



March 7, 2013

URGENT NOTIFICATION

All Principals and Assistant Principals:

It is with great concern that the BPAA must inform you of a new practice/policy that the District, through Dr. Desmond Blackburn's office, has created. This policy will affect more than 50 Principals this year and is expected to be used each year as a means to 'clean house'.

Dr. Blackburn's office has created a new matrix which ranks each principal in the district. Using the bottom 25 percent (approximately 50 principals), he has determined that the principals ranked at the bottom are "poor performing" or "low performing" individuals. The criteria he chose to use to create the ranking is 1) a principal's VAM score; 2) the answers to the question, 'does my principal care about my needs on the student customer satisfaction survey; 3) the answers to the question "does my principal care about my needs " on the teacher satisfaction survey; and 4) the total number of complaints a has principal received by the area director, and for which the area director became involved; i.e., had a meeting, made a call , etc.. Supposedly, these complaints do not include BTU complaints, but that is unclear. Obviously, this criterion is non-scientific, biased, subjective and frankly nonsensical. Many principals on the list had very high VAM scores and were rated highly effective at mid-year on the BASA instrument. Despite my repeated discussions with the District regarding the fact that we do not believe this is a just or legal process, they are moving forward.

The list of 50 people was reduced to 26 by removing retirees and first or second year principals who will remain vulnerable but will be given 'assistance' as necessary. The remaining 26 principals have one

thing in common: they have had issues with BTU, they have had issues with Dr. Blackburn, or they are vocal and outspoken. This list is - pure and simple- a hit list.

The plan for these 26 principals is that they will be summoned to the office where they will be told that they will not be returning to their schools for the 2013-14 school year. They will be told they can apply for any open position and hope to be rehired. If they are not rehired, then they will either be demoted to Assistant Principal or will be non-renewed.

All principals need to be concerned; they may not make the list this year but could find themselves on it next year. This is nothing more than a way to bypass the legal requirements of due process. If you have had BTU problems, if you have difficult student populations, if you've had poor ratings on your customer survey results, or if you have a political situation at your school, which causes uproar, you may be on this list.

BPAA needs your help to fight this unfair and ill-conceived means to dismiss and demote principals. No one is safe. It is believed that the next round of demotions or non-renewals will be every principal currently in DROP. We will be asking you to write letters, attend board meetings, actively seek support from members of the community and **back your colleagues**. BPAA will let you know exactly where and when we need you to act. Each and every one of these 26 people has effective or highly effective evaluations. Next week, 26 lives will be destroyed. Be prepared to return to the BPAA website for updates and requests for action on your part. You need to get and stay involved!

Lisa Maxwell

Executive Director BPAA