

# 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 honor 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 often have their names and biographies read at awards ceremonies, and pronouncing your name correctly is important to us.
- 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
- Home 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?: Public 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.

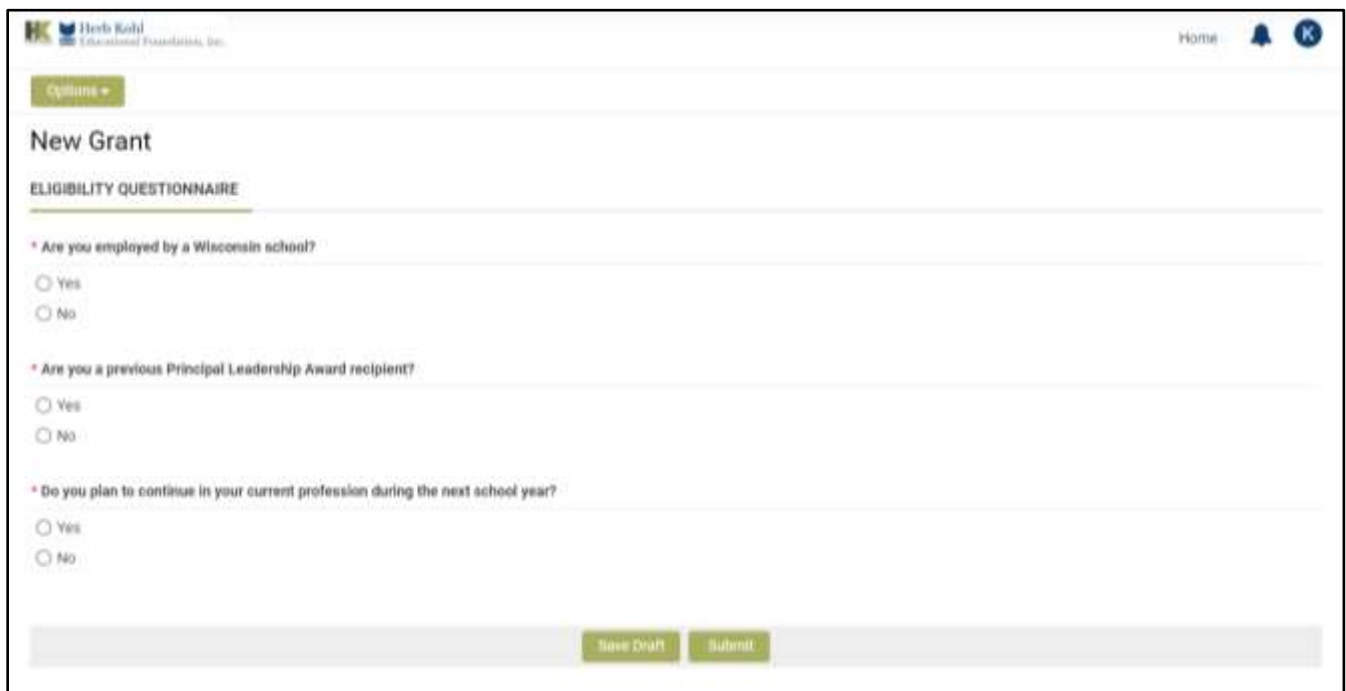
Once you verify your profile information, you'll be able to apply for a Principal Leadership award. You will need to select "Principal Leadership" in the Funding Opportunities window, upper left side of home screen. That will open an application for you. Once opened and saved, you'll be able to return 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. District 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 district's Director of Special Education would be eligible, but someone who is solely a district level administrator, or who serves less than 50% of his or her time as a building principal is not eligible. Contact Kim Marggraf at the Herb Kohl Foundation with any questions.)

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.



The screenshot shows a web application interface for the Herb Kohl Educational Foundation. At the top left is the logo and name 'Herb Kohl Educational Foundation, Inc.'. At the top right are links for 'Home', a notification bell, and a user profile icon. Below the navigation is a 'Options' dropdown menu. The main heading is 'New Grant', followed by the sub-heading 'ELIGIBILITY QUESTIONNAIRE'. There are three questions, each with radio button options for 'Yes' and 'No':

- \* Are you employed by a Wisconsin school?  
 Yes  
 No
- \* Are you a previous Principal Leadership Award recipient?  
 Yes  
 No
- \* Do you plan to continue in your current profession during the next school year?  
 Yes  
 No

At the bottom of the form are two buttons: 'Save Draft' and 'Submit'.

## 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.

Herb Kohl Educational Foundation, Inc. Home

Options

Main 2019-13116

Status: Draft Primary Contact: Kohl Teacher-Test

Application Summary

GENERAL INFORMATION APPLICATION RECOMMENDATION DEMOGRAPHIC INFORMATION SIGNATURE

**Instructions**

Use the tabs, above, to navigate through the application. You can also use the "Next" link in the lower right corner of the screen to advance to the next tab, or "Back" on the bottom left to go back one tab. We recommend you hit "Save" frequently, as the application does not automatically save entered data. Some of these tabs also use popup windows to add information. Please remember to hit "Save" before closing those windows, or you will lose the data you entered. For some of the longer fields, such as essays and other longer responses, you may want to edit your work outside of the application, and copy/paste your response in when you are ready. Your application must include three submitted letters of recommendation in order to submit the application. Review the "Recommendation" tab for further requirements. Once you are done and hit "Submit", you may see error messages that will help you identify any missing required information. If you have successfully filed in all required fields, the application will be submitted and your application will proceed to our Regional Review process.

**Note:** You will receive a copy of the application, via email, once it has been submitted.

**Teacher Information**

Personal Information

Name: Kohl Teacher-Test  
Phonetic Pronunciation: Kohl Teacher test  
Email: kteacherstest@gmail.com  
Home Address: 114 S. Calhoun Way, Bespin, WI 50000  
Phone: (608) 444-4444  
Cell: (608) 444-4444  
DPI License: 123456  
School Level: Middle School

Save Draft Submit

NEXT >

- What type of school are you leading?: (this should read "Public")
- School Level (Choose any/all that apply)
  - Elementary
  - Middle
  - High School

- Are you a member of the Association of Wisconsin School Administrators?
  - Note: 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 for any tribal nation.

#### School Information

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

#### School Demographics Tab

- Total Enrollment
  - Number of students served in the building, based on 3<sup>rd</sup> Friday count from the current school year.
- Grades
  - What grade levels are served in this school? Check all that apply.
- Number of Assistant Principals
- Staff Size
- School location (Check all that apply)
  - Rural
  - Suburban
  - Urban
- School Demographic Percentages (Click "Add School Demographics" button to expand this field)

School Demographic Percentages - Google Chrome  
 hkf.smartsimple.com/s\_viewxmlpage.jsp?fieldid=1573645&codedid=b1dTFEwcBB0jNLIIFJR4KHZA0g40aTUyH2JcU0ZGZIBY&mode=0&usanno=0

Enter the percentage values below. You must click save before closing this window.

### School Demographics

#### Student Classification

	% of Students
Special Education Students	<input type="text"/>
ELL/Limited-English Proficiency Students	<input type="text"/>
Free/Reduced Lunches	<input type="text"/>
School Attendance	<input type="text"/>

#### Student Racial Composition

	% of Students
American Indian/Alaska Native	<input type="text"/>
Asian	<input type="text"/>
Black/African American	<input type="text"/>
Native Hawaiian/Other Pacific Islander	<input type="text"/>
White	<input type="text"/>
Hispanic or Latino	<input type="text"/>
Other	<input type="text"/>

Save Clear Close

#### Student Classification

- Special Education Students
- ELL/Limited English Proficiency Students
- Free/Reduced Lunch
- School Attendance

#### Student Racial Composition

- American Indian/Alaska Native
- Asian
- Black/African American
- Native Hawaiian/Other Pacific Islander
- White

- Hispanic or Latino/a/x
- Other

The screenshot shows a web application interface for a school demographic form. The header includes the logo for Herb Kohl Educational Foundation, Inc., a home button, a notification bell, and a user profile icon. A navigation menu on the left lists 'Main' and 'Invitations'. The main content area displays the application ID '2019-13117' and a status of 'Draft'. A primary contact is listed as 'Kohl Principal-Test'. A tabbed interface is present, with 'Application Summary' selected. Below this, a series of tabs are visible: 'OVERVIEW', 'SCHOOL DEMOGRAPHICS', 'EXPERIENCE & GROWTH', 'PROFESSIONAL PRACTICE', 'RECOMMENDATION', and 'SIGNATURE'. The 'SCHOOL DEMOGRAPHICS' tab is active, showing several input fields: 'Total Enrollment', 'Grades', 'Number of Assistant Principals', and 'Staff Size', each with a red asterisk indicating a required field. The 'School Location' section has three radio button options: 'Rural', 'Suburban', and 'Urban'. The 'School Demographic Percentages' section includes a green button labeled 'Add School Demographics'. At the bottom, there are 'BACK' and 'NEXT' navigation links, and two buttons: 'Save Draft' and '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 district, 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.

Click the 'Add Professional Growth Activities' button below to enter pertinent activities, memberships, awards, and honors. - Google Chrome

hkf.smartsimple.com/s\_viewxmlpage.jsp?fieldid=1573653&codedid=b1dTFEwcBBojNUIFJR4KHZAIIg40aTUyH2JcU0ZGZIBY&mode=0&isanno=0

## Professional Growth

**i** Use the (+) button below each section to add as many rows as needed to each section.

Please list a maximum of five examples in each area. List examples most pertinent and relevant to your professional growth. The awards and achievements that you list must relate to your role as a principal.

### Memberships in Professional Organizations

Membership(s) and offices in professional organizations	Start Date	End Date	Present?
+			

### Community Leadership

Community Leadership: Membership, Office, Activities	Start Date	End Date	Present?
+			

### Professional Development Activities

Professional Development Activities	Start Date	End Date	Present?
+			

### Awards and Honors

Awards and Honors	Dates
+	

### Publications, Articles and Presentations

Publications, Articles, Presentations	Dates
+	

Save Clear Close



Click the 'Add Education and Experience' button below to list your professional preparation, education experience, and service, civic, and citizenship based ac...

hkfsmartsimple.com/s\_viewxmlpage.jsp?fieldid=1753346&codedid=b1dTFEwcB8ojNUIFIRAKHzAIJg40aTUyh2JcU0ZGZIBY&mode=0&isanno=0

## Education and Experience

**i** Use the (+) button below each section to add as many rows as needed in each section.

### Education

Institution Name	Degrees or Certifications Earned	Start Date	End Date	Present?
+				

### Professional Experience

Position	School Name	School System/District	Start Date	End Date	Present?
+					

Save Close

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 Practices Tab

Please respond as fully as possible to the three 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. (*\*See note below*)
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 impacts 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.

- The 12 public school Herb Kohl Principal Leadership award recipients will go on to be considered as candidates in the Wisconsin Principal of the Year process.

Note: With regard for question 2, please consider focusing your answer on how you are addressing racial differences and gaps through your work with your students, including how you are leveraging equity-based strategies in closing achievement and opportunity gaps for students of color. There are only 8 school districts in the state of WI whose student population is 100% white/Caucasian, so readers will expect you to speak to how you address the gaps between students of color and other students within your context.

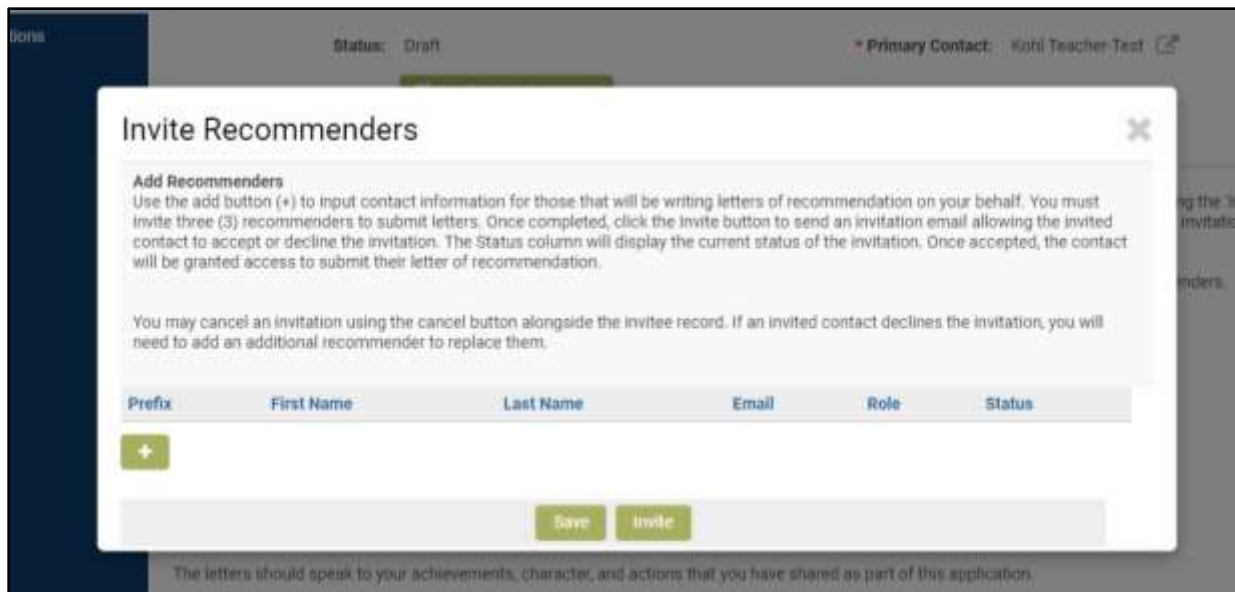
## Recommendation Tab

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.

The screenshot shows the 'Recommendation' tab of an application for the Herb Kohl Educational Foundation. The application ID is 2019-13117. The interface includes a navigation menu with 'Main' and 'Invitations'. The 'Recommendation' tab is active, showing an 'Application Summary' section. Below this, there is a paragraph explaining the requirement for three letters of recommendation and a 'Please Note' section. A green button labeled 'Invite Recommenders' is visible. Below the button are two tables: one for 'Invited Contact' and 'Invitation Status', and another for 'Recommender' and 'Letter Status'. The text below the tables provides instructions on the sources of letters and their length. At the bottom, there are 'Save Draft' and 'Submit' buttons, along with 'BACK' and 'NEXT' navigation options.

Letters must come from different sources:

- One letter a principal, assistant principal, or district administrator. This letter can come from a person in a different school in your district, or from outside of your district.
- One letter from a 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.

Advice for this section:

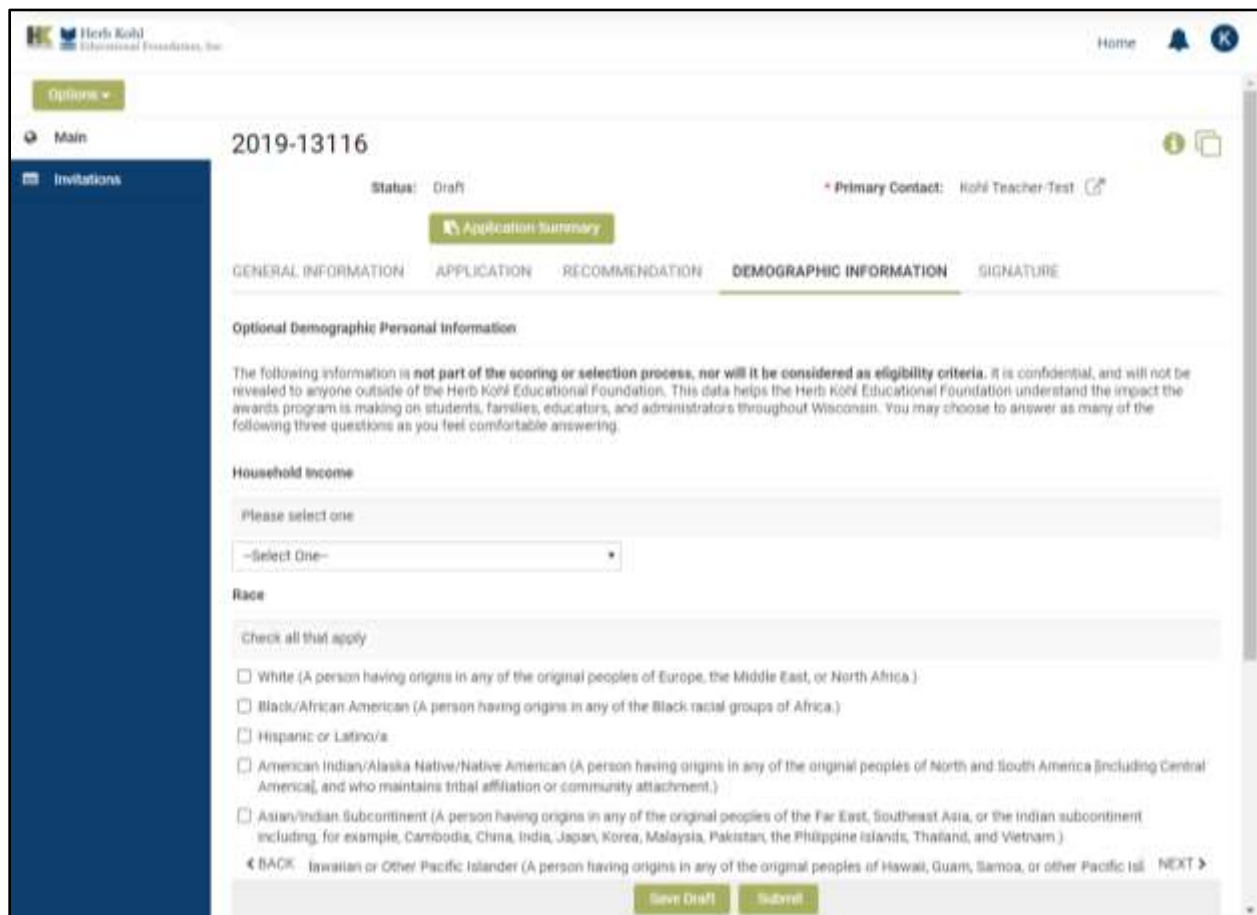
- Actively manage your invitations and completion of letters of recommendation!
  - A packet will not be considered if it has fewer than the three required letters of recommendation.
  - Check in with the people you have asked to write you letters often. If they did not receive the invitation, don’t wait until the end of the application period to try to solve that problem.
  - No extensions of time will be granted to applicants or recommenders. Please plan accordingly.
  - The most frequent error made by applicants is entering an incorrect email address for recommenders. Check these addresses carefully.
- 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

Kim Marggraf at (920) 457-1727 or via email at [marggraf@excel.net](mailto:marggraf@excel.net) with any questions on this provision.

## Demographic Information Tab

The following information is not part of the scoring or selection process, nor will it be considered as eligibility criteria. It is confidential, and will not be revealed to anyone outside of the Herb Kohl Educational Foundation. This data helps the Herb Kohl Educational Foundation understand the impact the awards program is making on students, families, educators, and administrators throughout Wisconsin. You may choose to answer as many of the following three questions as you feel comfortable answering.

- Household Income (dropdown menu of choices)
- Race (Check all that apply)
- School Context (Check all that apply)



The screenshot shows the application form for the Herb Kohl Educational Foundation. The form is titled "2019-13116" and is currently in "Draft" status. The primary contact is "Kohl Teacher-Test". The form is divided into several tabs: GENERAL INFORMATION, APPLICATION, RECOMMENDATION, DEMOGRAPHIC INFORMATION (which is the active tab), and SIGNATURE. Under the DEMOGRAPHIC INFORMATION tab, there is a section for "Optional Demographic Personal Information" with a disclaimer: "The following information is not part of the scoring or selection process, nor will it be considered as eligibility criteria. It is confidential, and will not be revealed to anyone outside of the Herb Kohl Educational Foundation. This data helps the Herb Kohl Educational Foundation understand the impact the awards program is making on students, families, educators, and administrators throughout Wisconsin. You may choose to answer as many of the following three questions as you feel comfortable answering." Below this, there are three sections: "Household Income" with a dropdown menu set to "-Select One-", "Race" with a "Check all that apply" instruction and several checkboxes for different racial and ethnic groups, and "Law or Other Pacific Islander" with a "NEXT" button. At the bottom, there are "Save Draft" and "Submit" buttons.

## 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

The screenshot shows the application portal for the Herb Kohl Educational Foundation. The application ID is 2019-13116 and its status is Draft. The primary contact is Kohl Teacher-Test. The application is currently in the Signature tab, which includes a declaration: "I attest that all of the information contained in this application is accurate and true as of the date and time of submission, and certify that the essay responses submitted are my own work." Below this are input fields for the applicant's signature and the date signed. At the bottom of the page are buttons for "Save Draft" and "Submit".

## 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 Principal Leadership Applications to be submitted is listed on the Herb Kohl Educational Foundation website. Late applications will not be considered, even if the reason that it is late is not the applicant's fault.

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

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

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

*The Herb Kohl Educational Foundation, and program co-sponsors, Association of Wisconsin School Administrators, Cooperative Educational Service Agencies, Wisconsin Department of Public Instruction, Wisconsin Newspaper Association, and Wisconsin Homeschooling 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.*