



YVONNE ROJAS

2019 COHORT MEMBER

**W.E. Greiner Exploratory
Arts Academy**

Creating Our School Branding

DEVELOPING LEADERS THROUGH
BRANDING AND PROFESSIONAL
DEVELOPMENT

Target Audience

All of the Greiner Community

Interventions

- Website development for resource share
- Focus on SEL competencies and feedback sessions
- Empathy interviews with teacher leaders/ CILT
- Updating campus documents to be cohesive: including dress code, PD, student expectations, announcements and more

Resources Utilized

- 2019 & 2020 Campus Survey
- PD Campus Need Survey
- Student Surveys

PROJECT OUTCOMES

INCREASING CAMPUS CLIMATE & CULTURE

The staff climate and culture survey showed gains across the Positive Culture and Environment category from Spring 2019 to Fall 2021. Most notably, the campus saw an increase in the following:

- Staff looks forward to each day at school (+7%)
- Staff believe the environment is supportive and respectful (+11%)
- Staff believe unruly students do not disrupt learning (+36%)
- Staff would recommend this campus to parents (+11%)

INCREASE IN POSITIVE STUDENT PERCEPTIONS

The Panorama student survey field in Spring 2020 to Spring 2021 also indicated gains in a few key categories, showing an increase of student perception of:

- Overall social and learning climate (maintained)
- Quality of teaching and amount of learning from a particular teacher (+11%)
- Teachers holding them to high expectations in class (+3%)
- Strong social connection with their teachers within and beyond the classroom (+12%)

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presentation link:

