

# How to Sustain Excellence: Reigniting Your Mojo

Dr. Laurel Kinard

*Cobb County School District*, laurel.kinard@cobbk12.org

Jaime Espinosa

*Gwinnett County Schools*, jespinos326@yahoo.com

Kelly McNabb

*Cobb County School District*, kelly.mcnabb@cobbk12.org

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# How to Sustain Excellence: **Reigniting Your Mojo**



Laurel Kinard – Cobb County School District

Kelly McNabb – Cobb County School District

Jaime Espinosa – Gwinnett County Public Schools



## Gwinnett County Public Schools

- Enrollment: 175,553
  - Black: 31%
  - Hispanic: 29%
  - White: 26%
  - Asian: 10%
  - Multiracial: 4%

Free/Reduced Lunch: 57%

## Cobb County School District

- Enrollment: 111,460
  - Black: 32%
  - Hispanic: 20%
  - White: 40%
  - Asian: 5%
  - Multiracial: 3%

Free/Reduced Lunch: 47%



## Gwinnett County Public Schools

- 79 Elementary Schools (K-5)
- 28 Middle Schools (6-8)
- 21 High Schools
  - 19 Traditional high schools
  - Gwinnett School of Mathematics, Science, and Technology (charter school)
  - Phoenix High School (open campus)

## Cobb County School District

- 67 Elementary Schools (K-5)
- 25 Middle Schools (6-8)
- 16 High Schools
  - 6 high school magnet programs
  - Performance Learning Center (non-traditional campus in partnership with Communities in Schools)



### Gwinnett County Public Schools

2009 – 2010	17
2010 – 2011	10
2011 – 2012	6
2012 – 2013	0
2013 – 2014	5
2014 – 2015	22
2015 – 2016	17

### Cobb County School District

2013 – 2014	10
2014 – 2015	6
2015 – 2016	10

# Definitions

- **Sustainability** – “the durable, long-term implementation of a practice at a level of fidelity that continues to produce valued outcomes”. McIntosh, Horner et al., 2009
- **Mojo** – “that positive spirit toward what we are doing that starts from the inside and radiates outside”. Marshall Goldsmith, business thinker extraordinaire



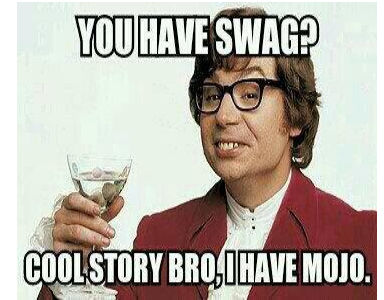
**YOU HAVE SWAG?**

**COOL STORY BRO, I HAVE MOJO.**





# Mojo Continuum





## What song title identifies your school?

Whiskey Bent and Hell Bound

Beast of Burden

Beyond My Wildest Dreams

Come On Get Higher

Coming to Life

Dynamite

Stuck Like Glue

If I Only Had a Brain

Helplessly Hoping

A Beautiful Mess

Finally

How Far We've Come

I Feel A Sin Comin' On

Lips Are Movin'

Lost

Happy Feeling

More Than I Can Say

Nick of Time

Nothing But A Miracle

Cruisin'

Rolling In The Deep

Spooky

Twisted

A Little Bit Closer

# Mojo Makers

## (aka Sustainability Enhancers)

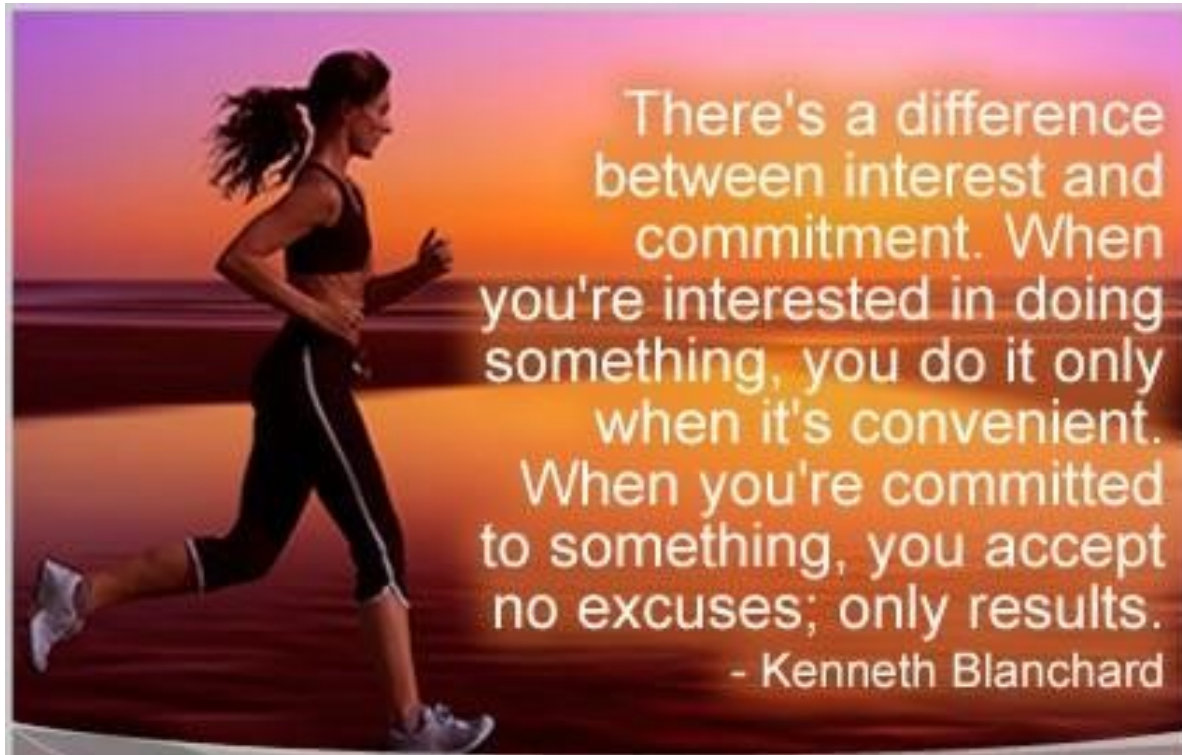
- Administrator Support
- Staff Buy-In
- Fidelity
- Data
- Teaming
- Resources
- Stakeholder Involvement
- Training
- SWPBS Philosophy
- Motivation
- District Support

# Mojo Vampires (aka Sustainability Barriers)

- Resources
- Turnover
- Fidelity
- Staff Buy-In
- SWPBS Philosophy
- Administrator Support
- Competing Initiatives
- Training
- Motivation
- Stakeholder Involvement
- District Support

# What are some causes of decline in Tier 1 implementation?

- High turnover of staff
- New administration
- Change in district leadership/priorities
- Competing initiatives
- Declining or stagnant data
- Staff has lost their focus and commitment
- Students have become nonchalant about the expectations
- School is over-reliant on one individual
- School team is wondering “what now?” or how to implement Tier II



There's a difference between interest and commitment. When you're interested in doing something, you do it only when it's convenient. When you're committed to something, you accept no excuses; only results.

- Kenneth Blanchard

# Commitment to PBIS

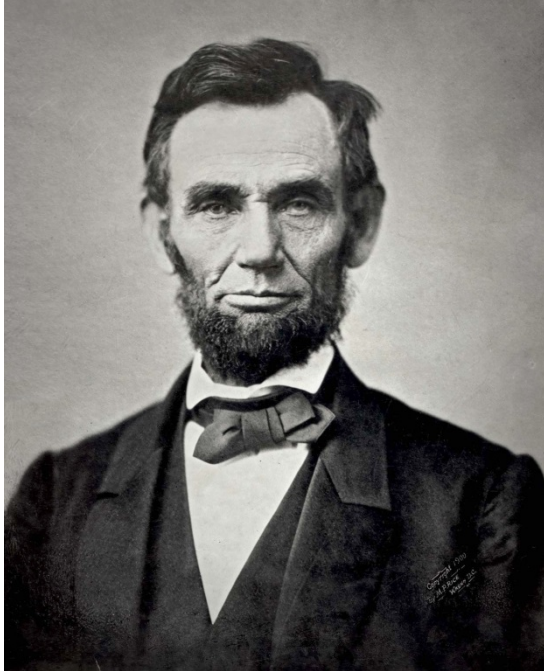
- State DOE
- District Leadership/District Coordinator
- School Administration
- Local School PBIS Team

# Have you lost your “Mojo?”

- Recommitment
  - Yearly
    - Recommitment Form (Cobb)
    - Look at your PBIS Practices
    - Preplanning roll out
  - Is the school invested in PBIS?



*"Commitment is what  
transforms a promise into  
reality."*



*Abraham Lincoln*

# Factors and Groups that Enhance or Impede Sustainability

## Factors

Priority

Effectiveness

Efficiency

Continuous

Regeneration

## Groups

State DOE

District Office

School

Administration

Local PBIS Team

# Priority

- Staff Commitment
  - Ownership
- Work smarter not harder
  - What works?
- Resources
- Funding, Training,
- Administrative Support
  - Buy-in vs. commitment
  - Gallup Poll







# Effectiveness

- Need for observable change
- Perceived Effectiveness
  - Outcomes are related to implementation
- Key players have to be knowledgeable and skilled
  - Team members have to walk the talk
- Team has to be functional
  - Shared Duties and Responsibilities

# Efficiency

- Efficiency - the ability to produce something with a minimum amount of effort.



# Increasing Efficiency

- Get it down on paper
- Focus on efficient team meetings





# Effective versus Efficient



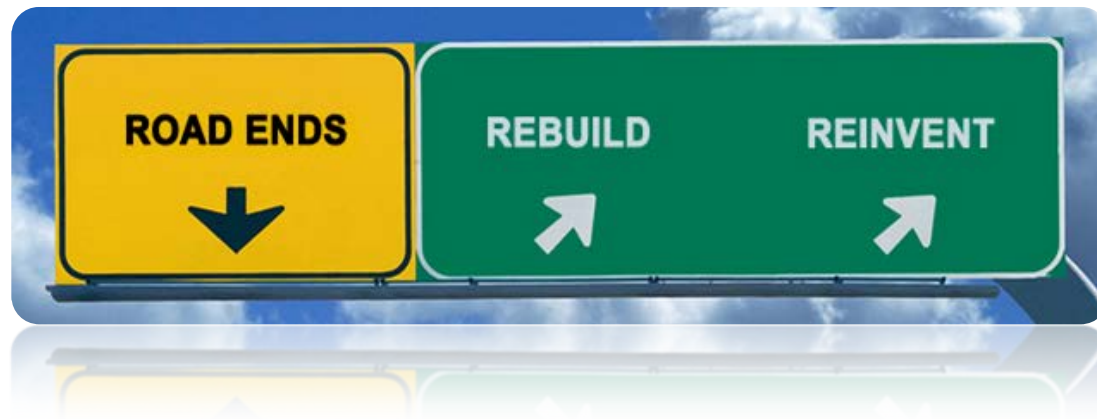
# Continuous Regeneration

- Plan to sustain from the start
  - Start with the end in mind
  - If the fidelity weakens, the effect stops



# Continuous Regeneration

- Data must be used to make decisions and to evaluate outcomes
- Change practices as needed based on data
- Build Capacity



Can the implementation of PBIS  
continue if there is a change in  
personnel?



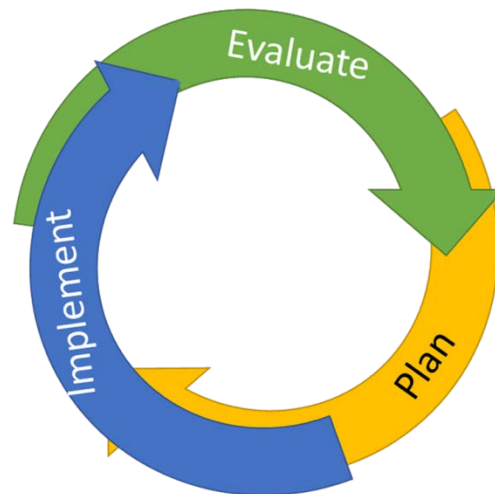
# Practices

- Build an effective, invested team



# Practices

- Use data to drive the implementation plan
  - SAS, BoQ, Walk-Throughs, Attendance, SWIS, Rtl, TKES, School Climate survey results, Student Health Survey Results, CCRPI scores



# Practices

- Use data for problem-solving



# Practices

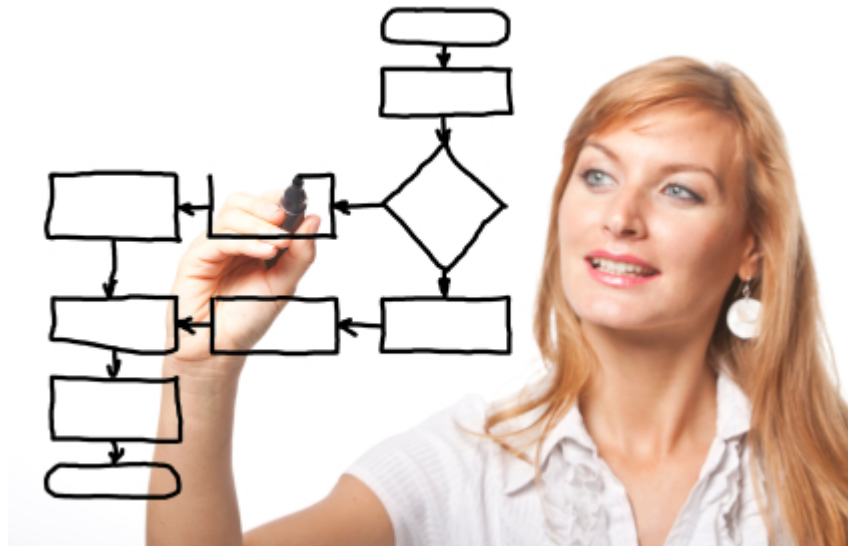
- Build staff ownership of the school-wide plan

**we  
OWN  
it**



# Practices

- Implement clearly defined processes with fidelity



# Practices

- Celebrate accomplishments



# Practices

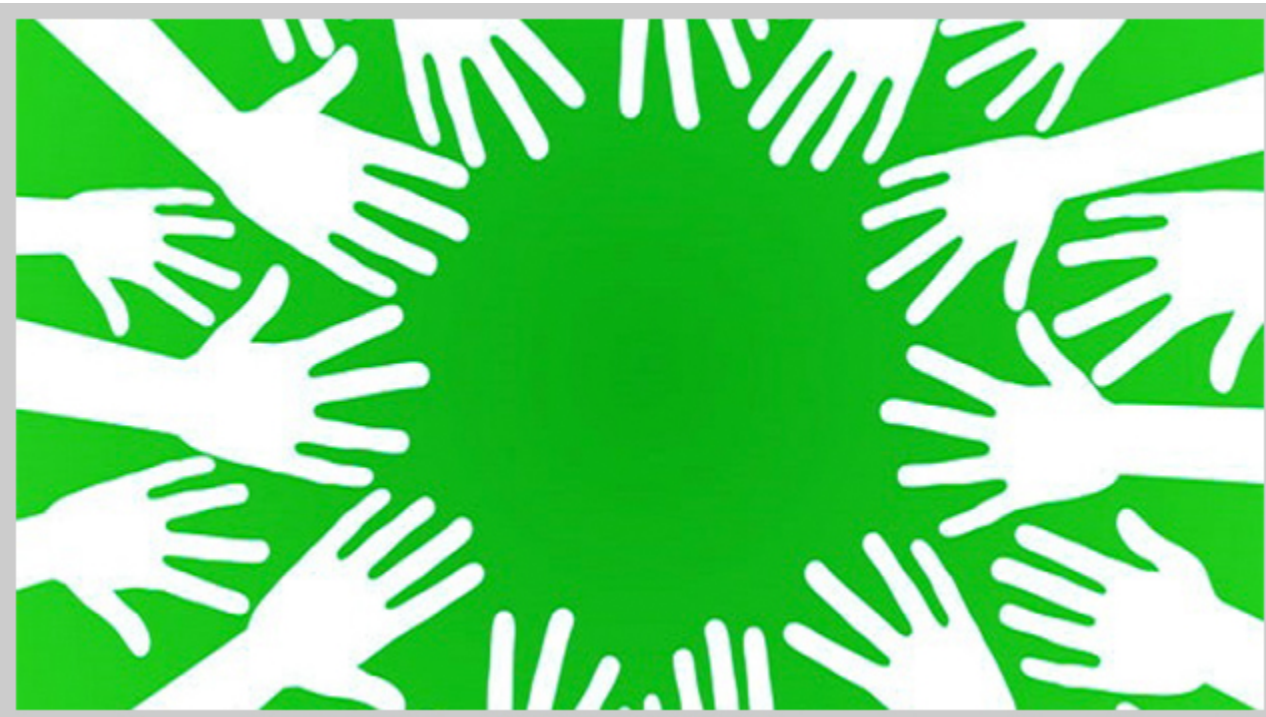
- Provide honest feedback

**What do you think?**



# Practices

- Involve all stakeholders



# Practices

- Provide function-based supports



# Practices

- Change it up

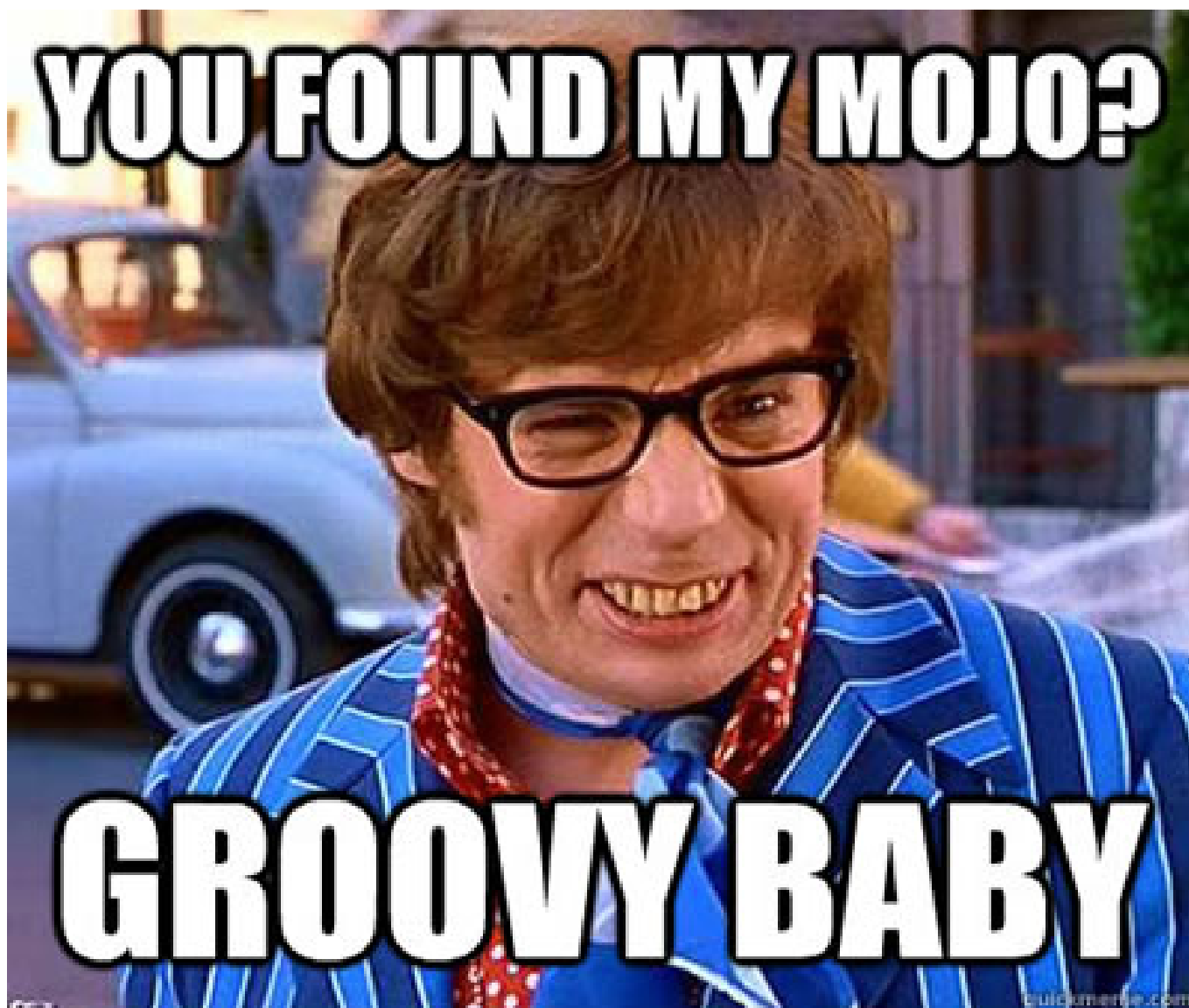


# Practices

- Create learning communities







**YOU FOUND MY MOJO?**

**GROOVY BABY**



get some

