Guidance and Overview: Completing the Herb Kohl Educational Foundation Principal Leadership Application

Congratulations on being nominated for a Herb Kohl Educational Foundation Principal Leadership award. This is a prestigious accolade that is recognized throughout Wisconsin and beyond as a mark of excellence in education.

If you have decided to apply for the Principal Leadership award, the first step will be for you to follow the link in the nomination email and build a Personal Profile.

Personal Profile Information

Most of the information included in this section will be obvious, but some might require some explanation. See notes below on each of the fields under Personal Profile. Required fields have a red asterisk in the platform.

- First Name
- Middle Name
- Last Name
- Phonetic Pronunciation of Full Name
    - Even if this seems obvious, please write out a phonetic pronunciation. Recipients have their names and biographies read at a banquet held in their honor next spring, and getting names right is important.
- Email
    - Choose an email that you will be able to monitor without access restrictions. Personal emails tend to be better than school based emails.
- Title
- Prefix
- Phone
    - Just as with your email, choose a phone number that you can access without restrictions. Personal numbers are generally better than school numbers.
- Cell Phone
- Address
    - Enter you home address. If you receive an award, this is where your award check will be sent. Your school's check will be sent to the school's address.
- Address 2
- City
- Country
- State
- DPI License Number
    - This is your 5 or 6 digit File Number, which can be searched easily using this link and your name: https://elo.wieducatorlicensing.org/datamart/searchByNameWIDPI.do
- What type of school are you associated with?: Private School

Click on the “Validate Profile” button at the bottom to complete your profile, which will allow you to view the application once you return to your home screen in SmartSimple.

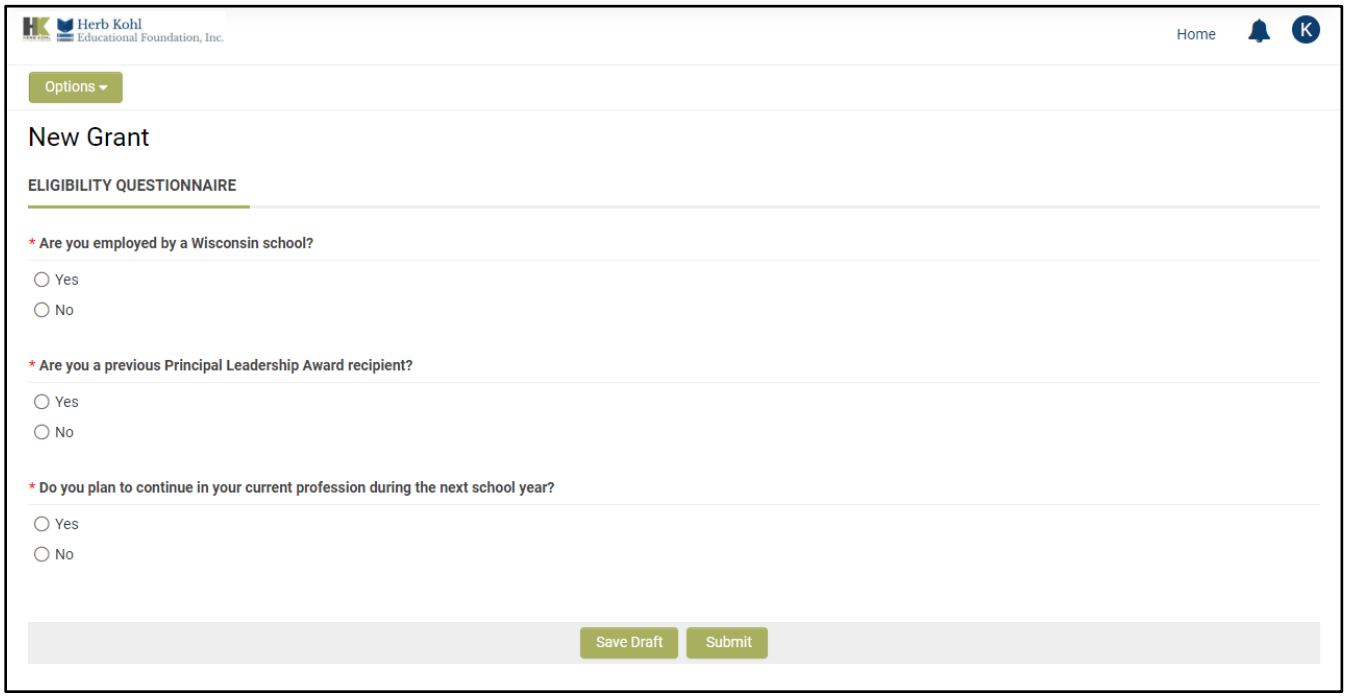
Once you verify your profile information, you’ll be able to apply for a Principal Leadership award. You will need to select “Principal Leadership” in the Funding Opportunities window, upper left side of home screen. That will open an application for you. Once opened and saved, you’ll be able to return to the same application until the deadline for submission, or until you hit “Submit”.

Eligibility

Please answer the three eligibility questions in order to move forward. Previous recipients are not eligible to receive a second Principal Leadership award, but if you’ve been nominated in the past and NOT received a Principal Leadership award, you remain eligible.

Educators currently in the role as Assistant or Associate Building Principals are not eligible to apply. Office staff and other administrators are not eligible to apply, unless more than 50% of your job is dedicated to being a building leader. (For instance, a rural high school principal who is also the Director of Special Education would be eligible, but someone who serves less than 50% of their time as a building principal is not eligible.)

Note: If you received a Student Excellence award, a Student Initiative award, or a Teacher Fellowship in the past, but not a Principal Leadership award, you are still eligible for a Principal Leadership Award.



Tabs

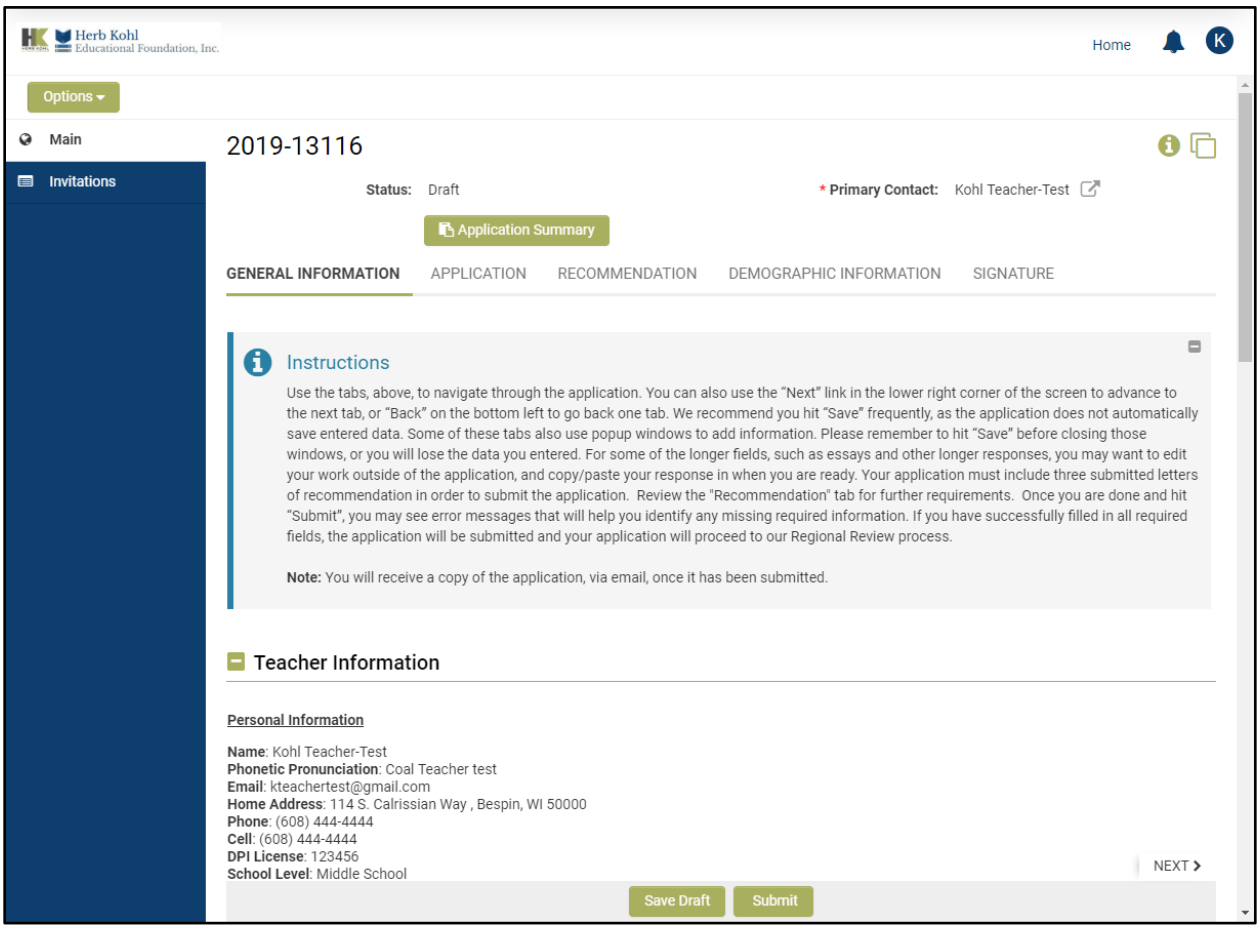
The Principal Leadership application asks you to work your way through using a series of tabs, which you can follow in sequential order, or click through to jump from section to section.

The six tabs are: **Overview; School Demographics; Experience and Growth; Professional Practice; Recommendation; and Signature.** On each tab are fields to fill out. Just like in the Personal Profile, fields marked with a red asterisk are required.

Each tab, and the information required for each tab, is explained in detail, below.

Overview Tab

The information you entered into your profile, along with some of the information from your nomination, will automatically populate most of the fields on this tab. However, there are some additional fields you must complete to move forward.



- What type of school are you leading?: (this should read "Private")
- School Level (Choose any that apply)
    - Elementary
    - Middle
    - High School
- Are you a member of the Association of Wisconsin School Administrators?

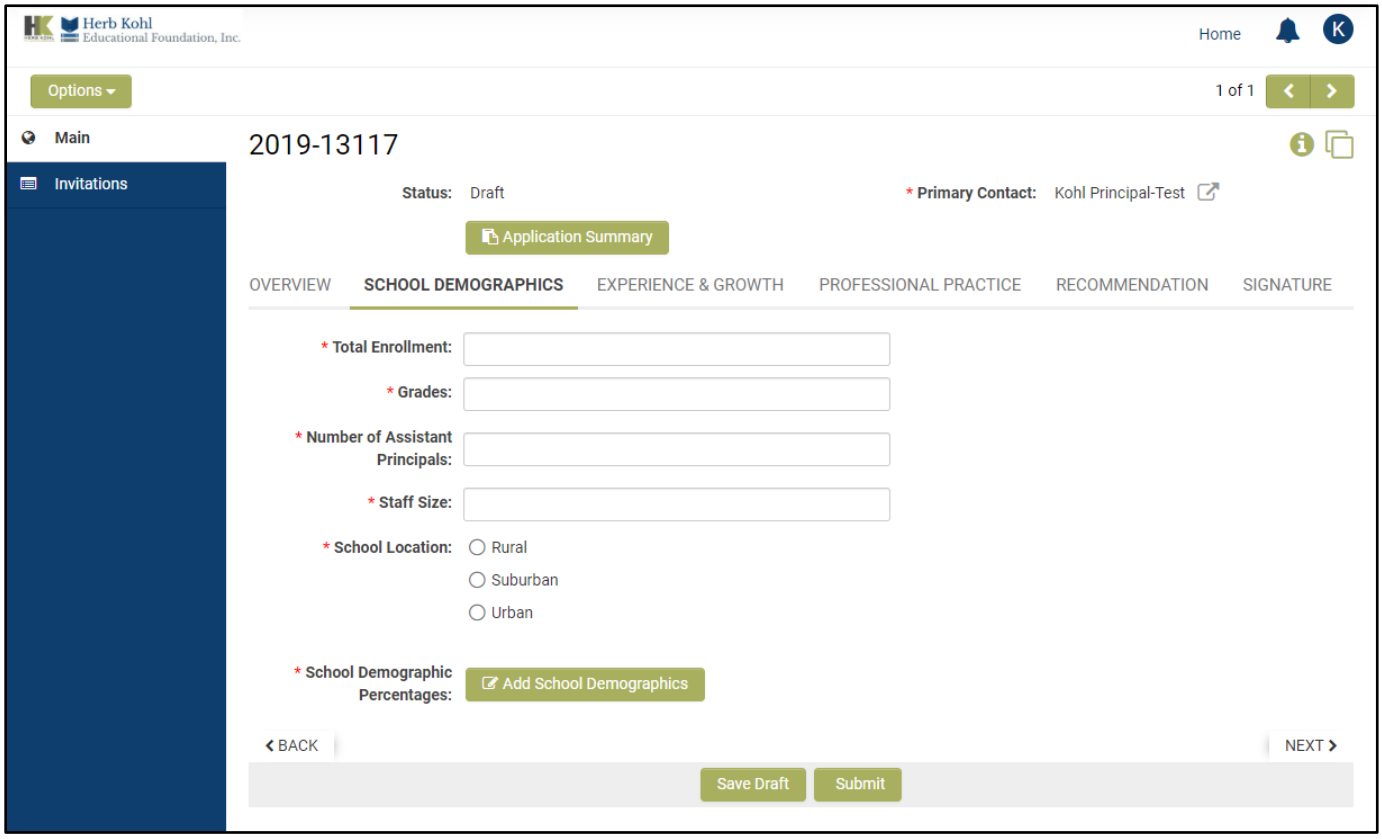
    - Membership is not a condition of eligibility.
- Describe your current leadership assignment
- Total number of years as principal in current school
- Total number of years in the role of principal
- Certificate of Indian Blood Status: Y/N
- Tribal Nation Affiliation
    - This need not be one of the 11 federally recognized tribal nations of Wisconsin, but applicants must upload and provide supporting documentation of affiliation or eligibility for membership.

School Information

- School lookup
- School main office telephone
- School Diocese or Jurisdiction Name
- School Diocese or Jurisdiction Address
- School Diocese or Jurisdiction Address 2
- School Diocese or Jurisdiction City
- School Diocese or Jurisdiction State
- School Diocese or Jurisdiction Zip
- Supervisor's Name
- Supervisor's Email address
- Supervisor's Phone
- School Social Media Presence (Check all that apply; list account names)
- Diocese or Jurisdiction Social Media Presence (Check all that apply; list account names)

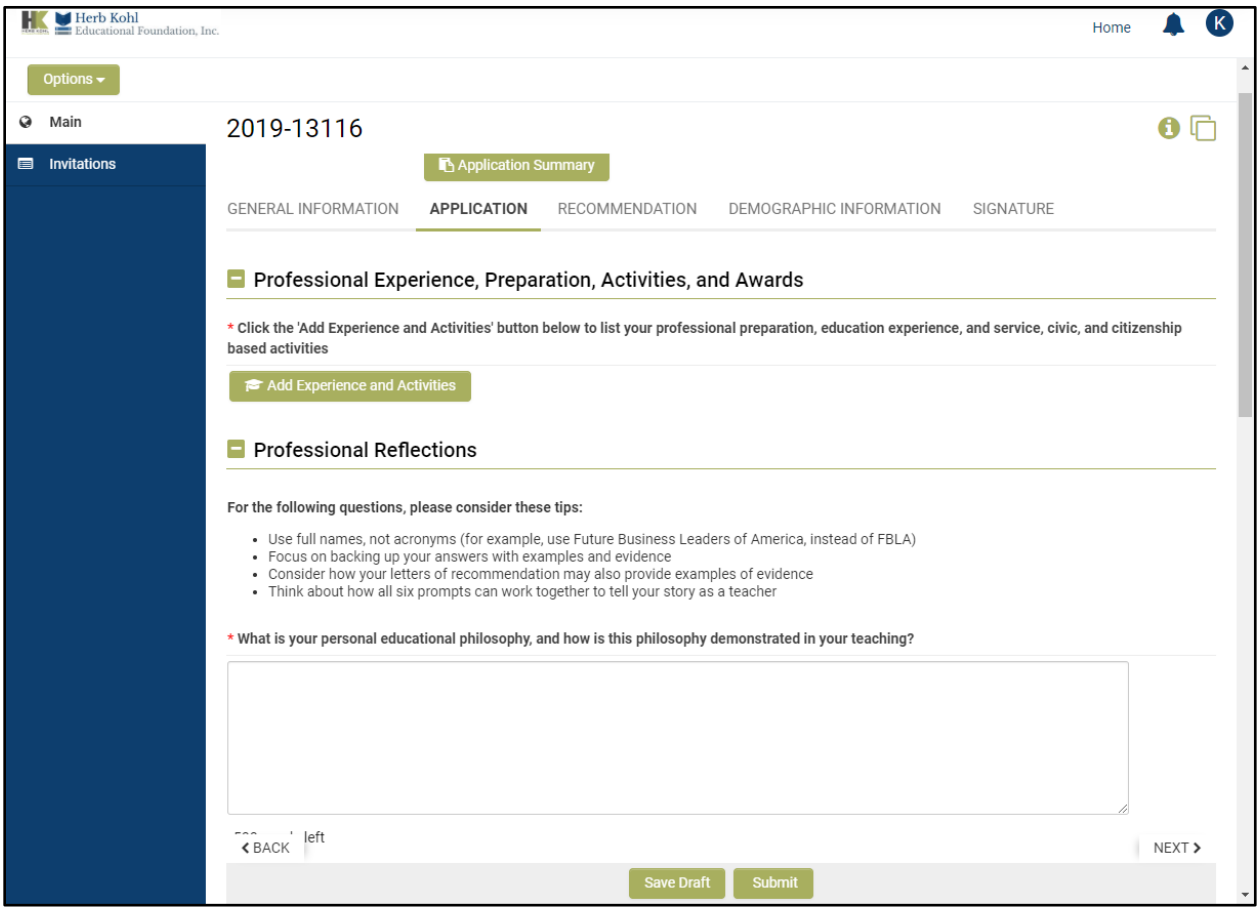
School Demographics Tab

- Total Enrollment
    - Number of students served in the building, based on 3rd Friday count from this year.
- Grades
    - What grade levels are served in this school?
- Number of Assistant Principals
- Staff Size
- Choice School Yes or No
- School location (Check all that apply)
    - Rural
    - Suburban
    - Urban


Herb Kohl
Educational Foundation, Inc.
Home
K
Options
1 of 1
Main
Invitations
2019-13117
Status: Draft
* Primary Contact: Kohl Principal-Test
Application Summary
OVERVIEW
SCHOOL DEMOGRAPHICS
EXPERIENCE & GROWTH
PROFESSIONAL PRACTICE
RECOMMENDATION
SIGNATURE
* Total Enrollment:
* Grades:
* Number of Assistant Principals:
* Staff Size:
* School Location:
Rural
Suburban
Urban
* School Demographic Percentages:
Add School Demographics
BACK
NEXT
Save Draft
Submit

Experience and Growth Tab

There are two sections to this tab: Professional Preparation/Education; and Professional Growth.



Professional Preparation/Education Section:

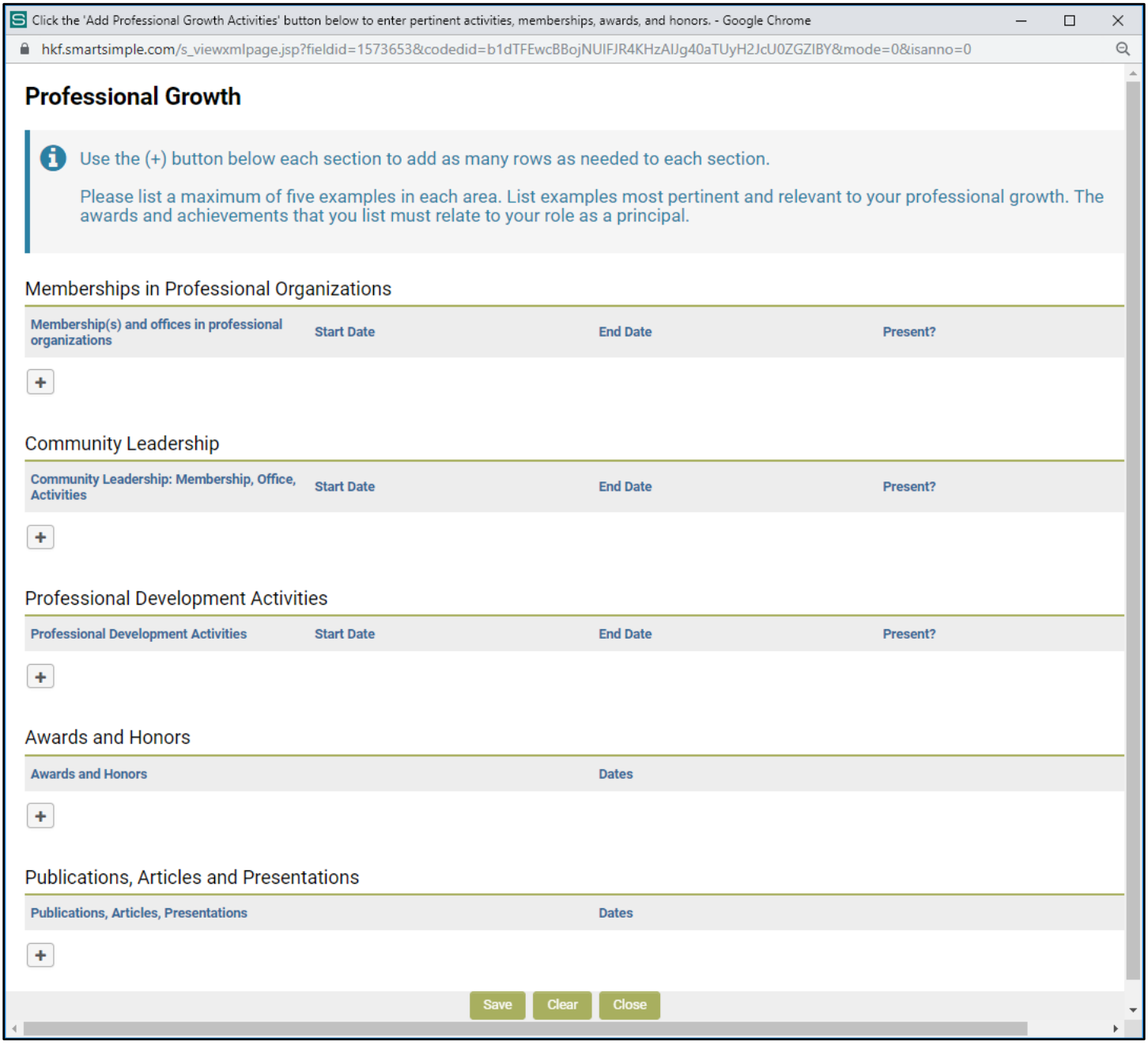
- Click the “Add Experience and Activities” button to expand this section.
- **Education** addresses any education, certifications, professional development or other learning you have completed to support your role as an educator.
- **Professional Experience** addresses the places you have worked as an educator, including non-traditional employment that is also relevant to your role as an educator.

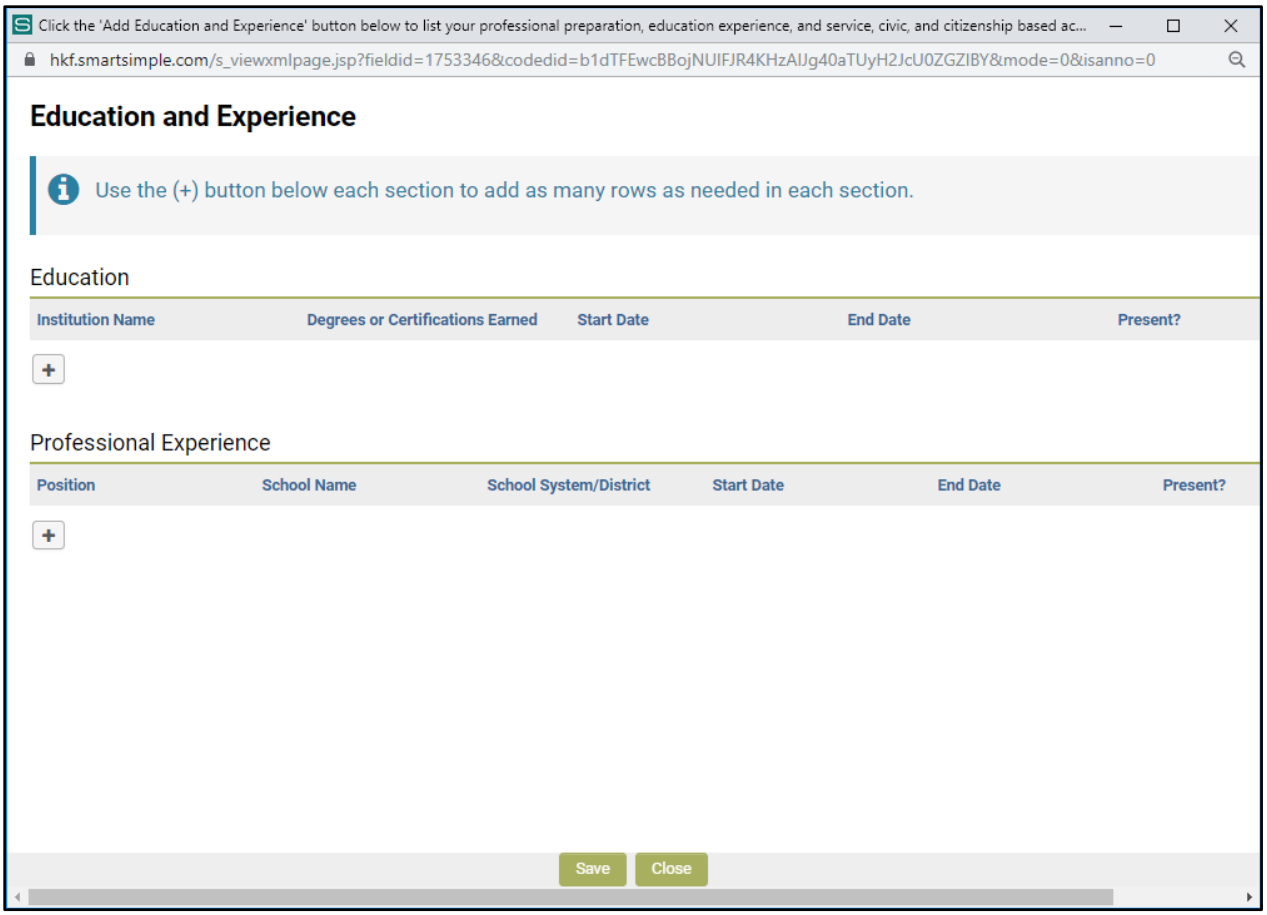
Each section has character limitations, so please keep your descriptions brief and concise. Don’t forget to hit “Save” before you hit “Close”, or you may lose your work!

Professional Growth section:

- Click the “Add Professional Growth Activities” button to expand this section.
- Memberships in Professional Organizations addresses any professional community or association you belong to and in which you are an active participant.
- Community Leadership addresses any community-based leadership roles you have served in. These may include leadership activities in which you are a representative of your school and/or diocese/jurisdiction, as well as leadership that is not connected to the school community.

- Professional Development Activities addresses any ongoing PD that you have participated in that has not resulted in a formal degree, certification, or license.
- Awards and Honors addresses any other awards or recognitions you have received related to your role as an educator leader.
- Publications, Articles and Presentations allows you to reference any publications, articles, or presentations you have written or contributed to or led.





Each section has character limitations, so please keep your descriptions brief and concise. Don't forget to hit "Save" before you hit "Close", or you may lose your work!

Professional Practice Tab

Please respond as fully as possible to the six writing prompts, without exceeding 500 words for each essay. The prompts are:

1. Every school has a distinctive climate and culture. Tell us your school's story. What do reviewers need to know to understand the context in which you lead?
2. How has your leadership style influenced student achievement over time? How have you involved staff, students, and the community in developing programs that give equal access, close the achievement gap among student subgroups, and ensure that each student is college and career ready? Identify statistical evidence to support your statements from the local school data you have provided in this application.
3. Studies have shown that principal leadership is second only to strong instruction in assuring positive student performance. What behaviors have you engaged in that increase your capacity as an instructional leader and how have you influenced the behaviors of others who are aspiring to lead in your school? Please include references to outcomes for students that you attribute to these behaviors.

Professional Practice Upload:

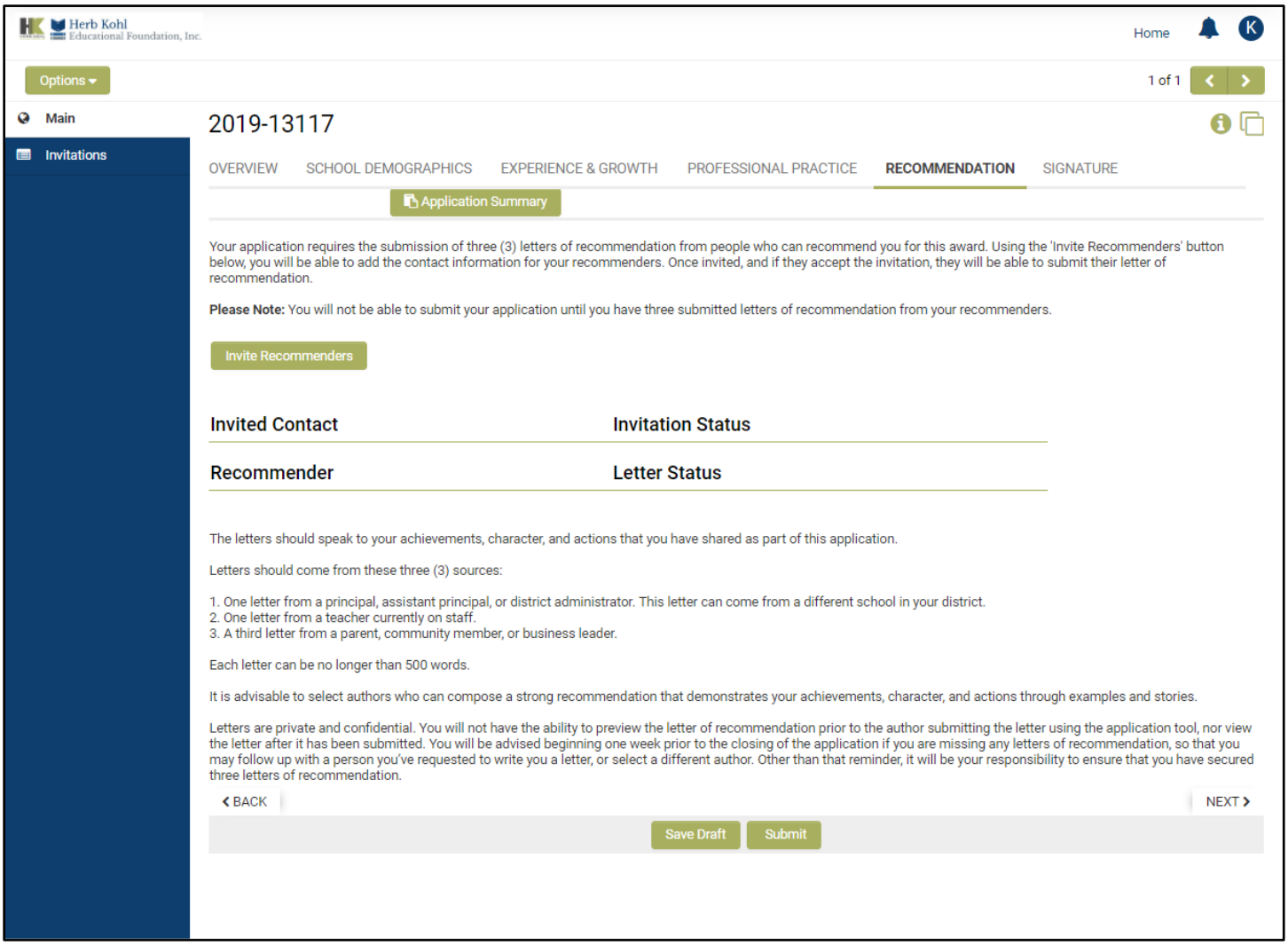
Principals may upload up to a 4 page PDF file of charts, artifacts or evidence that supports their professional practice essay responses. **Applicants who upload more than four total pages of .pdf documents may have their application packets removed from consideration!**

Advice for this section:

- Compose, revise and edit your responses in a word processing program (ex. Google Docs, Microsoft Word) and then copy/paste the final version into your application.
- Proofread your work! Reading it out loud to yourself will help you locate errors.
- Write truthfully and tell your story with humility, but take credit for your actions and the impact of your decisions as an educator.
- If you are going to describe an activity that several people collaborated on, specifically address your role in that work, and how your work impacted the outcomes of the group's work together.
- Consider how each of the six responses, when read together, can form a larger, more cohesive body of work that describes your leadership and impact (like chapters in a book).
- Give real-life examples when you can.
- Consider protecting any specifically identifiable information about others when possible.
- Consider addressing how your context affects your decisions and impact of your words and actions (including things like geographic location, student populations, role and duties, relative affluence of the school and community, and proximity/availability of resources).
    - Consider describing the challenges you have faced, or the barriers you've overcome, in becoming the educational leader you are today.
- Focus on speaking to things like innovation, leadership, impact/results, and equity through your words and actions.
- Consider how the letters of recommendation you request will support and deepen the evidence for the things that you share in your professional reflections.
- Double check how many pages are uploaded into the Professional Practice Upload! Four pages is the maximum.

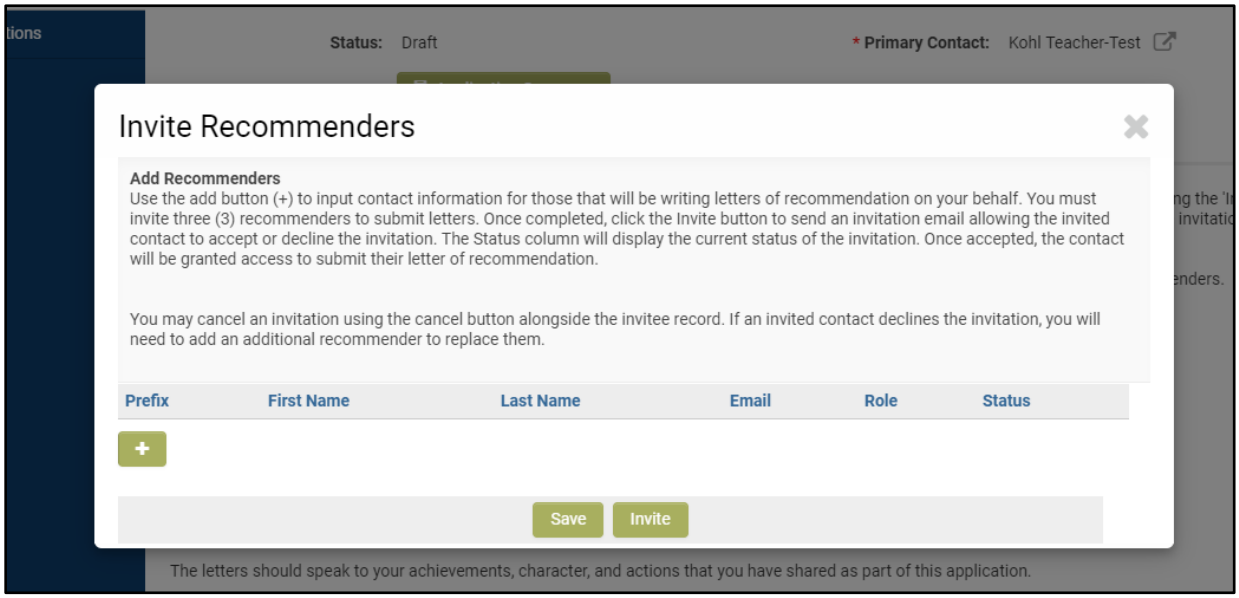
Recommendation Tab

You will need to secure three (3) letters of recommendation before you can submit your application as complete. You will use the application to invite your recommenders to complete a letter of recommendation form on your behalf. You will be able to see if they have been invited, have accepted and are drafting a letter, have completed their letter, or declined the invitation from within this tab. You will NOT be able to see what they have written or shared about you.



Letters must come from different sources:

- One letter from a principal, assistant principal, or district administrator. This letter can come from a person a different school in your area, or from outside of your area.
- One letter from teacher currently on staff.
- One letter from a parent, community member, or business leader.



Recommender statuses:

Once you invite a person to recommend you, their status will change to “Invited”. They will receive an email with an invitation to “Accept” or “Decline” the invitation to submit a letter. Once they respond, their status will update to whichever option they chose (“Accepted” or “Declined”).

Once their letter has been submitted, their recommender status will change to “Submitted” in your application.

If someone declines, or is generally unresponsive, you can also “Cancel Invite” using the green button with an “X” on it in the Invite Recommender submenu, and then you can add another recommender. **You must have all 3 recommendations submitted before you can submit your application.**

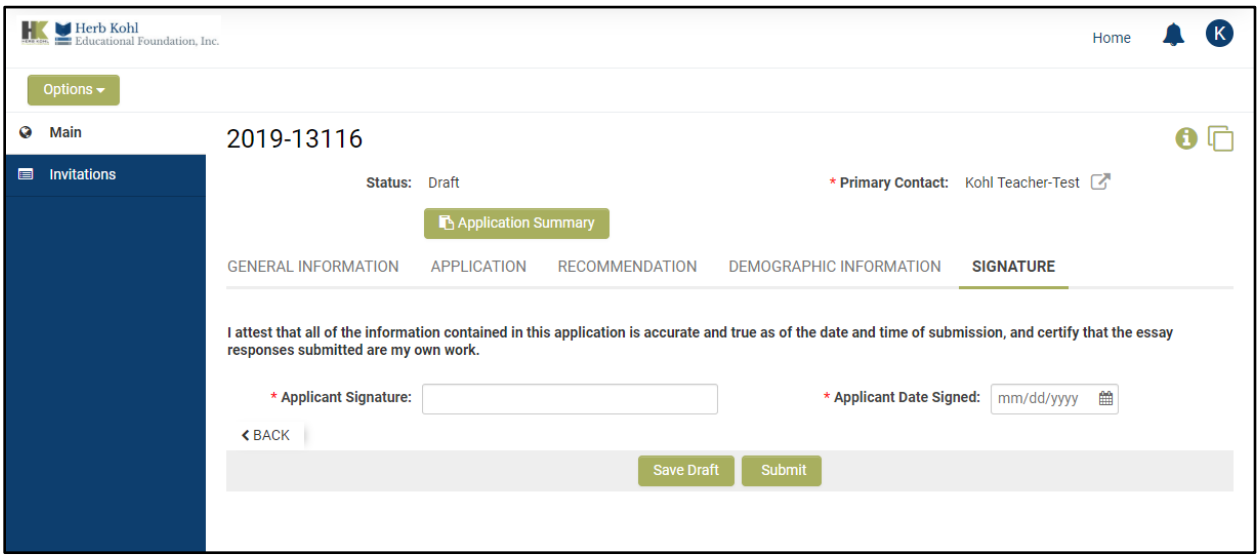
Advice for this section:

- Actively manage your invitations and completion of letters of recommendation!
    - A packet will not be considered if it has fewer than the three required letters of recommendation.
    - No extensions of time will be granted to applicants or recommenders. Please plan accordingly.
- Consider being strategic in your invitations, and clear in what you hope a recommender can speak to about your leadership and the impact of your words and actions.
- Reach out to recommenders personally before you invite them using the SmartSimple platform, so they know to look out for the request. This also allows you to decide whether or not they might be a good reference for you.
- Encourage recommenders to give evidence and examples in their recommendations.
- Letters written in a language other than English will be shown to reviewers in the language in which they were written, to preserve as much of the authentic word selection and intent of the writing. However, English translations will also be made available to reviewers. We will use commonly available services (ex. Google Translate) unless a recommender is able to provide a translation. Please contact Daniel Henderson at (608) 287-1224 with any questions on this provision.

Signature Tab

Once you have completed the application, have filled in content for all required fields, and received three letters of recommendation, you will be able to submit your application for consideration at the Regional level.

- Applicant Signature (You must type your full name in the field)
- Application Date Signed



Submitting your Application

Click "Submit" at the bottom of the Signature tab to send it in for consideration. If there are any required fields left empty or letters of recommendation missing, you will receive error messages with links to click that will take you directly to the error.

Once you submit, you cannot re-open your application for editing.

The deadline for 2020 Principal Leadership Applications to be submitted is Tuesday, January 7, 2020, at 5:00 p.m.

If you have any questions, please contact any of the following people to help you:

Daniel Henderson, Wisconsin Council of Religious and Independent Schools, (608) 287-1224, dhenderson@wcris.org

Kim Marggraf, Herb Kohl Educational Foundation, (920) 457-1727, marggraf@excel.net

Jena Sebald, Association of WI School Administrators, (608) 729-6639, jenasebald@awsa.org

The Herb Kohl Educational Foundation, and program co-sponsors, Association of Wisconsin School Administrators, Cooperative Educational Service Agencies, Wisconsin Council of Religious and Independent Schools, Wisconsin Department of Public Instruction, Wisconsin Newspaper Association and Wisconsin Parents Association, do not discriminate against any student, teacher or principal award applicant on the basis of age, color, disability, gender, gender identity or expression, genetic information, marital status, military status, national or ethnic origin, pregnancy or parenting status, political belief or affiliation, race, religion, sex, or sexual orientation in the administration of the foundation's educational programs and activities.