



**Florida Council of Instructional Technology Leaders
Instructional Technology Leadership Award:
2012-13 Innovative Principal of the Year
Nomination Form**



District Name: Santa Rosa School District

Nominating FCITL Member Information

Nominating FCITL Member (must be voting member for district): Vickie Beagle

Street Address: Professional Development Center, 6556 Firehouse Road

City/State/Zip: Milton, Florida 32570

Country: USA

Phone: 850-983-5110

Fax: 850-983-5114

Representative Email: beaglev@mail.santarosa.k12.fl.us

Principal Nominee Information

Name: Debbie Anderson

Professional Title: Principal, S. S. Dixon Primary School

Work Address: 4560 Pace Patriot Boulevard

City/State/Zip: Pace, FL 32571

Work Phone: 850-995-3660

Work Fax: 850-995-3675

Work Email: andersond@mail.santarosa.k12.fl.us

All information described in directions needs to be organized into a single MS Word document or Adobe PDF electronic file and sent as an attachment in Word format. Completed nomination materials and digital videos are due by December 14, 2007. Nomination materials are to be sent via email to Gary Evans (gary.evans@audioenhancement.com). Digital videos are to be sent to Andrew Denard, Florida Center for Interactive Media (FCIM), 2010 Levy Avenue, Suite 217, Tallahassee, FL 32306-2737.

FCITL Instructional Technology Leadership Award: Innovative Principal of the Year

Debbie Anderson, Santa Rosa County's candidate, encompasses all the characteristics of an innovative principal. She has served as a school administrator in Santa Rosa County for 13 years, 8 years as Principal at SS Dixon Primary School, and 5 years as AP at Berryhill Elementary School. Prior to entering administration she worked in special education. Debbie is a hands-on principal that any school desires; with a heavy focus on implementing technology. Mrs. Anderson recognizes that her students are "digital natives" and need the same diversity of learning at school that technology provides for her students at home. Understanding this need, Debbie instituted a plan of action that meets the needs of her diverse learners, incorporating flexible and alternative tools to interact with their curriculum. Her prior experience as a special education teacher influenced her drive to empower and engage students by utilizing their learning styles and interests. As a previous Staffing Specialist for the Santa Rosa County School Board, she guided and incorporated the development and placement of community resources to include assistive technology devices to help students learn. The vision created by the necessity for hands-on technology in the classroom contained a method for acquiring funding not supported by decreasing school budgets. Mrs. Anderson's primary and creative funding source, Haystackular, which received state recognition, enabled her to increase technology considerably in the classroom, keeping her promise to the parents of her students. Her contributions to developing communal ties and promoting a high level of involvement from students, parents, staff members, and business partners laid the foundation for making S. S. Dixon Primary a 21st Century School.

S. S. Dixon Primary School is located in the unincorporated community of Pace, Florida, which is noted for being the western gateway to Santa Rosa County. This small town school, which dates back to 1926, is adapting to meet the needs of its skyrocketing population. As principal, Mrs. Anderson realizes that recent research indicates a curriculum involving digital media could improve early literacy skills when coupled with strong teacher involvement. Her commitment to excellence for her school, students, teachers, and community has resulted in higher academic standards, directly affecting student achievement. Because of her knowledge, experience, and leadership, pre-school and kindergarten students showed increases in letter recognition, sound associations with letters, and understanding basic concepts about stories and print. These types of pre-reading skills are directly aligned to Florida's new Common Core Standards and impact more formal assessments such as DEA and FCAT.

Believing that technology would positively influence student performance as well as student behavior, Debbie has worked tirelessly to incorporate cutting-edge instruction in which students learn new things in new ways, so they can live and work in a changing world. With a focus on the core subjects in conjunction with addressing critical thinking and problem solving skills, communication, creativity and innovation, and collaboration, a transformation has occurred within the classrooms. She has promoted the use of technology with interactive Mimio bars and tablets, student response systems, Red Cat classroom amplification systems, document cameras, LCD projectors, laptops, iPads, wireless listening stations, digital storytelling, Brain Pop Jr., Discovery Education, Education City, and virtual science labs. By staying abreast of the latest academic research on best practices and resources, web-based educational software such as IXL Math has been launched within the classrooms to include a home component to help students learn and retain math skills, which has attributed to the 9.5% increase of students scoring at or above the expected proficiency level. The 9.1% increase in reading fluency among Dixon Primary students has been effected by such software programs as Raz-Kids.com, which provides readers with the opportunity to go online and listen to, read, and record themselves reading books written at 27 levels of difficulty.

The level of comfort that teachers demonstrate using technology at Dixon Primary School is directly related to the training facilitated by Mrs. Anderson. Her emphasis on continual professional development has been demonstrated through flexible scheduling of monthly trainings, using staff expertise and on-site coaching, and off-site development directed at helping teachers redesign their instruction, engage their students and improve student outcomes. Teachers are given multiple opportunities to learn and share best practices with their peers and to engage in hands-on learning experiences they can use in their classrooms. By using creative funding sources, Mrs. Anderson has recently been able to send more than twenty teachers to the Florida Educational Technology Conference. With every classroom equipped with iPads, teachers are now engaging in Apple Learning Labs, webinars, and technology learning communities.

Mrs. Anderson has increased communication with all stakeholders through her "Bringing It Home" initiative, which was conceived as a family-friendly innovative resource that would support school

improvement goals to increase parent involvement and enhance student achievement. This ongoing project was also designed to establish a unique communication tool for all stakeholders. The central component of Dixon Primary's website includes an array of parent resources that extend beyond the basics, allowing for interactive communication and innovative means of participation in school activities.

Throughout the year, the school website offers a variety of resources for parents, particularly those who have demanding work schedules or family responsibilities. We are able to keep parents in tune with school happenings, which reinforces the child's view that school and home are connected and that the school is an integral part of the whole family's life. These resources range from virtual tours to classroom events such as science experiments, student presentations, and student recognition programs. Parents are also encouraged to participate in department blogs and surveys that allow for interactive communication between parents, staff members, and community members. Educational components are included to assist parents in helping their children at home with reading and math strategies and providing available resources such as video-taped presentations.

More than thirty teachers are engaging in collaborative communication with parents through a private classroom website called Shutterfly, which combines photos, blogs, and social networking. Activities that occur on a daily basis are posted on the classroom site for parents to view and notifications are automatically sent to parents via email and texts, allowing students to share their classroom experiences with family members. Shutterfly has garnered rave reviews from parents and teachers according to surveys conducted by the district.

The "Bringing It Home" project was a significant collaboration among staff members who volunteered a total of over forty hours by contributing to the various website components, including a needs assessment and preparation of parent help videos. Community volunteers worked closely with our school team to assist with various technical elements, while parents committed to using the website. Through this communication and collaboration, family participation in school events has grown tremendously. For example, our "Bingo for Books" night attracted over 300 parents and students, the Pro Kids Show engaged over 200 participants and our February Parent Involvement Night drew over 300 attendees. Mrs. Anderson's goal is to continue to improve the efficacy of our website in order to build the bridge from school to home.

Debbie Anderson has succeeded in helping Dixon Primary become a 21st century school largely because of her innate ability to communicate her plans and goals to the parents and families of her students. As parents voiced frustration with numerous fundraising activities and state budget cuts severely diminished monetary resources for even the most basic school necessities, Mrs. Anderson seized the opportunity to adjust Dixon's fundraising model while intensifying parental involvement. With the help of Dixon Primary's School Advisory Council and its Parent Teacher Organization, Mrs. Anderson implemented "Haystackular," a comprehensive fundraising event occurring through the entire month of October. Rather than once more asking parents to sell products through a third party organization, Mrs. Anderson encouraged them to volunteer at least one three-hour shift at Haystackular. By establishing a "self-contained" event, the school was able to keep one hundred percent of the profits.

In exchange for their time, volunteer parents and business sponsors received a commitment from Mrs. Anderson and Dixon Primary to radically improve technologies in the classroom. As a result, parents responded with unprecedented levels of time and support. Mrs. Anderson also opened volunteer shifts to local high schools and middle school students, thus allowing them to satisfy club or scholarship volunteer hour requirements. Moreover, schools from all over the Panhandle visited the maze during school hours for a fun and educational field trip, hosted by Dixon Primary parents. On these field trips, visiting students used GPS devices to find hidden caches and navigate their way through the complex yet fun maze. Through Haystackular, Dixon Primary has earned net proceeds of more than \$80,000 in three years, and the school won the District 1 State of Florida Parent Involvement Award in 2010. Community ties were strengthened and local businesses were recognized for their contributions, with Lowe's being awarded the District Business Partner of the Year.

Throughout her educational career, Mrs. Anderson has demonstrated the ideal combination of skill, knowledge, dedication, and vision to become a principal of unique stature in the state of Florida. Her mission has been to pursue and create new ideas and programs that lead to student success. Her commitment and character are extraordinary. The Santa Rosa School District is extremely proud to recommend Mrs. Debbie Anderson as the FCITL Innovative Principal of the Year for 2013.

DEBBIE ANDERSON

583 Norman Kelley Road
Jay, Florida 32565
Cell: (850) 503-1468 Home: (850) 994-0118
faithlifter@yahoo.com

PROFESSIONAL SUMMARY

Recognized innovative educational leader with over 18 years of experience. Dedicated to improving the field of education by implementing cutting edge research based techniques while utilizing the servant leader philosophy.

CORE QUALIFICATIONS

- verbal and written communication
- relationship building
- curriculum development
- leadership and human resources
- data analyzes and organization
- instructional technology
- educational laws
- setting high expectations

PROFESSIONAL EXPERIENCE

PRINCIPAL

October 2004 to Present

Santa Rosa District School Board, Milton, Florida

- Establish and promote high standards and expectations for all stakeholders
- Manage, supervise and evaluate effective and clear procedures for all school operations and functional procedures
- Ensure compliance with all laws, board policies and civil regulations
- Establish the annual master schedule for instructional programs in order to ensure a sequential learning experience for all students
- Supervise the instructional programs of the school, evaluate lesson plans and observe classes on a regular basis in order to encourage the use of a variety of instructional strategies and materials consistent with progressive research
- Establish procedures for evaluation and selection of instructional materials and equipment.

ASSISTANT PRINCIPAL

July 1999 to October 2004

Santa Rosa District School Board, Milton, Florida

- Coordinated and supervised school activities
- Evaluated programs and staff performance
- Responsible for the safety, conduct and general welfare of all students
- Monitored student progress
- Operation of the physical plant and the general welfare of all stakeholders
- Selected, assigned, supervised and evaluated certificated and classified employees

STAFFING SPECIALIST

July 1998 to July 1999

Santa Rosa District School Board, Milton, Florida

- Developed, trained and presented The Behavior Management and Problem Solving Manual for the Santa Rosa District School System.
- Monitored the staffing/placement process in order to ensure that all necessary documentation was accurate and in place for the eligibility and manifestation meetings
- Possessed extensive knowledge of eligibility criteria, placement procedures, exceptional education program options and community services available for disabled and gifted students
- Assisted with the reporting of matrix cost factor information and compliance documentation.
- Monitoring of exceptional education student records and preparation of records for audits.
- Provided information on identification and eligibility criteria, placement and program options, as well as community resources available for students with disabilities
- Provided assistance with IEP, EP, IFSP, Services Plans and Matrix development
- Assisted the district directors with training and staff development on compliance issues

- Assisted schools with FTE issues in order to obtain maximum funding for ESE students

SPECIAL EDUCATION INSTRUCTOR

December 1993 to July 1998

Santa Rosa District School Board, Milton, Florida

- Provided directed learning experiences in the cognitive, psychomotor and affective domains.
- Curriculum development and implementation
- Supervised instructional assistants and volunteers in the classroom

EDUCATION

MASTER OF EDUCATION

May 1998

Educational Leadership
University of West Florida, Pensacola, Florida

BACHELOR OF ARTS

May 1993

Exceptional Student Education
University of West Florida, Pensacola, Florida

LICENSED PRACTICAL NURSE

May 1982

Nursing Program at Ohio State University, Northwest Branch, Lima, Ohio

PROFESSIONAL AFFILIATIONS

Florida Association of School Administrators
Santa Rosa County Association of School Administrators
Council for Exceptional Students
NorthStar Master Principal Association

PROFESSIONAL AWARDS

2013 Innovative Instructional Technology Principal of the Year, Santa Rosa County
2011 Parent Involvement Award, Regional Winner for the State of Florida
2001 Outstanding Assistant Principal, Phi Delta Kappa for Northwest Florida
1993 Outstanding Student in Special Education, The University of West Florida

CIVIC/PROFESSIONAL ACTIVITIES

Presenter at Florida's PTA Leadership Convention, 2011
Representative for S.S. Dixon Primary School in the Pace Chamber of Commerce, 2011 to present
Member of the Report Card Committee for the new Common Core Standards, 2010-2012
Member of the District MTSS Committee for Santa Rosa District Schools, 2009 to present
Prior Member of the Technology Committee for Santa Rosa District Schools, 2009-2010
Early Literacy Committee for Santa Rosa District Schools, 2009 to present
Alzheimer Prevention Society, 2006 to present
Kalos Foundation Board member, 2012 to present

REFERENCES

Sharon Diamond, Director of Elementary Education – 5086 Canal St. Milton, Florida 32570 850-983-5062

Bambi J. Lockman, Deputy Superintendent, Instructional Services at Volusia County Schools – Daytona Beach, Florida bjlockma@volusia.k12.fl.us

Terry Neustaedter, retired principal – 3117 Cobblestone Drive, Pace, Florida 32571 850-516-5102