

# Principal's Playbook: Building Support for Charter School Leaders Through a Digital Leadership Community Network

## Case Study



### The Client

Florida Department of Education (FL DOE) Office of Charter Schools

### The Project

Supporting Charter School Leaders' Transition to the Florida Standards

### The Opportunity

The Florida Department of Education realized principals needed support if they were going to effectively implement the state's new standards in their schools. In a visionary step forward, the state partnered with Public Consulting Group (PCG) to launch a one-of-a-kind resource to accomplish this mission – the Principal's Playbook, a collection of tools, resources and learning events created to support charter school leaders throughout the state.

### The PCG Approach

To promote effective and consistent communication and support amongst charter school leaders throughout Florida, PCG developed a comprehensive, members-only, online learning community where leaders accessed resources and shared best practices at a time and place that matched their busy schedules. The site included comprehensive resources, tools, and templates that established best practices relevant to charter school leaders. A PCG community facilitator led discussions, provided weekly updates, hosted webinars, and supported leaders as they shared their leadership challenges.

### Key Action Items

- Branded Principal's Playbook for beginning and experienced charter school leaders. PCG began the project with an online Needs Assessment. Surveys were sent to over 2,500 charter school leaders to determine the most urgent learning and leadership needs. The resulting data provided focus for the development of the Principal's Playbook content collections, monthly webinars, and online courses.
- Created Principal's Playbook digital platform to provide a leadership network, building a community of practicing charter school leaders. The Principal's Playbook contained weekly discussions, updated content aligned to the FL DOE's needs, and provided a system to monitor and support school leaders' needs.
- Designed Principal's Playbook Digital Badge Program to encourage school leaders to complete multiple courses and playbook activities. This system was able to track progress and document the scope of participation throughout the state.

- Coordinated regional symposiums, hubs to allow exemplar principals to share best practices and enhance collaboration amongst charter school leaders.
- Collaborated with regional consortia and district partners to identify program participants and candidates for this targeted leadership program.

### The Result

Using the Principal's Playbook, PCG improved the capacity of participating charter school leaders, promoted greater awareness and use of Florida resources available to support their ongoing efforts, and strengthened regional charter school networks.

### Showcase Schools and Principals

Charter schools and principals from throughout the state were selected based on their leadership skills and their proficiency implementing the Florida Standards. These schools demonstrated exemplary instructional practices and consistent teaching and learning success to elevate their school's achievement status.

### Webinars

Webinars, based on topics selected by charter school leaders, included "Transitioning to the Florida Standards," "Creating a Collaborative School Culture," and "The Data Driven Principal." Each webinar included experts and "real-time" testimonials from charter principals sharing their successful strategies.

### Showcase School Leadership Symposiums

Showcase Charter Schools throughout the state had the opportunity to see best practices in action through PCG's Regional Symposiums. More than 40 schools participated and included classroom walkthroughs, leadership presentations, and collaborative discussions.

### Schools of Excellence

Through their involvement in this project, three charter schools were named Florida Standards School of Excellence by the Florida Department of Education.