

# Hollister R-V School District



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Hollister

MO





# 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**



# Hollister R-V Bond Issues

<b>YEAR</b>	<b>%</b>	<b>TYPE</b>
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
<b>Average</b>	<b>80.28</b>	



TO



# 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



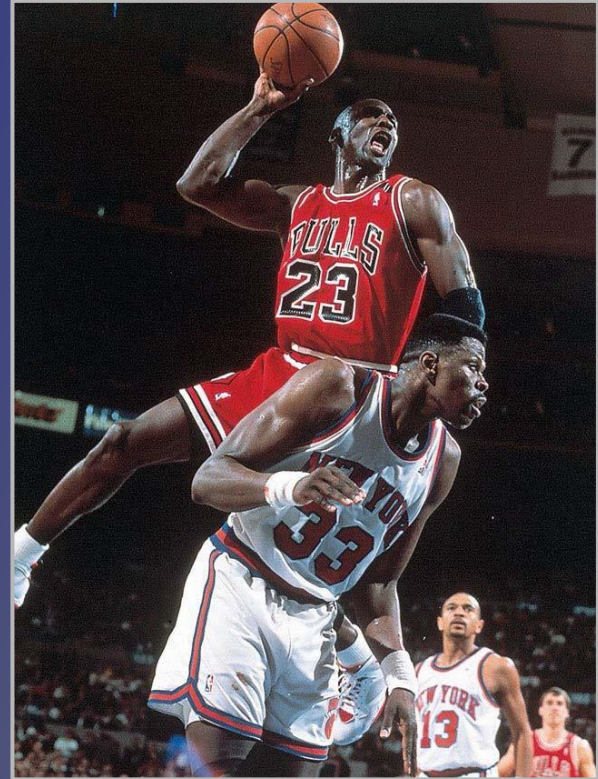
# KEY INFLUENCES TO OUR SUCCESS

➤ **Establish Trust**

➤ **Provide a Need**

➤ **Communicate**

➤ **Evaluate**



# 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.”

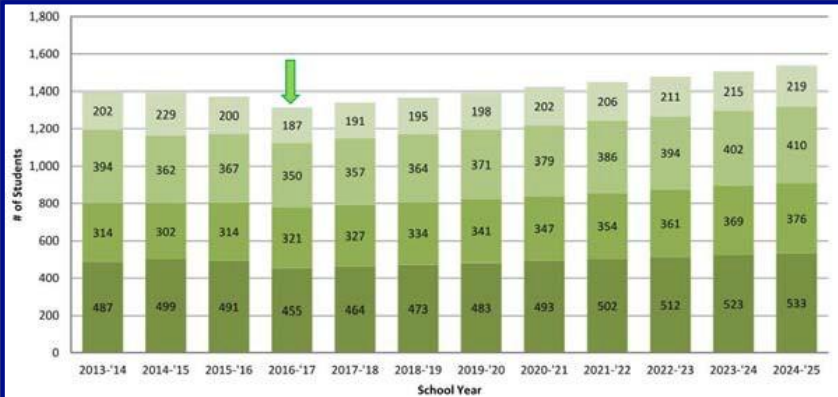
- TRUST is the KEY!
- TRUST cannot be omitted!





# 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 Max Capacity: 200 <i>*excludes lower floor PreK</i>	202 K-1	Relocate VIP & MR to open up 2 classrooms 208 K-1	Build Addition 214 K-1	221 K-1	227 K-1
		New Max Capacity: 258	New Max Capacity: 326		
<b>Elementary Building</b> Current Max Capacity: 440	394 2-5	405 2-5	418 2-5	431 2-5	443 2-5
<b>Middle School Building</b> Current Max Capacity: 350	314 6-8	323 6-8	Kitchen re-model/fix stairs Combine Choir/Band re-locate Inurse Couns 332 6-8	344 6-8	353 6-8
<b>High School Building</b> Current Max Capacity: 550	487 9-12	Serving line re-model complete 502 9-12	Auditorium Storage One to One 517 9-12	532 9-12	548 9-12
			New Max Capacity: 638		
<b>New Ag Building</b>			New AG Facility		Re-locate STAR from MS to AG
<b>New High School Building</b> Max Capacity: 800					
<b>Athletics</b>					
<b>Capital Improvements</b> <i>(Enrollment Growth is based on 3% Growth Rate)</i>			Replace RTUs at ES, Safety, Technology, 1:1 & Re-purposing	Band, Science, Playground	
<b>LEGEND</b>			552 7-8 # of Students (red = over capacity) Grade structure		
	EXISTING		PHASE 1	PHASE 2	

# 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!**

# Establish Trust 101



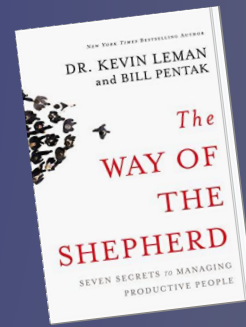
## Build Brand

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

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

# 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!



# Provide a Need

## Stakeholder Input

- All Stakeholders
- \$1 Activity

## Transparent

- Open House
- Forum
- Board Meetings



# Provide a \$1

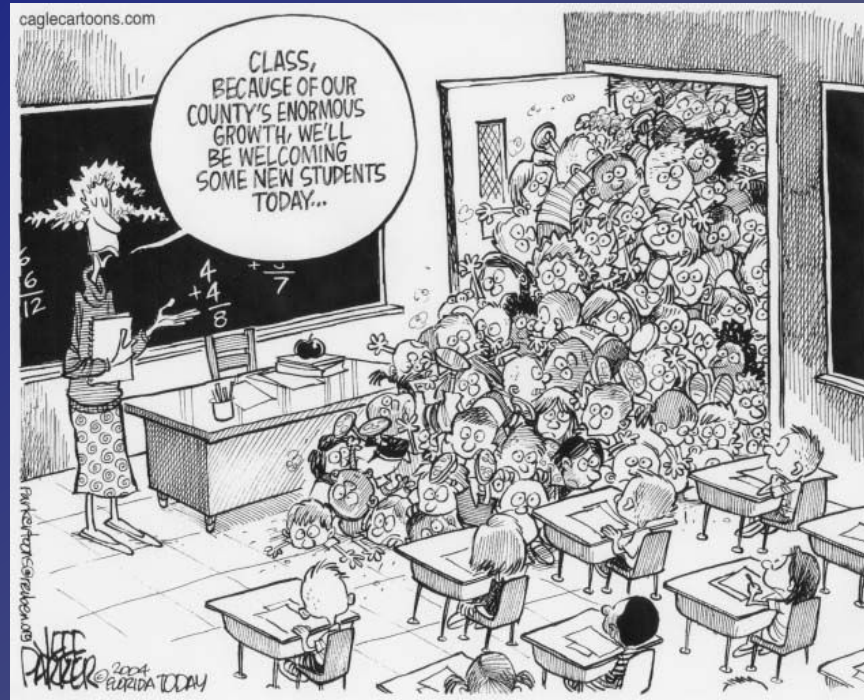


- Create a “Master List” of district needs/wants.
- Give everyone \$1 to spend.
- Stakeholders may spend \$1 in any manner they choose.
- Tally the results (\$\$\$) to see importance of stakeholders.

# 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]



# Communicate

## Common “Catchy” Language

**TALKING POINTS**



- ❖ **Student-Centered/Designed Collaboratively**
  - We're in the Kid Business and invest in their future!
  - Pro-active approach to Learning in the 21<sup>st</sup> Century
- ❖ **Focuses on 3 Main Areas**
  - Safety
  - Expansion
  - Technology
- ❖ **Future In Mind**
  - District Master Plan in Place allowing for 3% growth
  - Focuses on Individual Learning and Safety
  - Addressing Needs not Wants
- ❖ **Financially Sound**
  - Low Interest Rates
  - Building Cost Expected to Rise
  - Strategic Time to Address Need

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



# Communicate

## Common Theme/School Colors

BE STRATEGIC!!!

**Hollister R-V School District**  
AT THE HEART OF HOLLISTER

**Tuesday April 6**  
2 Ballot Issues 2 Votes

**Hollister Education Advancing and Reaching for Tomorrow**  
VOTE April 6 2021

**NO TAX INCREASE BALLOT ISSUES**  
**VOTE APRIL 6**

**For More Information Contact:**

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Hollister Education Advancing and Reaching for Tomorrow  
VOTE April 6 2021

**NO TAX INCREASE BALLOT ISSUES**

**2 Ballot Issues**  
**2 Votes**

**Ballot Question #1 Results in NO TAX INCREASE**

- Middle School Band, Choir, and Expansion
- Elementary STEAM Labs
- High School Business and Media Lab Upgrades
- Safety and Accessibility Upgrades
- Professional Development Training Facility
- District Sidewalk
- Improvements to Traffic Flow
- Additional Bus Lane

Shall Hollister R-V School District of Taney County, Missouri issue its general obligation bonds in the amount of \$5,000,000, resulting in no estimated increase to the current debt service tax levy, for the purpose of acquiring, constructing, improving, repairing, renovating, furnishing and equipping school facilities, including safety and security improvements at the middle school and acquiring professional development?

Why now? Interest rates are at an all-time low. How can we do this? Strong economic growth and increase in assessed valuation.

We want the best for our kids! We need to be competitive in our pay.

**Ballot Question #2 Results in NO TAX INCREASE**

- Competitive Pay
- Teacher and Staff Retention

Shall the Board of Education of Hollister R-V School District of Taney County, Missouri be authorized to increase the operating property tax levy by \$0.17 per \$100 of assessed valuation for operating expenses of the District, including increasing compensation for employees in order to attract and retain quality faculty and staff? If this question is approved, the operating property tax levy of the District is expected to increase from \$3.4673 to \$3.6373 per \$100 of assessed valuation, and the District service property tax levy of \$0.17, resulting in its debt remaining unchanged at \$4,2880 per \$100 of assessed valuation.

**Hollister R-V School District**  
AT THE HEART OF HOLLISTER

**Hollister Education Advancing and Reaching for Tomorrow**  
VOTE April 6 2021

"The old school campus over on Evergreen was high on the hill because it was the focal point of the town. It was what united this town. Our new campus is not high on the hill but it is still the glue that holds our community together. This makes me so proud."  
-Rhonda Ritterhouse, Hollister Middle School Teacher

**Hollister Education Advancing and Reaching for Tomorrow**  
VOTE April 6 2021

Little Things Make BIG Differences

# Communicate

April Ballot 2021 Speaking/Presentation Engagements

DATE	GROUP	LOCATION	TIME	PRESENTER
1/8/2021	MS Staff	MS Cafeteria	1:45 PM	Brian Wilson
1/8/2021	HS Staff	HS Library	2:00 PM	Brian Wilson
1/8/2021	ECC/ES Staff	ECC	2:45 PM	Brian Wilson
2/4/2021	Hollister City Council	Hollister City Hall	7:00 PM	Brian Wilson
2/12/2021	Courtwarning	HS Library		Brian Wilson, Sean Woods, Sandy Leech, Kristina Smith
2/22/2021	Taneycomo Terrace Apartments Meeting	Senior Center Compton Drive	4:50 PM	Brian Wilson, Sean Woods, Sandy Leech Kim Connell
2/25/2021	Hollister Chamber Luncheon	Branson Tri-Lakes News	11:30 AM	Brian Wilson
		Vintage Paris	6:00 PM	Brian Wilson, Sean Woods, Sandy Leech, Kim Connell
		Hollister City Hall	12:00 PM	Brian Wilson
	Baseball Game	HHS	6:00 PM	n/a
	District Boys Baseball Game	HHS	6:00 PM	n/a
3/9/2021	Informational Forum	Oakmont Community Center	6:00 PM	Brian Wilson, Sean Woods, Sandy Leech, Kristina Smith, Kim Connell
3/11/2021	Informational Forum	Hollister City Hall	8:30 AM	Brian Wilson, Sean Woods, Sandy Leech, Kristina Smith, Kim Connell
3/11/2021	Informational Forum	Hollister City Hall	6:00 PM	Brian Wilson, Sean Woods, Sandy Leech, Kristina Smith, Kim Connell
3/23/2021	Informational Forum	Branson Creek	6:00 PM	Brian Wilson, Sean Woods, Sandy Leech, Kim Connell
4/3/2021	Hollister Easter Egg Hunt	HHS Stadium	11:30 AM PM	n/a

Go to Community

Make it Timely

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

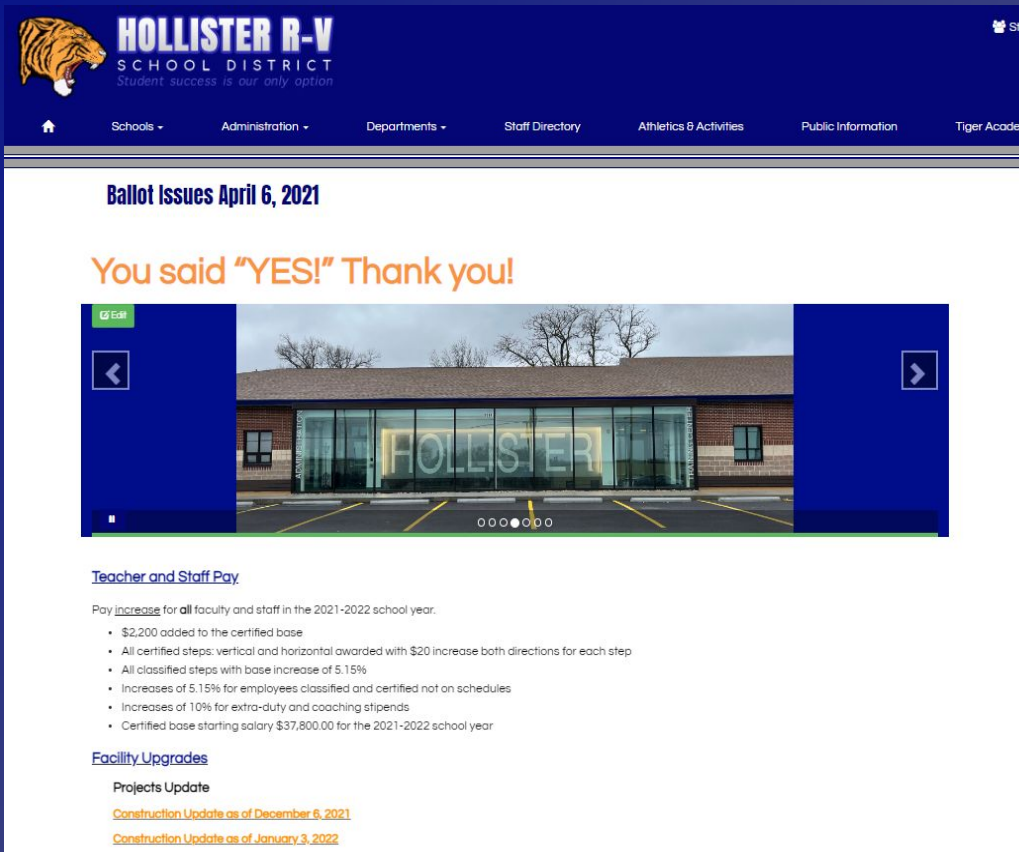
# Communicate

## Know Your Audience

- Social Media
- Telephone
- Newspaper
- Radio



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




**HOLLISTER R-V**  
SCHOOL DISTRICT  
*Student success is our only option*

Home Schools Administration Departments Staff Directory Athletics & Activities Public Information Tiger Academy

## Ballot Issues April 6, 2021

### You said "YES!" Thank you!



[Teacher and Staff Pay](#)

Pay increase for all faculty and staff in the 2021-2022 school year:

- \$2,200 added to the certified base
- All certified steps: vertical and horizontal awarded with \$20 increase both directions for each step
- All classified steps with base increase of 5.15%
- Increases of 5.15% for employees classified and certified not on schedules
- Increases of 10% for extra-duty and coaching stipends
- Certified base starting salary \$37,800.00 for the 2021-2022 school year

[Facility Upgrades](#)

Projects Update

[Construction Update as of December 6, 2021](#)

[Construction Update as of January 3, 2022](#)

Keep Stakeholders Informed

# Evaluate

Expect the Unexpected!



# 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?

“All students will succeed  
 AS success is OUR only option.”

**S.E.T.**  
 SAFETY  
 TECHNOLOGY  
 EXPANSION

**S.E.T.**  
 SAFETY  
 TECHNOLOGY  
 EXPANSION

**W.I.S.E.**  
 IN 2018

WE INVEST IN STUDENTS'

**BALLOON TUESDAY**

**W.I.S.E.**  
 IN 2018

WE INVEST IN STUDENTS'

**Vote YES**  
 on **APRIL 6**

**Hollister R-V School District**  
 AT THE HEART OF HOLLISTER

- 2 Questions
- 2 YES Votes

**NO TAX INCREASE**

Hollister Education Advancing and Reaching for Tomorrow

April 6  
 2021

**Vote Your Heart on April 6**  
 Paid for by Connell In

Hollister Education Advancing and Reaching for Tomorrow

VOTE  
 April 6  
 2021

**H**ands on learning

**E**ducational experiences

**A**ccessibility & safety

**R**einvesting in our future

**T**eacher retention



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

## IT'S ABOUT PEOPLE NOT PROGRAMS!



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**QUESTIONS?**