Bits ‘n Pieces Winter 2012 - 13
For use by School Leaders

Just the Facts

Leadership

John W. Gardner’s Tasks of Leadership
1. Envisioning goals
2. Affirming Values
3. Motivating
4. Managing
5. Achieving workable unity
6. Explaining
7. Serving as a symbol
8. Representing the group
9. Renewing

Marketing

This is the time for school leaders to develop a process through which the value of public education is
promoted for the difference it makes to learner fulfillment, economic prosperity and global participation.
Business Dictionary defines marketing as follows: The management process through which goods and
services move from concept to the customer. It includes the coordination of four elements called the 4 P's
of marketing:
(1) Identify, select and develop a product
   Synthesize the research, share the mission, clarify curriculum, establish objectives, and monitor
   the progress of your schools.
(2) Determine price
   Be clear and accurate about resources and costs of public education (whether it is election time or not).
(3) Select a distribution channel to reach the customer's place(s).
   Use all appropriate communication means to reach all members of your community. Describe how
   your school/district individualizes education, including technology and facilities, how the facilities are
   used, and how the school/district makes lifelong learning accessible to everyone.
(4) Develop and implement a promotional strategy
Streamline the message about what the district is and where it is going and develop a strategy to make that message part of the community culture. Assign responsibility, a timeline, benchmarks and evaluation for the implementation of the promotional strategy.

**T h e  w o r l d** (some reasons global education and educating our kids globally are important)

- 1.2 billion people live on .23 a day
- 12% of the world uses 85% of the world’s water.
- 40% of the world’s population lacks basic sanitation.
- 1 billion people are without safe drinking water.
- Americans consume 26 billion liters of bottled water annually.
- Every 16 seconds someone dies of hunger.
- 2 out of 3 Americans are overweight.
- The U.S. spends more on trash bags than half of the world does on all goods combined.
- 1 billion people in the world cannot sign their names.

**Kid Connections**

Most parents want their children to make and be friends. They want them to be socially confident and competent. For some children that is easier than for others. But parents can help and kids can often help themselves. Following are a few tips for parents to help their children have and be friends.

**Parents of Preschoolers** (taken from *Encouraging Social Skills in Young Children: Tips Teachers Can Share with Parents*, Jackquelyn Mize, Ph.D and Ellen Abell, Ph.D, Auburn University)

- Remember parents; everyday relationships, responsiveness and nurturance are key factors in the development of children’s social competence.
- Provide children with opportunities to play with peers.
- Play with children in a peer-like way, just for the sake of having fun.
- Talk with children about social relationships and values.
- Take a problem-solving approach when issues arise.
- Endorse positive, relevant strategies.
- Reflect a positive, resilient attitude toward social setbacks.
- Intervene when necessary, but let older preschoolers work out problems themselves when possible.

**Parents of Tweens** (adapted from *Help your Tween Make Friends and Keep Them*, Jennifer O’Donnell, *Tween Parenting Newsletter*)

- Encourage healthy relationships. Help your child understand that relationships take some work and that having friends requires being a friend.
- Provide opportunities for your child to include friends in family activities.
- Help your tween make friends. Talk to them about how behaviors and the way they present themselves send a message about who they are.
- Teach your child the importance of making eye contact.
- Don’t push popularity. Allow your tween to discover the positive activities and people he or she enjoy.
- Keep your tween active. Activities are a good way to get to know people with similar interests.
- Encourage diversity. Make sure your child understands they don’t have to belong to a clique to be happy or have friends.
- Support ways for your child to blend socially without sacrificing his or her individuality.
• Expect drama. Within an acceptable range, emotional experiences are teachable moments and a way to grow resilience and practice life skills.
• Be a good listener. Listening to your child describe the events of his or her day gives you a lot of important information, builds your parent/child bond, and helps you to take quick action if negative behaviors are taking place.
• Talk about the type of people your child wants to have friendships with and the way those friendships make him or her feel about themselves.
• Encourage self expression. You want your tween to enjoy healthy friendships but you also want them to have a mind of their own. Let them know that its OK for friends to have different opinions and tastes as long as they are healthy.

**Cliques in schools** (the content below is based on information from *KidsHealth*)

**What are cliques?**
• Cliques are not just groups of friends but groups of friends that leave others out on purpose.
• One or two popular kids usually control who is let in and who gets left out.
• Most cliques disappear by the end of high school relaxing the rules of “belonging.”
• Being in a clique often requires that people give up some freedom of taste or character or even the freedom to feel like they can act or talk in a way that is natural to them.
• Being deliberately left out of a clique may cause kids to feel like there is something wrong with them or that being left out is their fault.
• Being left out of a clique may cause kids to seek unacceptable ways of being noticed or accepted.
• Being part of a clique may contribute to kids lack of empathy or contribute to them feeling entitled or superior to others.

**What can kids do if cliques are upsetting them?**
• Expand social connections. If kids feel left out of a certain group it may help to focus on other friends and/or join activities. They should be prepared for some disappointments along the way.
• Speak up. Kids should speak up with friends, counselors, etc. if cliques are upsetting them.
• Make your own decisions. There may be changes kids can or should make in themselves to strengthen healthy relationships but no one should assume that being left out is a result of one’s own shortcomings.
• Be friendly to everyone. The most popular and well-liked kids are those that are welcoming to others.

**Quotes and Quotables**

**Leadership**

• “We follow those who lead not because we have to but because we want to.” – Simon Sinek
• “You are the Chief Bucket-Filler, and the best way to fill buckets is with excellent communication.” – Tony Pearce, from Monday Morning Leadership, David Cottrell
• “Nothing strengthens the judgment and quickens the conscience like individual responsibility.” – Elizabeth Cady Stanton, U.S. activist
• “One of the ‘main things’ for a leader is to eliminate confusion.” – Tony Pearce, from Monday Morning Leadership, David Cottrell
• “The impulse of most leaders is much the same as it was a thousand years ago: accept the system as it is and lead it. That is rarely possible any longer.” Gardner
• “Guard your integrity as if it’s your most precious leadership possession, because that is what it is.” – Tony Pearce, from Monday Morning Leadership, David Cottrell

**Accountability**

• “When you write things down, you commit to doing them. If you simply tell me what to do, there is really no commitment to getting it done.” — Tony Pearce, from Monday Morning Leadership, David Cottrell

**Continual improvement**

• “For things to change, we must change. For things to get better, we must bet better.” – Heidi Wills
• “I refuse to give up. I shall continue, firmly, steadily and insistently, until the good appears.” – Catherine Ponder
• “Time invested in improving ourselves cuts down on time wasted in disapproving of others.” – Anonymous
• “You don’t have to be great to get started but you have to get started to be great.” – Les Brown
• “All this will not be finished in the first 100 days. Nor will it be finished in the first 1000 days. Nor even perhaps in our lifetime on this planet. But let us begin.” – John F. Kennedy

**Citizenship**

• “Doing the right thing isn’t always easy—in fact sometimes it’s real hard – but just remember that doing the right thing is always right.” – Tony Pearce, from Monday Morning Leadership, David Cottrell
• “Give to your community, be at peace with yourself, and try to be as human as you can be.” – Morrie Schwartz
• A hero is simply someone who rises above his or her own human weaknesses, for an hour, a day, a year, to do something stirring.” – Betty Deramus
• “Someone is enjoying shade today because someone planted a tree a long time ago.” – Warren Buffet

**Marketing**

• “People don’t buy what you do—they buy why you do it.” – Simon Sinek, TIES conference 2012

These materials are provided by:
Minnesota Association of School Administrators
Minnesota Association of Secondary School Principals
Minnesota Elementary School Principals’ Association
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