

Shade, Chris L

From: Shade, Chris L
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To: Shade, Chris L
Subject: District of Innovation (DOI) Committee

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Follow Up Flag: Follow up
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Good afternoon, ladies and gentlemen, and welcome aboard Flight “DOI.” This is Chris Shade, your Captain speaking. (After all, *I am married to Tenille*. (If that went over your head, [click here](#).) My Co-Pilot, Tracy Johnson, and I are thrilled you decided to join us on this journey. Our final destination is to craft a **District of Innovation (DOI) Plan** to submit to the Denton ISD Board of Trustees prior to

Spring Break 2017.

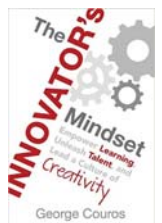
Many of you have been waiting to hear about your role aboard this adventure. First, the school board *officially* appointed the DOI Committee on Tuesday night, and I have a really good reason for not getting back to you the following morning...I happened to be in major surgery under heavy anesthesia Wednesday. For what may likely be the month of June, I’ll be home recovering from my third operation in two years. (*That was a really legit excuse, huh?*)

Next week, expect to receive more details about the **process** and your **roles and responsibilities** as well as **dates and times** for our “[colloquies](#).” (I dislike the word, “meetings” and our time together will be engaging and interactive.)



Our first gathering will be at our [Lone Star TIA Conference](#) on either July 19 or 20. (*Once the schedule is finalized, you will be notified of the date and time(s) via email.*) [George Couros](#), our keynote speaker, will meet exclusively with our DOI Committee. To prep you for our first date, you will receive a copy of his book, *The Innovator's Mindset: Empower Learning, Unleash Talent, and Lead a Culture of Creativity*. Start reading once you receive your copy; and we will discuss it with George at

TIA. There are a number of tidbits I’ve found already; and I’m only through the first section! Since the first time I heard George, I’ve been a huge fan. He is a talented educator who has a knack for presenting (and writing). Because it is during the day in the summertime, I realize you may be unable to attend; and I completely understand if you’re unable. Know we will not only be engaging in person throughout our time together, but will participate in online activities as well. Tracy is putting together a learning portal for our committee. In the days to come, you will receive an invitation to join our discussion. *We’ve got a few great activities cooked up for you all; and I’m excited about the pending dialogue.*



As a huge believer in starting with “why,” it’s essential to understand WHY we are taking on this process. Simon Sinek, author and leadership expert, writes,

“Every organization on the planet knows WHAT they do. These are products they sell or the services they offer. Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition. Very few organizations know WHY they do what they do. WHY is not about making money (or earning higher school ratings). That’s a result. WHY is a purpose, cause or belief. It’s the very reason your organization exists.” (For more info, see his fascinating TED Talk on [How Great Leaders Inspire Action](#). The talk is one of the top ten viewed TED Talks with over 27 million views.)

For Denton ISD, this process has been over three years in the making. Through social and traditional media, the district [Educational Improvement Council](#) (EIC), [rewrote its mission](#), our “*WHY*,” to read as follows:



“Denton ISD: Empowering lifelong learners to be engaged citizens who positively impact their local and global community.”

Next, the [district logo](#) was designed through crowdsourcing to capture the essence of the mission statement and to model the meaning of being a part of a “local AND global community” at the same time. Over the past two years, the EIC has worked to develop a community-based accountability system; and the district has crafted a report to reflect the values of the community. The first report is available online at <http://www.dentonisd.org/whatwevalue>. Now, our district is taking on this opportunity to explore the lengths to which we can go as a “District of Innovation,” with “innovation” defined by Couros as “*a way of thinking that creates something new and better.*”

Be looking for our welcome letter (including details on the DOI legislation and your roles and responsibilities as a committee rep, etc.) and your copy of the Couros book in the days to come.

Because the book may arrive after school is dismissed, please [reply to this email](#) with [your name](#) and the [address](#) you would like for your book to be mailed.

Until next time,

Chris



Chris Shade, Director of School Improvement and Support: [WHAT DO I DO?](#)

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Click [here](#) to discover my Gallup Strengths and what they mean.

