	3	5
 Recommended Solution	\$24,995	\$39,995	\$84,995

# A La Carte Services Menu

<b>On-site Professional Coaching (Days)</b>	<b>\$5,495</b>
<b>Organization &amp; Culture Assessment</b>	<b>\$4,995</b>
<b>Annual Survey and Roll-out Package</b>	<b>\$4,995</b>
<b>Online Coaching Support ( 50 Minute Session)</b>	<b>\$495</b>
<b>K12 Leader Rounding Platform (Starting at 10 Users)</b>	<b>\$9,995</b>
<b>Online Learning Lab Library (Starting at 10 Users)</b>	<b>\$4,995</b>
<b>Subscription to Monthly Leadership Digest</b>	<b>\$295</b>
<b>Online User Conference Registrations (Twice Yearly)</b>	<b>\$295</b>
<b>Destination High Performance Annual Conference Registrations</b>	<b>\$595</b>

## Transparent and Affordable. Always.

Our service guarantee means your price and services are locked in from day one. And unlike others, we have no hidden fees or costs.

Need additional services? No problem. Our service guarantee includes a locked-in menu of options to add on at any time.



*Over the past four years, the Studer Education leadership framework has helped our district grow leaders and improve culture through consistent, aligned practices across schools and departments. We've seen measurable improvements in employee experience, parent satisfaction, customer service, and student achievement. Most importantly, we've closed the achievement gap—one of our top priorities. We are grateful for our partnership with Studer Education.*

**Bradley Roberson**  
Superintendent  
Oxford School District, MS

# Your Custom Investment

**Studer**  
Education





# Anchorage Public Schools' Custom Package

Transparent and Affordable. Includes 10% Discount!



<b>Year 1</b>	Strategic Planning Package – Strategy Plus	39,995
<b>Year 2</b>	District Leadership Success Package – Accelerator	39,995
<b>Year 3</b>	District Leadership Success Package – Accelerator	39,995
Total Price Before Discount:		119,985
10% New Partner Discount:		11,999
Total:		107,986



# Our Guarantee to You

Transparent and Affordable. Always.



**Our service guarantee means your price and services are locked in from day one. And unlike others, we have no hidden fees or costs.**

**Need additional services? No problem. Our service guarantee includes a locked-in menu of options to add on at any time.**

- We use a simple and easy contracting process.
- Billing is available on an annual, quarterly, or monthly basis.

# Transparent and Affordable. Always.

Our service guarantee means your price and services are locked in from day one. And unlike others, we have no hidden fees or costs.

Need additional services? No problem. Our service guarantee includes a locked-in menu of options to add on at any time.



## People

Our partners average an 87% employee retention rate.

## Service

Employees are more engaged to provide excellent service to students and their families.

A person is sitting on a large rock in the foreground, looking out over a calm body of water. The sun is setting or rising in the distance, creating a warm, golden glow on the horizon and reflecting on the water's surface. The sky is filled with soft, wispy clouds. The overall mood is peaceful and contemplative.

**Trust our proven education  
leadership framework to  
transform your district**

**Studer**  
Education

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