

# Hollister R-V School District



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## OUR STORY - WHERE WE WERE...

- New Board of Education
- Average Building Admin Tenure = 2 years
- 1/2 of Building Admin Were Brand New
- 2 of 3 Central Office Admin Were New
- Large Teacher Turnover
- Adversarial Local News Media



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## Hollister R-V Bond Issues

YEAR	%	TYPE
April 2015	79.15	Bond - Facility Expansion, Safety, Technology
April 2016	87.77	Bond - Fund 4 to Fund 3 Transfer
April 2018	79.61	Bond - Fund 4 to Fund 3 Transfer
April 2021	81.36	Bond - Construction
April 2021	73.53	Increase \$0.17 - Employee Increases
Average	80.28	



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## OUR STORY - WHERE WE ARE...

- **Established** Board of Education
- Average Building Admin Tenure = **5** years
- **3 of 8** Building Admin Are New
- **Veteran** Central Office Admin
- **Low** Teacher Turnover
- **Supportive** Local News Media



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## KEY INFLUENCES TO OUR SUCCESS

- Establish Trust
- Provide a Need
- Communicate
- Evaluate




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## Establish Trust (KEY)

"The most precious thing in this world is **trust**. It can take years to earn and only a matter of seconds to lose, so it's important to keep trust at the **forefront** of everything you do. It can make a big difference in your life and leadership."

- TRUST is the KEY!
- TRUST cannot be omitted!




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## Establish Trust 101

### Long-Range Plan



HOLLISTER 10 YEAR PLAN TIMELINE					
	2013-'14	2014-'15	2015-'16	2016-'17	2017-'18
<b>ECC Building</b> Current Year Capacity: 308	302	302	302	301	327
	0.0	0.0	0.0	0.0	0.0
<b>Elementary Building</b> Current Year Capacity: 448	394	405	419	431	442
	0.0	0.0	0.0	0.0	0.0
<b>Middle School Building</b> Current Year Capacity: 328	314	323	328	344	350
	0.0	0.0	0.0	0.0	0.0
<b>High School Building</b> Current Year Capacity: 548	487	497	507	532	548
	0.0	0.0	0.0	0.0	0.0
<b>New Sq Building</b>					
<b>New High School Building</b> Max Capacity: 600					
<b>ADDITIONS</b>					
<b>Capital Improvements</b>					
<b>LEGEND</b>					

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## Establish Trust 101

### Turning 4 F's into Straight A's



- **FOCUS**  
-Goal Setting and Core Values. Define foundation of District.
- **FACE REALITY**  
-Masks worn will get in the way of going for the gold!
- **FORGET YESTERDAY**  
-Do not dwell on the past. It cannot be changed.
- **FORGE AHEAD**  
-Full commitment to the core values and goals previously established.

### Background Information

- Accurate
- Honest
- Be Real
- Build Base in Which to GROW!

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## Establish Trust 101

### Build Brand



*(Best for Kids, Community Partnerships, Innovative, etc.)*

- Philosophy
- Climate
- Culture
- What comes to mind when people hear "Hollister schools?"

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## Establish Trust 101

Build trust with your followers by modeling authenticity, integrity, and compassion.



- People have a tremendous need to belong: great leaders understand this!!!
- Great leaders instill a sense of meaning and belonging in their followers by putting a personal imprint of who they are and what they stand for on their people. A leader's personal mark becomes the common denominator of the organization.
- People long to follow a leader who is a person of authenticity, integrity and compassion. That person will have the loyalty and trust of his/her people.
- Set high standards of performance.
- Relentlessly communicate your values and sense of mission.
- Define the cause for your people and tell them where they fit in.
- Remember that great leadership isn't just professional, it's personal!



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## Provide a Need

### Stakeholder Input

- All Stakeholders
- \$1 Activity

### Transparent

- Open House
- Forum
- Board Meetings



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## Provide a \$1



- Create a "Master List" of district needs/wants.
- Give everyone \$1 to spend.
- Stakeholders may spend \$1 in any manner they choose.
- Tally the results (\$\$\$) to see importance of stakeholders.

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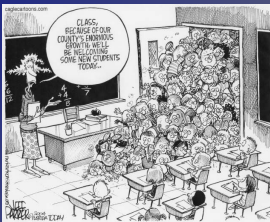
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## Provide a Need

### OVERCROWDING

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## Go to the people

Live among them  
Learn from them  
Love them  
Start with what they know  
Build on what they have:  
But of the best leaders When their task is done  
The people will remark "We have done it  
ourselves."  
[Ancient Chinese Proverb]

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## Communicate

Common "Catchy" Language

**TALKING POINTS**

1. **Shared Leadership/Ownership/ Collaboration**  
You're all doing it together. You're all doing it together. You're all doing it together.

2. **Parents are #1**  
Parents are #1. Parents are #1. Parents are #1.

3. **Partner the School**  
Partner the school. Partner the school. Partner the school.

4. **Community Support**  
Community support. Community support. Community support.

- BOE
- Teachers
- Staff
- Community
- Media
- Social Media
- Presentations

**FOCUS**

**Safety**  
Safety. Safety. Safety.

**Expansion**  
Expansion. Expansion. Expansion.

**Technology**  
Technology. Technology. Technology.

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## Communicate

Common Theme/School Colors

BE STRATEGIC!!!





Little Things Make BIG Differences

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# Communicate

DATE	GROUP	LOCATION	TIME	PRESENTER
03/22/2021	MS Staff	MS Cafeteria	4:45 PM	Brian Wilson
03/22/2021	HS Staff	HS Library	3:30 PM	Brian Wilson
03/22/2021	SOCCES Staff	ECC	5:45 PM	Brian Wilson
04/2/2021	Hollister City Council	Hollister City Hall	7:00 PM	Brian Wilson
04/12/2021	Courtesy Meeting	HS Library		Brian Wilson, Sean Woods, Sandy Leach, Kristina Smith
04/12/2021	Belvedere Terrace Apartments	Senior Center Complex Drive		Brian Wilson, Sean Woods, Sandy Leach, Kim Connell
02/25/2021	Meeting		4:30 PM	Brian Wilson
02/25/2021	Luncheon	Stratton Tril Lakes News	11:30 AM	Brian Wilson
02/25/2021	Meeting	Vintage Park	6:00 PM	Brian Wilson, Sean Woods, Sandy Leach
02/25/2021	Meeting	Hollister City Hall	12:00 PM	Brian Wilson
02/25/2021	Game	HHS	6:00 PM	na
02/25/2021	Predict Boy's Football Game	HHS	6:00 PM	na
02/25/2021	Informational Forum	Daknont Community Center	6:00 PM	Brian Wilson, Sean Woods, Sandy Leach, Kristina Smith, Kim Connell
01/11/2021	Informational Forum	Hollister City Hall	9:30 AM	Brian Wilson, Sean Woods, Sandy Leach, Kristina Smith, Kim Connell
01/11/2021	Informational Forum	Hollister City Hall	6:00 PM	Brian Wilson, Sean Woods, Sandy Leach, Kristina Smith, Kim Connell
02/03/2021	Informational Forum	Stratton Creek	6:00 PM	Brian Wilson, Sean Woods, Sandy Leach, Kim Connell
04/2/2021	Hollister Easter Egg Hunt	HHS Stadium	11:30 AM PM	na

Go to Community

Make it Timely

\*\*\*\*What gets monitored, gets results!\*\*\*\*

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# Communicate

## Know Your Audience

- Social Media
- Telephone
- Newspaper
- Radio




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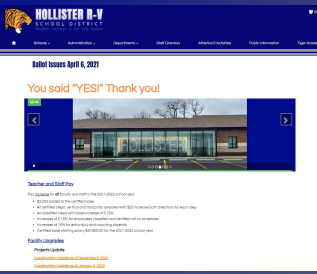
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# Communication Doesn't End in April After the Election!!!



Keep Stakeholders Informed

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# Evaluate

Expect the Unexpected!



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# Evaluate

After Action Review

What was supposed to happen?

What actually happened?

What can we learn?

Why were there differences?

Who does what as a result?

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You don't pass ballot issues from February to April.

**IT'S ABOUT PEOPLE NOT PROGRAMS!**



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**QUESTIONS?**

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