

**WAUNAKEE COMMUNITY SCHOOL DISTRICT  
BOARD OF EDUCATION CURRICULUM COMMITTEE MEETING**

Wednesday, April 20, 2022

3:00 PM

Waunakee Community School District  
905 Bethel Circle  
Waunakee, WI 53597

Members of the public may attend Board of Education meetings in-person, and will be asked to check in with District personnel when you arrive.

Public comments will be limited to 3 minutes. The Board will allow 30 Minutes for public comments.

Public comments may be sent to Rebecca McDonough at [district\\_administrator@waunakee.k12.wi.us](mailto:district_administrator@waunakee.k12.wi.us) up to one hour before the start of the Board meeting. All comments will be reviewed by the Board members. Emailed comments will be reviewed by the board but not read out loud. Emailed comments sent during any part of the board meeting (Board Development, Closed session, Open session) will be forwarded to the board but may or may not be reviewed by the board until after the board adjourns. Comments must include the commentator's name, address, and must identify their connection to the District (if any) and any group they are representing in order to be considered by the Board.

If you would like to address the Board in-person during the public comments section of the meeting, you will be greeted in the lobby of the building, asked to check in with District personnel when you arrive so that you can be recognized and address the Board when your name is called.

A recording of the meeting will be posted on the District webpage within 24 hours of the meeting time.

A quorum of the Board may be present

**AGENDA**

**I. CALL TO ORDER**

**II. ROLL CALL**

**III. APPROVE AGENDA**

**IV. PUBLIC COMMENTS**

**V. ADVERTISING FOR DIGITAL MEDIA AND MARKETING CLASS** **3**

**VI. REDEFINING READY UPDATE** **38**

Michelle McGlynn and Tim Schell will provide an update on our work with Redefining Ready.

**VII. TEXTBOOK AND INSTRUCTIONAL MATERIALS REQUESTS** **55**

Textbook requests for approval and budgeting will be presented for review and action to be advanced to the May regular meeting.

**VIII. SUPPLEMENTAL RESOURCES AND THEIR INSTRUCTIONAL** **56**

**ROLE**

Tim will review our existing policies in this area.

**IX. PRELIMINARY OPT OUT NUMBERS**

**57**

Tim Schell will provide an update on our preliminary opt out numbers for state assessments. There is an improvement in grades 3-7, but grades 8-10 are still elevated.

**X. ITEMS FOR FUTURE MEETINGS**

Tim Schell

**XI. ADJOURN**

“Any person who has a qualifying disability as defined by the Americans with Disabilities Act who requires assistance with access or materials should contact the Waunakee Community School District Office at 849-2000, 905 Bethel Circle Drive Waunakee, WI 53597, at least twenty-four hours prior to the commencement of the meeting so that necessary arrangements can be made to accommodate the request.”

# SOUTHERN DOOR HIGH SCHOOL

## ANCHOR PARTNERSHIP

### ANCHOR INVENTORY

#### STATIC SIGNAGE

One (1) full color sponsor application below video board approx.- 2'h x 3'7" w

#### DIGITAL CONTENT (BOYS/GIRLS BASKETBALL)

PRE-IN-POST GAME rotating business name, logo and/or tagline on video display. Messages will rotate with other partners for each regular season home event.

Minimum of two (2) in game static ad exposures per regular season home event.

One (1) fifteen second (:15) PRE or IN-GAME sponsor provided video commercial OR full color logo with corresponding announcement per regular season home varsity event to be determined between SDHS and sponsor.

ω

One (1) in game feature entitlement per regular season home varsity basketball game. Such as:

- Official Starting Line Up
- Halftime Show
- 3-pointer
- Timeout
- Senior Spotlight
- Upcoming Events
- Other

#### DIGITAL CONTENT

##### (VOLLEYBALL, WRESTLING AND ALL OTHER VARSITY EVENTS)

PRE-IN-POST GAME rotating business name, logo and/or tagline on video display. Messages will rotate with other partners for each regular season home event.

#### PROMOTIONAL GAME SPONSORSHIP

One (1) game day sponsorship per year. School and sponsor will choose (1) home indoor varsity game per year.

- Game day sponsor recognition could include;
  - Additional PA announcement and digital content recognizing game sponsor
  - Opportunity for promotional giveaway and contesting
  - Opportunity to promote or distribute specialty items
  - On court recognition

#### MULTI-MEDIA/PRINT/PROMOTIONS

Two (2) event passes which includes admission to all Southern Door HS varsity home athletic events (excludes post season events)

Rotating sponsor provided advertisements played on three (3) television screens outside main gym Social Media recognition TBD

SCOREBOARD COLOR: to be chosen by facility  
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# SOUTHERN DOOR HIGH SCHOOL

## FOUNDING PARTNERSHIP

### FOUNDING INVENTORY

#### STATIC SIGNAGE

One (1) full color sponsor application on the auxiliary board approx.- 3'h x 3'w

#### DIGITAL CONTENT (BOYS/GIRLS BASKETBALL)

PRE-IN-POST GAME rotating business name, logo and/or tagline on video display. Messages will rotate with other partners for each regular season home event.

Minimum of two (2) in game static ad exposures per regular season home event.

One (1) fifteen second (:15) PRE or IN-GAME sponsor provided video commercial OR full color logo with corresponding announcement per regular season home varsity event to be determined between SDHS and Sponsor.

#### DIGITAL CONTENT

##### (VOLLEYBALL, WRESTLING AND ALL OTHER VARSITY EVENTS)

PRE-IN-POST GAME rotating business name, logo and/or tagline on video display. Messages will rotate with other partners for each regular season home event.

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DAKTRONICS  
SPORTS MARKETING

# SOUTHERN DOOR HIGH SCHOOL

## PREMIER PARTNERSHIP

### PREMIER INVENTORY

#### DIGITAL CONTENT (BOYS/GIRLS BASKETBALL)

PRE-IN-POST GAME rotating business name, logo and/or tagline on video display. Messages will rotate with other partners for each regular season home event.

#### DIGITAL CONTENT

(VOLLEYBALL, WRESTLING AND ALL OTHER VARSITY EVENTS)

PRE-IN-POST GAME rotating business name, logo and/or tagline on video display. Messages will rotate with other partners for each regular season home event.

#### MULTIMEDIA/PRINT/PROMOTIONS

Two (2) event passes which includes admission to all Southern Door HS varsity home athletic events (excludes post season events)  
Social Media recognition TBD

SCOREBOARD COLOR: to be chosen by facility

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# MILACA HIGH SCHOOL

## PARTNERSHIP PACKAGE

### **SUPER ANCHOR PARTNERSHIP PACKAGE**

[ 2 AVAILABLE AT \$4,000 PER YEAR / 5 - YEAR TERM ]

#### **STATIC SIGNAGE**

One (1) sponsor application on stadium scoreboard - Approximately 6'10"h x 9'1"w

#### **DIGITAL CONTENT - MESSAGE DISPLAY (STADIUM DISPLAY)**

PRE-IN-POST GAME rotating business name, logo and/or tagline on message display. Messages will rotate with other partners for each regular season home event.

One (1) Thirty second (:30) IN-GAME video commercial or full color logo with corresponding announcement per regular season home varsity event to be determined between MHS and Sponsor.

One (1) In game feature entitlement per regular season home varsity football game (such as the official Starting Line Up, Halftime Show, Touchdown, Timeout, and other relevant features)

#### **DIGITAL CONTENT - MESSAGE DISPLAY (ALL OTHER OUTDOOR ATHLETIC EVENTS)**

PRE-IN-POST GAME rotating business name, logo and/or tagline on message display. Messages will rotate with other partners for each regular season home event.

#### **PROMOTIONAL**

One (1) Game Day Sponsorship per year. School will choose between MHS varsity Football home game.

- > Game day sponsor recognition
- Additional announcement and digital content recognizing game sponsor
- > Opportunity for promotional giveaway and contesting
- > Opportunity to promote or distribute specialty items

#### **MULTI MEDIA/HOSPITALITY**

Logo/ad placement on team game programs

Opportunity to use Wolf logo "mark" as part of own marketing efforts i.e. Official sponsor of Milaca Athletics'

Four (4) All sport passes for all MHS athletic events (excludes post game and tournament events).

### **ANCHOR PARTNERSHIP PACKAGE**

[ 6 AVAILABLE AT \$2,250 PER YEAR / 5 - YEAR TERM ]

#### **STATIC SIGNAGE**

One (1) Sponsor application below stadium scoreboard - Approximately 2'6"h x 4'2"w

#### **DIGITAL CONTENT - MESSAGE DISPLAY (VARSITY FOOTBALL)**

PRE-IN-POST GAME rotating business name, logo and/or tagline on message display. Messages will rotate with other partners for each regular season home event.

**DIGITAL CONTENT - MESSAGE DISPLAY (ALL OTHER OUTDOOR ATHLETIC EVENTS)**  
PRE-IN-POST GAME rotating business name, logo and/or tagline on message display. Messages will rotate with other partners for each regular season home event.



## PARTNERSHIP PROSPECTUS

DEVELOPED FOR

# MUSKEGO HIGH SCHOOL

MUSKEGO, WISCONSIN



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DAKTRONICS  
SPORTS MARKETING

# MUSKEGO HIGH SCHOOL



**BECOME A PART OF MUSKEGO**

**TRADITION**

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## MISSION: EVERY STUDENT LEARNING GROWING ... SUCCEEDING!

### ***History & Accomplishments:***

Strategic planning is paramount to the success of Muskego-Norway Schools. Our district has been committed to continuous improvement since the school board adopted the Baldrige Criteria for Performance Excellence in 2008. Since that time we have seen improvements that span all departments within our system, including increased student achievement and growth data, strong budget processes and energy saving approaches, effective safety practices and technology supports, and reduced worker compensation claims and student suspensions. Continuing our tradition of strong planning, MNS is currently engaged in the critical work of developing our next multi-year strategic plan (2018-2023). We have had community members, parents, students, staff, and administration who have taken time to provide insightful feedback through focus groups, surveys, and participation on our Strategic Planning Advisory Committee. We will continue to gather input from various committee groups, the school board, and building-level listen and learn meetings. Our current mission of “Every student learning, growing ... succeeding” and to our vision “To be the District of Choice in Southeastern WI for students, staff, and our community” frame the draft strategic plan along with three main focus areas:

### ***Exemplary Student Learning and Engagement, with the expectation that all students are:***

- o Academically Prepared
- o Highly Engaged
- o College, Career, and Community Ready

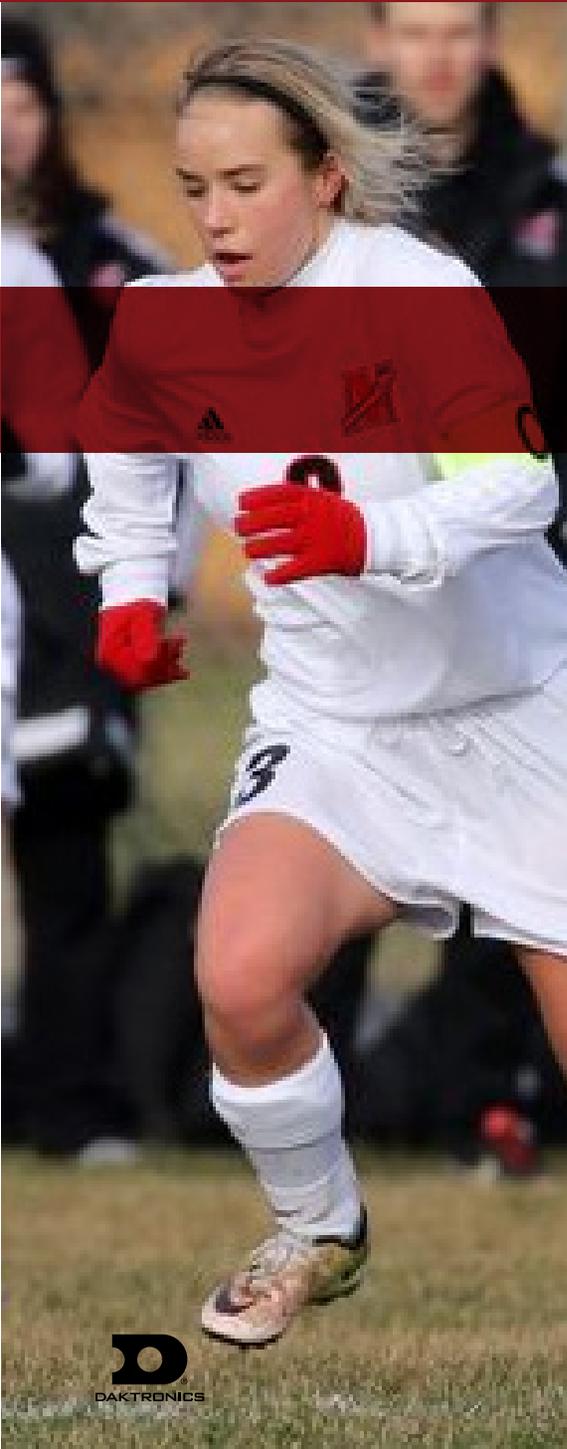
### ***Highly Effective Personnel and Expert Teaching***

### ***Sound Stewardship of Resources and Strong Community Support***

### ***These three focus areas align well with our values of providing:***

- 1) A high achieving student learning environment
- 2) An environment that attracts, develops, and retains highly effective personnel
- 3) A district worthy of community support
- 4) System-wide continuous improvement
- 5) Long-term financial stability

# MUSKEGO HIGH SCHOOL



## REASONS TO PARTNER WITH MUSKEGO HIGH SCHOOL

- › CREATE AWARENESS AND VISIBILITY
- › INCREASE BRAND LOYALTY
- › CHANGE AND REINFORCE IMAGE
- › DRIVE RETAIL AND DEALER TRAFFIC
- › STIMULATE SALES, TRIALS AND USAGE
- › SHOWCASE COMMUNITY AND SOCIAL RESPONSIBILITY
- › SAMPLE DISPLAYS AND SHOWCASE PRODUCT SERVICES
- › COMBAT LARGER AD BUDGETS OF COMPETITORS
- › DIFFERENTIATE PRODUCT FROM COMPETITORS

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### EVENTS & ATTENDANCE

EVENT	EVENTS A YEAR	ATTENDANCE
Football	8	6,000 an event 90,000 - 100,000 annually
Track & Field	5	
Graduation, Freshman Initiation, Special Olympics	3	
Annual events	15	

# MUSKEGO HIGH SCHOOL



## AN EXCITING NEW OPPORTUNITY TO BRING THE FIELD TO THE CLASSROOM

After installing the new scoring systems, we will provide students opportunities unlike any other. We will make it possible to add exciting components to our curriculum, including digital content creation, hands-on learning and display operation.

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We will challenge our design and multimedia students to produce videos, animations, graphics and advertisements for everyone to see. Other students will operate the cameras, run instant replays and display graphics. Bringing in local businesses like you will help students build professional relationships while raising money for the school.

### EXPERIENCE TAKES STUDENTS BEYOND HIGH SCHOOL

Daktronics will provide the training while Muskego gives students the opportunity to take this experience with them beyond high school, working with the same equipment that can be found in colleges and professional facilities across the nation.



# MUSKEGO HIGH SCHOOL

## FOUNDING PARTNERSHIP

### FOUNDING PARTNERSHIP PACKAGE [ \$10,000 PER YEAR ]

#### DIGITAL CONTENT

- One (1) digital logo rotation on right side of video display (1 of 3 sponsors per location)
- Static logo to rotate with other advertisers on the windowed section during regular season home varsity football games
- One (1) pre-game static logo per regular season home varsity football game
- Two (2) in-game static logo per regular season home varsity football game
- One (1) post-game static logo per regular season home varsity football game
- One (1) pre-game :30 second commercial (with audio) per regular season home varsity football game (sponsor supplied)
- One (1) static feature entitlement per regular season home varsity football game (Field Goal, Touchdown, First Down, Half Time Stats, Kick Off, Next Home Game, Starting Lineup, Timeout, Upcoming Events)
- Two (2) pre-game animated logo per regular season home varsity football game
- Four (4) in-game animated logo per regular season home varsity football game
- Two (2) post-game animated logo per regular season home varsity football game

#### MULTI-MEDIA

- One (1) game day sponsorship/promotional opportunity per season for one football game
  - opportunity at halftime for on-field recognition
  - opportunity for concourse tabling/kiosk display
  - opportunity to provide promotional giveaways on your game day sponsorship night

#### HOSPITALITY

- Four (4) season tickets to regular season home varsity football games
- One (1) half page ad in football game day program - black and white
- One (1) logo & link on athletic website
- One (1) customized PA announcement per regular season home football game



# MUSKEGO HIGH SCHOOL

## PREMIER PARTNERSHIP

### PREMIER PARTNERSHIP PACKAGE [ \$5,000 PER YEAR ]

#### DIGITAL CONTENT

One (1) digital logo rotation on right side of video display (1 of 3 sponsors per location)  
Static logo to rotate with other advertisers on the windowed section during regular season home varsity football games

One (1) pre-game static logo per regular season home varsity football game  
Two (2) in-game static logo per regular season home varsity football game  
One (1) post-game static logo per regular season home varsity football game

#### MULTI-MEDIA

One (1) game day sponsorship/promotional opportunity per season for one football game

- opportunity at halftime for on-field recognition
- opportunity for concourse tabling/kiosk display
- opportunity to provide promotional giveaways on your game day sponsorship night

#### HOSPITALITY

Two (2) season tickets to regular season home varsity football games

One (1) eighth page ad in football game day program - color

One (1) logo on athletic website

One (1) grouped PA announcement thanking advertisers for their involvement per regular season home football game



# MUSKEGO HIGH SCHOOL

## INSTALLATION PHOTO



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# MUSKEGO HIGH SCHOOL

**PRIDE  
RESPECT**



**THE  
WARRIORS  
WAY**

**HUMILITY  
INTEGRITY**

**2017**

**RESPONSIBILITY**

**2018**



# INVEST IN WARRIOR PRIDE

› **FOUNDING PARTNER** [4 available]

Minimum of 5 year commitment - \$10,000/yr.

\*Option for longer term to lock in price

› **PREMIER PARTNER** [12 available]

Minimum of 5 year commitment - \$5,000/yr.

\*Option for longer term to lock in price

## CONTACT INFORMATION

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ATHLETIC & ACTIVITIES DIRECTOR

MUSKEGO HIGH SCHOOL

P 262-971-1790 X4517

F 262-679-4092

[RYAN.MCMILLEN@MUSKEGONORWAY.ORG](mailto:RYAN.MCMILLEN@MUSKEGONORWAY.ORG)



DAKTRONICS  
SPORTS MARKETING

# Sponsorship Selling Infomercial Project

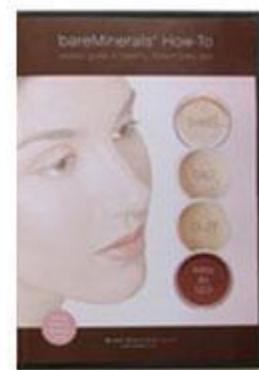
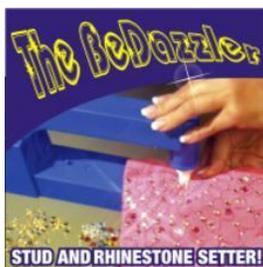


**Infomercials** are television commercials that run as long as a typical television program, roughly 28 minutes, 30 seconds. Infomercials are often made to closely resemble actual television programming, usually talk shows, with minimal acknowledgement that the program is actually an advertisement and sales presentation. In normal commercials, advertisers do not solicit a direct response from viewers; instead, brand their product in the market place amongst potential buyers.

Infomercial advertisers may make use of flashy catchphrases ("Set it and Forget it"), repeat basic ideas, and/or employ scientist-like characters or celebrities as guests or hosts in their ad.

Infomercials are for the largest part shown late night to early morning between 2:00 a.m. and 6:00 a.m.

**The infomercial is truly a sales spectacular.** Who hasn't been flipping through channels late at night and been sucked into a product's sales pitch that you absolutely needed!?!? The Magic Bullet, Bare Minerals, or the Pasta Pro are all great examples of sales presentations and contain all of the steps of the sale. Infomercial presentations are meant to present the product, inform the customer, and persuade them to buy.



# Sponsorship Selling Infomercial Project

Your task, in a group of three or four, is to create an infomercial to create an infomercial that sells the sponsorship packages and the facility/venue. Your infomercial will be shown in class and should demonstrate all of the steps of the sale. Your goal is to make this fun and interesting for your audience and also to encourage the audience to buy the sponsorship.

Each group needs to schedule a “production meeting” with Mrs. Meinholz before you begin your recording. At this meeting you must **get approval** of your presentation using storyboarding. Each person in the group will need to have a role (**identify the roles** each group member has on the back of your storyboard) that they are responsible for.

- **Director** – Makes sure actors stick to the script/storyboard and be sure the steps of the sale are addressed
- **Video Technician** – Determines location of filming, camera angles, etc.
- **Main Character** – The face of your product; think George Foreman! Keep in mind that everyone must appear/be vocal in the infomercial at some point.
- **Producer** – Responsible for coordinating the value and package/facility/venue details within the infomercial and keeping everyone on task during class work time.

The following materials need to be turned in at the completion of the challenge:

- A detailed script and storyboard
- Link for your final infomercial turned in via Schoology; must be edited and professional

## Infomercial Requirements

- Your infomercial must be between 7-10 minutes in length
- Your infomercial needs to be appropriate for sponsorship purposes
- You must incorporate props and visuals that represent and brand Waunakee Athletics
- Audience interaction needs to be utilized; get them to take action and be a sponsor
- Two testimonials **must** be present in your infomercial. This involves interviewing current sponsors or Athletic Director/Principal/etc. about benefits of sponsoring
- Don't forget feature/benefit selling. Sell the benefit of partnering with Waunakee Community High School
- You need to utilize the following steps of the sale:
  - *The Approach* - Introduction of Waunakee High School & Waunakee Athletics
  - *Determining Needs* – Identify the benefit of the business partnership.
  - *Presenting the Product* – Demonstrate/talk about the different sponsorship package options.
  - *Overcoming Objections* - Use feature & benefit selling and talk about why a business should partner with us. What do you think will stop them from wanting to buy the sponsorship?
  - *Closing the Sale* - Encourage purchase and provide purchase info on who to contact, phone/email, etc.
  - *Suggestion Selling* - What else could they be a part of? How can they give back to the schools?
- All members of your group need to be visually or vocally represented in the infomercial.
- Your final video must follow the script extremely close – almost exact!
- You will be graded on organization of the infomercial, final product, and use of class time when given work time in class.

*Suggestion: It works best to record the infomercial in 2 minute segments as there is less room for error/mistakes.*



**THE OLD  
BALLGAME**

★ ★ **WHERE** ★ ★

**Community<sup>18</sup>  
Partnerships**

**ARE BUILT**

*2022 Mallards Marketing Options*



# Mallards Momentum

**2019**  
total attendance  
218,866



**2020**  
June 24,  
Mallard season  
officially  
canceled



**Summer 2020**  
Mallards turn  
ballpark into  
Drive-In Movie  
theater hosting  
nearly 200  
community events  
at the ballpark

**May 31, 2021**  
Mallards launch  
season



**May 30, 2022**  
Mallards season  
opens for 36  
game summer

**August 17,  
2021**  
Mallards season  
ends in semifinal  
for NWL  
Championship



**August 14,  
2021**  
Mallards  
clinch playoff  
appearance in  
front of 6,411  
fans, the largest  
crowd of 2021!

**June 4, 2021**  
Mallards are  
allowed to return  
to 100% capacity<sup>19</sup>



2021 TOTAL FAN ATTENDANCE PER GAME



Mallards 2021 attendance decreased 42% compared to a 38% reduction for the Milwaukee Brewers





# Our Starting Lineup!



**STEVE  
SCHMITT**

**Owner**  
22nd Summer with  
Mallards



**VERN  
STENMAN**

**President**  
22nd Summer with the  
Mallards



**CONOR  
CALOIA**

**COO**  
17th Summer with the  
Mallards



**SAMANTHA  
RUBIN**

**Assistant General  
Manager**  
1st Summer with the  
Mallards

20



**MONICA  
WAGNER**

**VP Corporate  
Ticket Sales**  
12th Summer with  
the Mallards



**CHRIS  
BARLOW**

**Director of Ticket Sales**  
1st Summer with the Mallards  
20 years of experience with  
Brewers



**ASHLEA  
KLOOTWYK**

**Corporate Account  
Manager**  
9th Summer with  
the Mallards



**SCOTT  
PREIMEBERGER**

**Corporate Account  
Manager**  
10th Summer with the  
Mallards



**MATT  
PHELPS**

**Chef de Cuisine**  
5th Summer with  
the Mallards



In a normal season, the Mallards  
sell 65% of their tickets before they  
play a game.



# Our New Look

## Maynard's Math



360° Turn Radius Hat  
(seriously,  
it spins!)

Wisconsin  
x Cheese  
+ Baseball  
= Home Cheese Plate!

Hamilton Porter  
+ Babe Ruth  
+ Northside of Madison  
= HOME RUN!

Maynard to scale  
is 1,523ft tall!  
Somehow we lost him, let us know  
if you see him around!

I Partied Here x 20

2 Lakes  
÷ Land  
= Isthmus

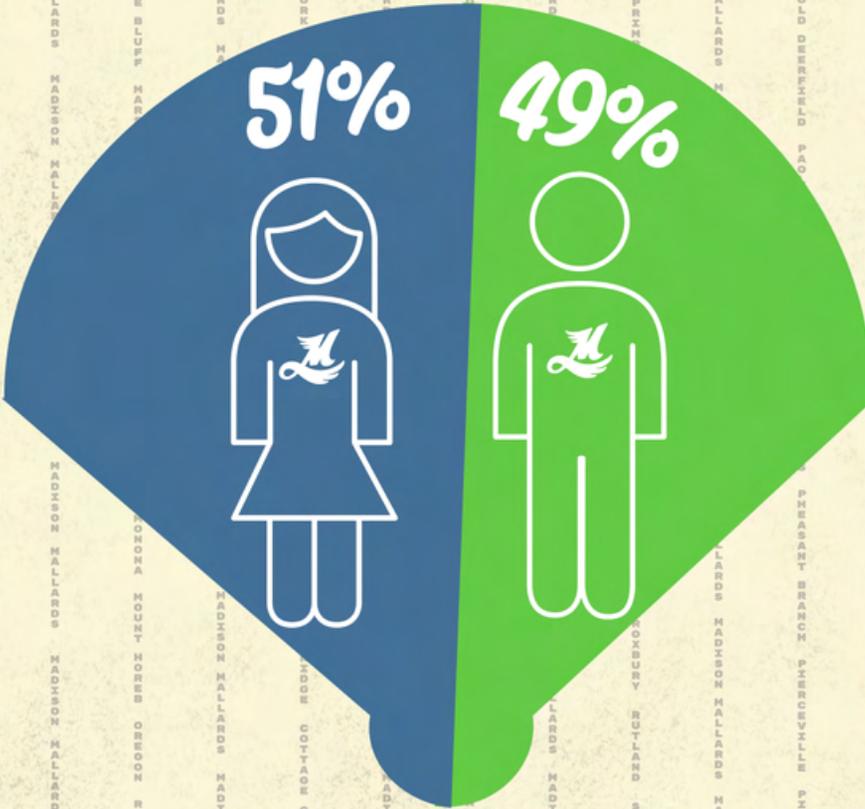
ALL THE PIECES OF OUR NEW LOOK ADD UP TO ONE GREAT DUCK!



# Real Live People Demographics



Average fans come to 2 games per year, which means we have over 100,000 unique fans every summer!



**215,000+**  
typical annual attendance



**6,000+**  
average attendance per game



**47%** of Mallards Fans have 2 or more children



**31.8%** of Mallards Fans indicated having a household income of 100K or higher



**4.6/5.0** stars on Google



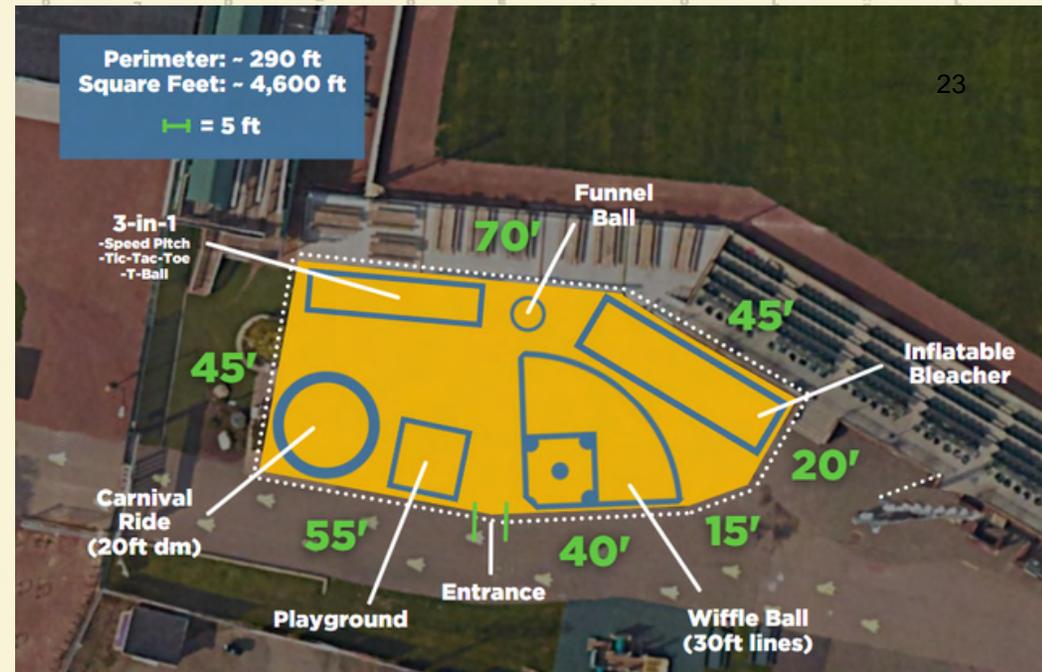


# New Kids Zone

New in 2022, the Mallards are renovating the Kids Zone to a 4,000 square foot space, with a sponsored arch entry for all fans to enjoy with ticket purchase. Naming rights are available

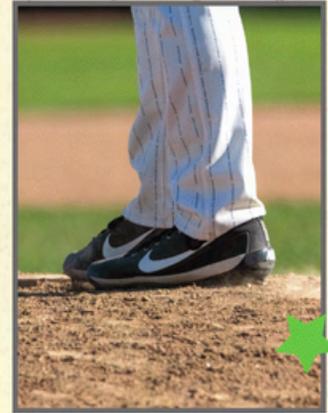


Kids Zone Entrance





# Partnership Options





# Community Partnerships

The Mallards love to develop custom community activation partnerships that deliver great exposure for your brand both inside the stadium in our community.

## COMMUNITY PARTNERSHIP EXAMPLES

- Associated Bank Community Appearance Van
- Summit Credit Union Little League Hat offer
- TDS Little League Game of the Week

We'd love to develop a custom community partnership with your company, here are a few concepts we're currently working on for 2022:

- Kids Club
- Reading Program
- Non-profit Spotlight
- Autism Awareness Night
- STEM Night
- Youth Baseball Championship Night

Plus so much more!





# Digital Signage

Our 1,100 square foot digital video board takes up 25% of the Mallards outfield wall! It is limited to no more than 10 advertisers per season and each client gets an equal amount of branding each game of about 20mn of vibrant, custom animated messaging.





# Duck Blind Suites

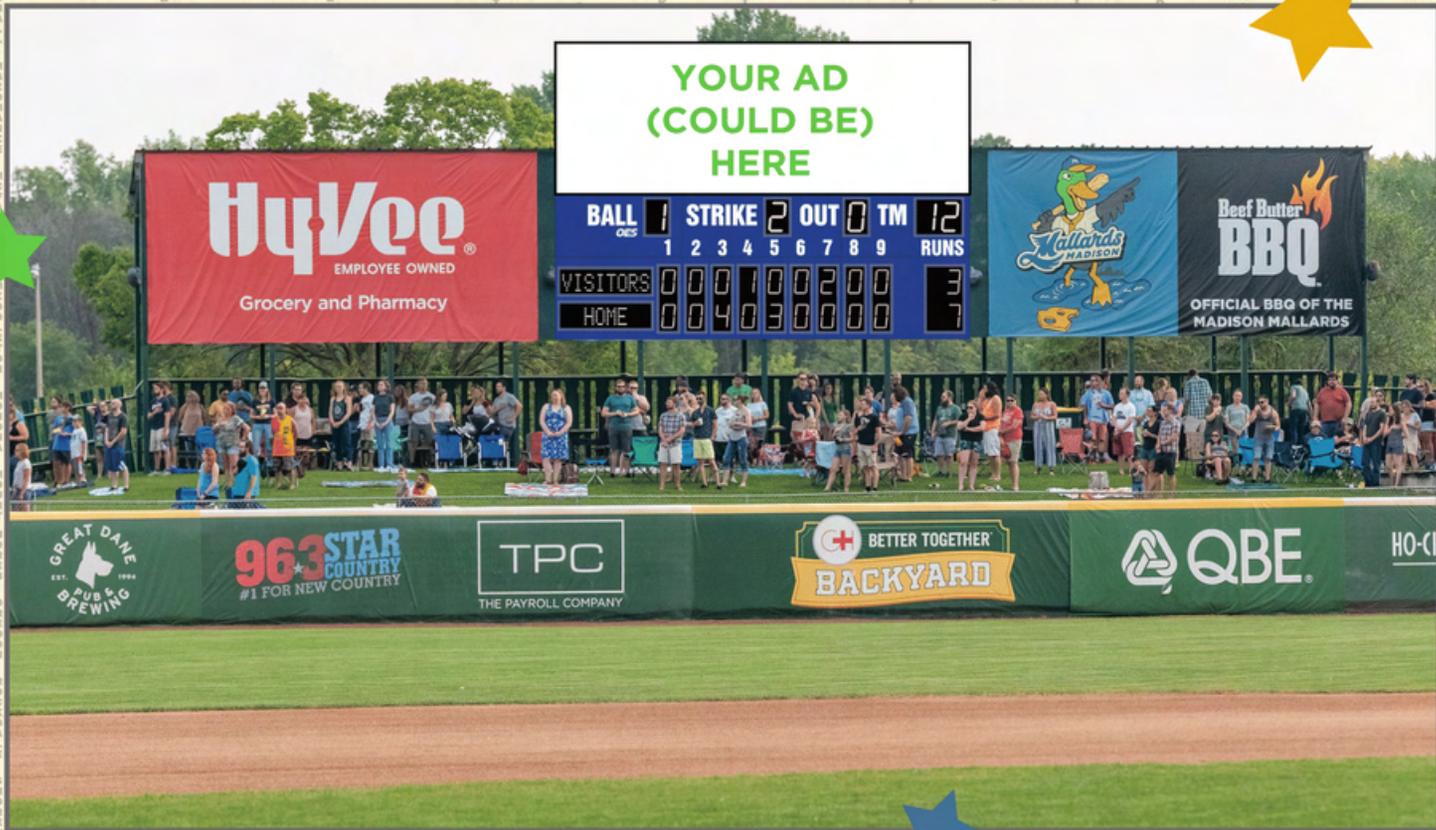
The naming rights to the Duck Blind Suites are currently available for the 2022 season.

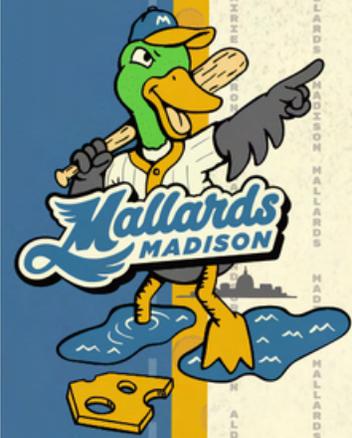




# New Scoreboard Signage

New in 2022, the Mallards are adding a full 9 inning scoreboard. Naming rights to the new board are currently available.





# Outfield Signage

There are no more than 25 outfield fence signs at Warner park



Standard Signage- 6'x10' (shown above)  
Dominant Signage- 10'x30' (shown below)



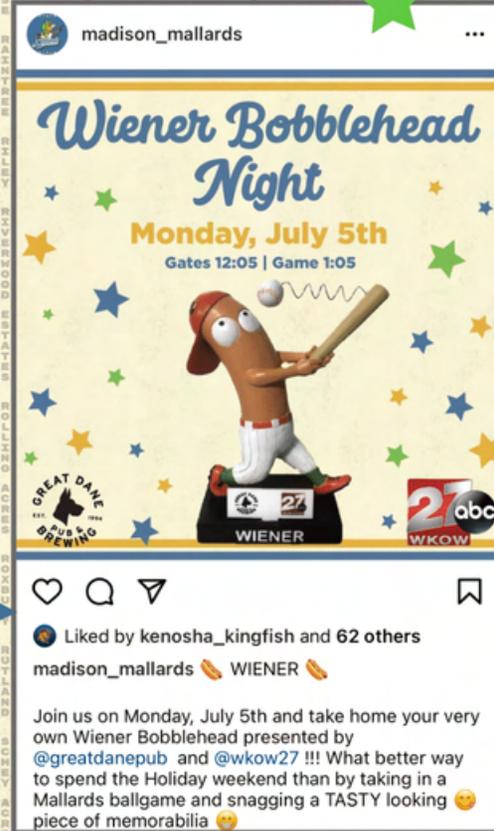
# Digital Marketing

Mass Email List: 127,800

Facebook: 37,536

Instagram: 5,815

Twitter: 7,818





# New Main Gate Naming Rights



## 2022 options include:

- New Kids Interactive Play Area
- Main gate naming rights
- Bike Parking area naming rights

And more built to fit your custom needs.



Thank You!



Mallards

## TYPES OF SPONSORSHIPS

TYPES OF SPONSORSHIPS / DONATIONS		
SPONSORSHIP PACKAGE	IN-KIND	GENERAL DONATION
<p>Businesses select a specific type of package to sponsor. The package would typically focus on the purchase of needed equipment, technology, etc.</p> <p>Example: Company X wishes to sponsor the acquisition of a new camera, so they select the \$6000 camera package sponsorship to fund that purchase.</p>	<p>Businesses donate goods / services in lieu of monetary sponsorships.</p> <p>Example: Company Y makes canopy tents that Warrior Media needs to shelter on-field cameras. They donate the tent &amp; other necessary accessories to keep the tent grounded in lieu of selecting the \$1000 canopy tent sponsorship package that would result in purchasing the tent from another source.</p>	<p>Businesses or community members donate money to be used toward any needed items. General donations would be tiered to keep the amounts consistent.</p> <p>Possible example:                      Purple Tier = \$10,000                      Silver Tier = \$5,000                      Black Tier = \$2,500                      White Tier = \$1,000</p> <p>Classmunity (?)</p> <p>For example, Company Z chooses to donate via the Silver Tier. That money is then available toward any purchases needed (i.e. additional headsets, new tripods, money toward running fiber to spring sport venues, etc.)</p>

### EQUIPMENT PACKAGE SPONSORS

<b>JVC SPORT CAMERA</b>	<b>\$4,500</b>	<b>(2 AVAILABLE)</b>
<b>JVC SPORT CAMERA TECH PACKAGE</b>	<b>\$1,500</b>	<b>(2 AVAILABLE)</b>
<b>ON-FIELD MOBILE CAMERA PACKAGE</b>	<b>\$4,000</b>	<b>(1 AVAILABLE)</b>
<b>ON-FIELD MOBILE CAMERA TECH PACKAGE</b>	<b>\$2,250</b>	<b>(1 AVAILABLE)</b>
<b>FIELDHOUSE/SOCCER TECH PACKAGE</b>	<b>\$3,000</b>	<b>(2 AVAILABLE)</b>
<b>FIELDHOUSE/SOCCER CAMERA PACKAGE</b>	<b>\$3,500</b>	<b>(2 AVAILABLE)</b>
<b>SOUND PRODUCTION PACKAGE</b>	<b>\$2,000</b>	<b>(1 AVAILABLE)</b>
<b>LIVESTREAM SOUND PACKAGE</b>	<b>\$3,000</b>	<b>(1 AVAILABLE)</b>
<b>CANOPY TENT PACKAGE</b>	<b>\$1,000</b>	<b>(4 AVAILABLE)</b>

ADVERTISING OUTPUTS		
VIDEOBOARD	LIVESTREAM	PA READS
<ul style="list-style-type: none"> <li>• Static ad graphics</li> <li>• Commercials (provided by sponsor)</li> <li>• Possible graphic on content displayed (i.e. starting lineup sponsor, hype video sponsor, first down, instant replay, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• Scorebug box ad graphic</li> <li>• Transparent overlay ad graphic</li> <li>• Commercials in pre-game, halftime, or post-game</li> <li>• Pre-recorded video “thanking the following sponsors” (essentially a video version of a PA read with the ad logos displayed with a voiceover)</li> <li>• Possible graphic on content displayed (i.e. starting lineup sponsor, hype video sponsor, first down, instant replay, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• “Thank you to the following sponsors” message read by PA announcer at various points during an event</li> </ul>
BRANDING/SIGNAGE		SOCIAL MEDIA
<ul style="list-style-type: none"> <li>• Possible company logos on signs (like soccer has around their field)</li> <li>• Possible company branding on canopy tent for sheltering cameras that would include Warrior Media logo as part of a sponsor package/agreement</li> </ul>		<ul style="list-style-type: none"> <li>• Possible appearance of company logos on a game day / final score / weekly event social media graphic (for example, Kwik Trip logo appears on a final score graphic)</li> </ul>

Already being done via previous contract / precedent.

New medium for advertising.

DISTRIBUTION OF MONEY RECEIVED		
<i>The percent of distribution between the three groups below to be determined at a later date.</i>		
WARRIOR MEDIA & DIGITAL COMM.	ATHLETICS	SPORTS MARKETING / DECA

Basic rundown of the process (this is a draft / work in progress)

Warrior Media & Digital Communications are creating different sponsorship packages & in-kind donation needs to make available for sponsorship. Sports Marketing will take the packages/needs to area businesses via (to be determined) student-created content (i.e. infomercial, brochure, etc.).

When a business determines they would like to make a sponsorship in some form, terms of that sponsorship will be discussed by Sports Marketing, Warrior Media/Digital Comm., and the business.

Example: Company Q decides to purchase a “Camera Package” for \$6000. The company would like to have their logo included in the pregame rotation and to appear in the “thanks to our sponsors” voice over prior a livestream event.

Example: Company J would like to give an in-kind donation for new communication equipment that they produce that Warrior Media needs. In return, the company would their ad run during halftime in the stadium and on the livestream.

The Warrior Stadium video board allows sponsors to reach the in-person audience for all events hosted in the stadium.

The Warrior Media livestream allows sponsors to reach a large number of viewers from not only in the area, but around the state & nationwide. As of 4/4, Warrior Media has amassed 44,925 viewers during the 2021-22 school year and 75,002 viewers since March 2021. Viewers have tuned in from 48 states, the District of Columbia, and 15 countries worldwide. To date, our highest-rated broadcast was the Level 3 Football Player vs. Menomonie with 11,259 viewers on 11/5/21.

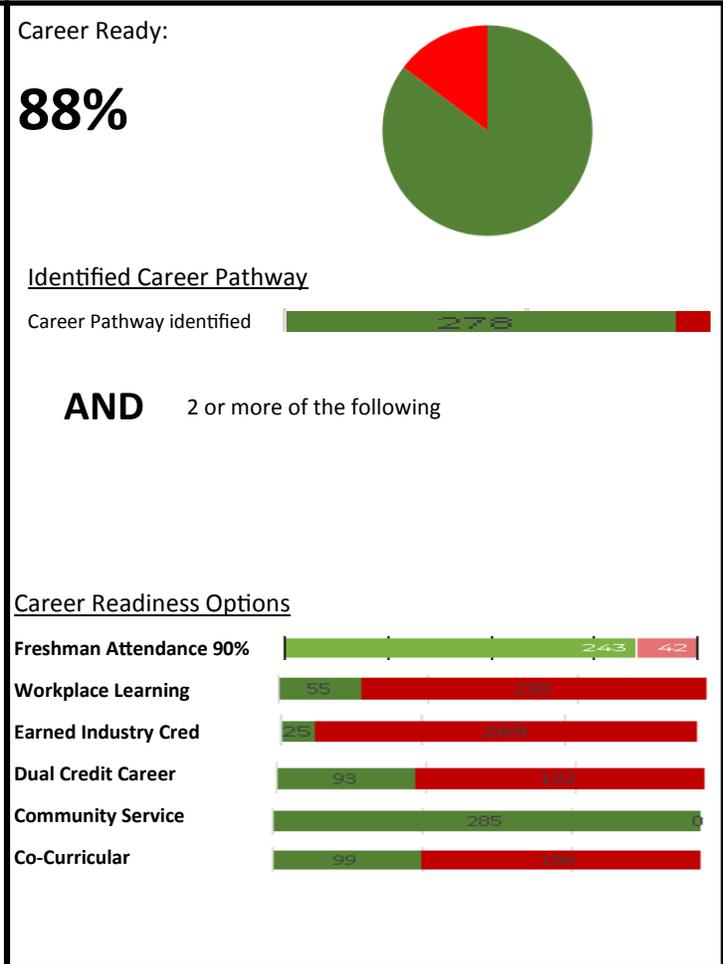
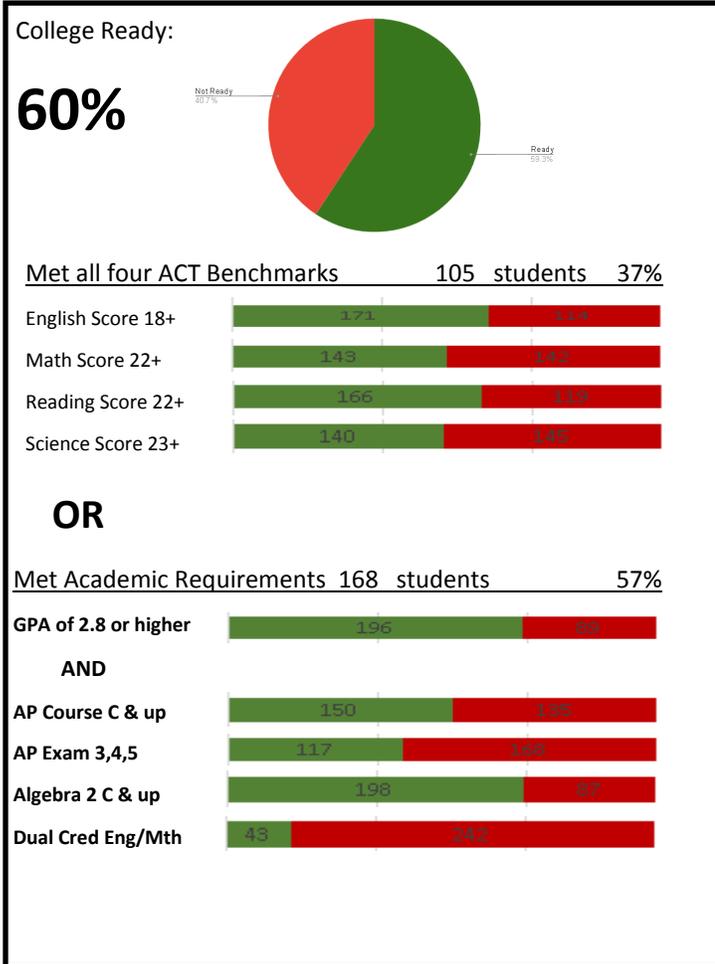
In the past year, Warrior Media has become one of the most consistently viewed high school livestreams in the state.

<b><u>SPORT</u></b>	<b><u>2021-2022</u></b>	<b><u>SPRING 2021</u></b>	<b><u>TOTAL</u></b>
<b>FOOTBALL</b>	<b>24,443</b>	<b>15,422</b>	<b>39,865</b>
<b>BOYS BASKETBALL</b>	<b>10,269</b>		<b>10,269</b>
<b>BOYS SOCCER</b>	<b>2,717</b>	<b>4,584</b>	<b>7,301</b>
<b>VOLLEYBALL</b>	<b>865</b>	<b>4,720</b>	<b>5,585</b>
<b>GIRLS BASKETBALL</b>	<b>5,381</b>		<b>5,381</b>
<b>GIRLS SOCCER</b>		<b>1,702</b>	<b>1,702</b>
<b>BOYS LACROSSE</b>		<b>1,468</b>	<b>1,468</b>
<b>WRESTLING</b>	<b>1,025</b>		<b>1,025</b>
<b>GIRLS LACROSSE</b>		<b>740</b>	<b>740</b>
<b>BASEBALL</b>		<b>626</b>	<b>626</b>
<b>SOFTBALL</b>		<b>377</b>	<b>377</b>
<b>TRACK</b>		<b>320</b>	<b>320</b>
<b>STATES/TERRITORIES</b>	<b>49</b>		
<b>COUNTRIES</b>	<b>15</b>		
<b>VIEWS 2021-2022</b>	<b>44,925</b>		
<b>TOTAL VIEWS</b>	<b>75,002</b>		





<b>College and Career Ready Scorecard</b>			Disability Status	College <b>OR</b> Career Ready
Oregon High School, Oregon, WI			<ul style="list-style-type: none"> <li>• None 249</li> <li>• OHI 14</li> <li>• Autism 7</li> <li>• LD 5</li> <li>• EBD 5</li> <li>• ID 3</li> <li>• SL 1</li> </ul>	<b>91%</b>
Student Race/Ethnicity	M/F	Socio-economic Status		College <b>AND</b> Career Ready
<ul style="list-style-type: none"> <li>• White 244</li> <li>• Hispanic 19</li> <li>• 2 or more races 10</li> <li>• Asian 8</li> <li>• Black or Af. Am 4</li> </ul>	<ul style="list-style-type: none"> <li>• Male 147</li> <li>• Female 138</li> </ul>	<ul style="list-style-type: none"> <li>• None 229</li> <li>• Free 49</li> <li>• Reduced 7</li> </ul>		<b>59%</b>
	<b>285</b>			
	Total Students			



# College & Career Readiness West Salem High School



Updated June 2019



## 2.8 GPA

HS GPA is consistently the strongest predictor of 4 year college outcomes for all academic disciplines, campuses and freshmen cohorts.

Class of 2019	Class of 2018	Class of 2017
77%	72%	66%



## Students Earning a C or Higher in Algebra II

Success in Algebra II in HS is linked to both college enrollment and bachelor's degree attainment.

Class of 2020	Class of 2019	Class of 2018
65%	77%	67%

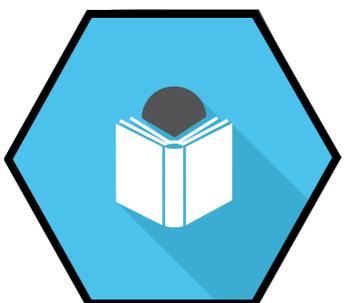


## 90% Attendance

Attendance is 8 times more predictive of course failure in the freshmen year than 8th grade test scores.

39

Class of 2021	Class of 2020	Class of 2019
96%	97%	98%



## Students taking AP Courses

Advanced Placement provides an indicator of academic rigor and college readiness.

Class of 2019	Class of 2018	Class of 2017
26%	29%	25%



## Co-Curricular Activities

Promote achievement, engagement and the attitudes and habits that lead to college aspirations and ultimate success.

Class of 2019	Class of 2018	Class of 2017
96%	88%	87%



## Postsecondary Credits Earned

Postsecondary credits are evidence of academic rigor and college readiness.

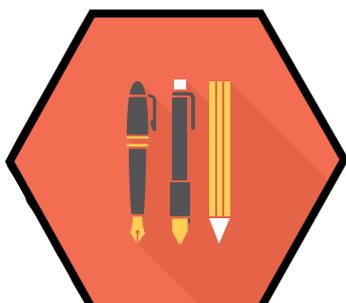
	Class of 2019	Class of 2018	Class of 2017
6	37%	32%	37%
9	19%	8%	22%
12	12%	4%	11%



## Dual Credit Postsecondary Classes

Marketing, Business Concepts, Small Animal Vet Science, Auto Fundamentals, Adv. Autos, Metals Fabrication, ENG 110, CST 110, CHM 103, PHY 107

Class of 2019	Class of 2018	Class of 2017
63%	66%	63%



## ACT Benchmark Scores

Achievement of content benchmarks (English 18, Reading 22, Science 23, Math 22) is an indicator of college readiness.

	ENG	RDG	SCI	MTH
WS 18	71%	42%	42%	44%
WI 18	59%	42%	36%	40%
WS 17	72%	46%	37%	39%
WI 17	59%	42%	37%	39%



## Industry Credentials Earned

Identification of knowledge, skills and abilities for jobs within specific industry.

Class of 2019	Class of 2018	Class of 2017
23	6	8



# Whitewater High School - Redefining Ready

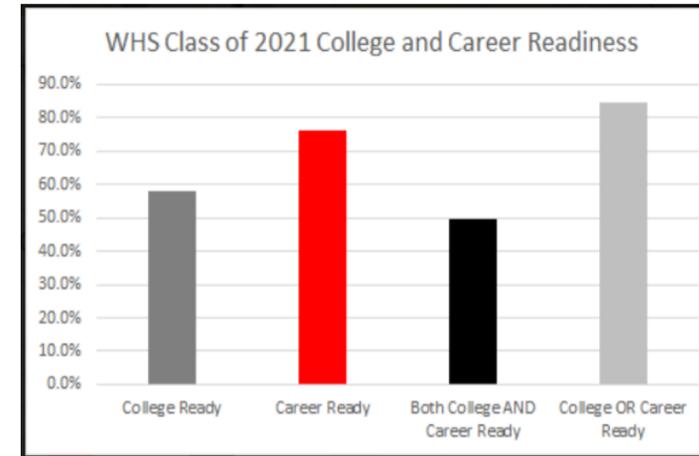
#TheWhippetWay



**Redefining Ready!** is a national initiative launched by the AASA (The School Superintendents Association) to introduce new research-based metrics to more appropriately assess that students are college ready, career ready and life ready.

**College Ready:** A student who meets the "Standardized Test" metric and/or meets the "GPA of 2.8 or Higher" metric and 1 or more of the other Non-Standardized Test Metrics in the College Ready Indicators section.

**Career Ready:** A student who meets two of the Indicators in the Career Ready Indicators section.



Career or College Ready				
2021	2022	2023	2024	
86.7%				

Career and College Ready				
2021	2022	2023	2024	
51.7%				

40

COLLEGE READINESS STANDARDS					
	<b>ACT Score:</b> The ACT's minimum benchmark scores that predict college-level success in the four content areas - English: 18, Math: 22, Reading: 22, Science: 23.	2021	2022	2023	2024
		16.8%			
	<b>Students earning 2.8 GPA:</b> According to the National College and Career Readiness Indicators, GPA is the strongest predictor of student success in college.	2021	2022	2023	2024
		66.4%			
	<b>Algebra 2:</b> Success in Algebra II in high school is linked to both college enrollment and bachelor's	2021	2022	2023	2024
		65%			
	<b>AP Test Scores:</b> Passing AP exams increases percentages of students that graduate from college.	2021	2022	2023	2024
		22.4%			
	<b>AP Enrollment:</b> Participation in AP provides an indicator of Academic Rigor and a component of college readiness.	2021	2022	2023	2024
		34.3%			
	<b>Dual Credit:</b> Dual enrollment students are statistically significantly more likely to: 1. persist in college to a second semester; 2. earn higher post-secondary GPA one year and two years after high school graduation;	2021	2022	2023	2024
		31.5%			

CAREER READINESS STANDARDS					
	<b>Attendance Rate Freshman Year:</b> According to the National College and Career Readiness Indicators, course attendance is 8 times more predictive of course success in freshman year than test scores.	2021	2022	2023	2024
		93.4%			
	<b>Student Involvement in Activities:</b> Participants in extracurricular activities were more likely than nonparticipants to aspire to higher education and complete at least a bachelor's degree.	2021	2022	2023	2024
		77.6			
	<b>Work Based Learning:</b> Students participating in a work-based learning experience develop a work ethic, communication skills, and the ability to work on a team.	2021	2022	2023	2024
		22.4			
	<b>Certification Programs:</b> Developed between DPI and DWD provide students useable industry credentials that benefit them in a multitude of ways.	2021	2022	2023	2024
		5.6%			
	<b>Dual Credit:</b> Dual credit courses allow students to engage with rigorous content geared toward a career pathway.	2021	2022	2023	2024
		35.7%			
	<b>25 Community Service Hours:</b> Service hours help students better understand their own competence, leading to more self-confidence and a can-do attitude that can spread to their work and academic pursuits.	2021	2022	2023	2024
		X			



# WAUNAKEE

## COMMUNITY SCHOOL DISTRICT

# REDEFINING

Ready

Class of 2022  
College Ready

XX%



Class of 2022  
Career Ready

XX%

### ATTENDANCE RATE - 90% OR BETTER



	21-22	20-21	19-20
	95%	n/a	n/a

### ACT SCORES - BENCHMARKS MET

	21-22	20-21	19-20
ALL BENCHMARKS	47%	n/a	n/a
ENGLISH ( 18+)	69%	n/a	n/a
MATH ( 22+)	54%	n/a	n/a
READING ( 22+)	61%	n/a	n/a
SCIENCE ( 23+)	58%	n/a	n/a

### GPA - 2.8 OR BETTER



	21-22	20-21	19-20
	76%	n/a	n/a

### ADVANCED PLACEMENT

	21-22	20-21	19-20
C OR BETTER	67%	n/a	n/a
SCORE 3+	75%	n/a	n/a

### CO-CURRICULAR ACTIVITIES, 1/YEAR



	21-22	20-21	19-20
	77%	n/a	n/a

### ADVANCED ALGEBRA - "C" OR BETTER



	21-22	20-21	19-20
	82%	n/a	n/a

### DUAL ENROLLMENT - "C" OR BETTER

Dual enrollment includes High School Dual Credit, Start College Now, Early College Credit Program, and CAPP.

	21-22	20-21	19-20
ENGLISH/MATH	97%	n/a	n/a
OTHER	98%	n/a	n/a

### INDUSTRY RECOGNIZED CREDENTIALS AND WORK BASED LEARNING

	21-22	20-21	19-20
IRCS EARNED	84 (as of Jan)	110	117
WBL PARTICIPATION	34%	25%	n/a

### SERVICE HOURS, 25 OR MORE

41



	21-22	20-21	19-20
		n/a	n/a



Redefining Ready! is a national initiative launched by the AASA (The School Superintendents Association) to introduce new research-based metrics to more appropriately assess that students are college ready, career ready and life ready.

WASDA Wisconsin Redefining Ready (WiRR) is a cohort of School Districts telling their story in a more complete manner than via a State Report Card or other required vehicles. The WiRR Scorecard tells a story about a School District's effort to prepare graduates to be College and Career Ready. Using the American Association of School Administrator's research based College and Career Indicators, the WiRR Scorecard is produced annually with School Districts using the various indicators to drive school improvement, align efforts to Academic and Career Planning, and to celebrate success.

## RESEARCH BASED INDICATORS & METRICS DEFINED

### COLLEGE READINESS INDICATORS

Students are College Ready if they meet the academic indicators or the standardized testing benchmarks listed below.

Academic Indicators - GPA 2.8 out of 4.0 **and** one or more of the following:

- Advanced Placement Exam Score (3+)
- Advanced Placement Course (A, B, or C)
- Dual Credit College English and/or Math (A, B, or C)
- Algebra II (A, B, or C)

## WAUNAKEE COMMUNITY SCHOOL DISTRICT INFORMATION

### WORK BASED LEARNING EXPERIENCE

- Employability Skills
- State Certified Child Care Coop
- Warrior Corner (School Based Enterprise)
- Youth Apprenticeship Program (YA)

### INDUSTRY CREDENTIALS

- ASK Business and/or Marketing Certificates
- Assistant Child Care Teacher (ACCT)
- Certified Nursing Assistant (CNA)
- Emergency Medical Tech or Responder
- Firefighter I and/or II
- Microsoft Office Specialist (MOS)
- OSHA 10
- State Certified Child Care Coop
- Youth Apprenticeship (YA)

### CAREER READINESS INDICATORS

Students are Career Ready if they have identified a career interest and meet two of the behavioral and experiential benchmarks listed below.

Career Indicators: Students are Career Ready if they meet two or more of the following:

- 90% Attendance
- 25 hours of Community Service
- Workplace Learning Experience
- Industry Credentials
- Dual Credit in a Career Pathway Course
- Yearly Co-curricular Activity

### DUAL CREDIT ENGLISH AND/OR MATH

- Senior Mathematical Reasoning
- Start College Now (SCN) or Early College Credit Program (ECCP) English or Math

### DUAL CREDIT CAREER PATHWAY

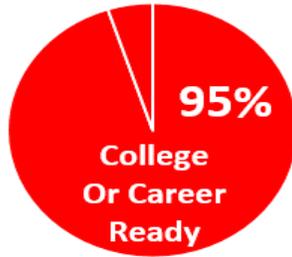
- Accounting I
- Biotech Career Apps
- Biotechnology
- French V
- Marketing I
- Medical Terminology
- Metal Fabrication
- MS Excel & Access
- MS Office Advanced
- Spanish V and Spanish VI
- 42. • Welding
- Start College Now (SCN) or Early College Credit Program (ECCP) Courses (varies)



# WASDA Redefining Ready Scorecard (DRAFT 10)

Sampleville High School, Sampleville, WI

\*\*\*DRAFT\*\*\*DRAFT\*\*\*DRAFT\*\*\*DRAFT\*\*\*



## College Ready



2019-20	2020-21	2021-22
45.5%		

**College Ready:** A student who meets the "Standardized Test" Metric and/or meets the "GPA of 2.8 or Above" Metric and 1 of the other Non-Standardized Test Metrics in the College Ready Indicators section.

## Career Ready



2019-20	2020-21	2021-22
93.0%		

**Career Ready:** A student who meets two of the Career Ready Indicators

### College Ready Indicators

Scored in Percentages of Graduating Class

Standardized Test			
Meeting or Exceeding All Of The Following Minimums			
ACT Exam: English (18) Reading (22) Science (23) Math (22)			
<b>OFFICIAL ACT</b>	2018-19	2019-20	2020-21
	39.0%		

GPA of 2.8 or Above			
<b>A+</b>	2018-19	2019-20	2020-21
	71.0%		

Completed Adv. Placement Exam and Scored 3 or Above			
<b>AP</b>	2018-19	2019-20	2020-21
	21.0%		

Completed Advanced Placement Course and Received a "C" or Above			
<b>AP</b>	2018-19	2019-20	2020-21
	55.0%		

Completed Dual Credit College English and/or Math and Received a "C" or Above			
<b>DUAL CREDIT PROGRAM</b>	2018-19	2019-20	2020-21
	18.0%		

Completed Algebra II and Received a "C" or Above			
<b>ALGEBRA 1 GEOMETRY ALGEBRA 2</b>	2018-19	2019-20	2020-21
	52.0%		

Completed an International Baccalaureate Exam and Scored a 4 or Above			
<b>ib Diploma Programme</b>	2018-19	2019-20	2020-21
	0.0%		

### Career Ready Indicators

Scored in Percentages of Graduating Class

90% or above Attendance Rate - Freshman Year			
	2018-19	2019-20	2020-21
	93.0%		

25 Hours or More of Community Service			
	2018-19	2019-20	2020-21
	95.0%		

Completed Workplace Learning Experience			
	2018-19	2019-20	2020-21
	36.0%		

Earned Industry Credential(s)			
	2018-19	2019-20	2020-21
	8.0%		

Completed Dual Credit Course(s)			
	2018-19	2019-20	2020-21
	60.0%		

Participated in 2 or More School Organized Co-Curricular Activities			
	2018-19	2019-20	2020-21
	45.0%		

College & Career Ready				
		2018-19	2019-20	2020-21
		45.5%		

**College and Career Ready:** A student who is identified in the College Ready criteria and Career Ready criteria listed above.



# Redefining Ready! in Wisconsin



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# National College and Career Readiness Indicators

## ***Core Premise:***

***“We all learn in a variety of ways.  
Our students learn in a variety of ways.  
They should be able to demonstrate  
readiness in a variety of ways.”***

# **Redefining Ready! Objectives**



- **Produce Research Based Metrics**
- **Public Relations - Tell Your Story**
- **Influence ESSA, Accountability**
- **Improve Programs and Services**





# **National College and Career Readiness Indicators**

***AASA looked at the research from leading educational institutions and research organizations to develop a new multi-metric, research-based definition of College and Career Ready.***

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# Recapping Our History with Redefining Ready

- Last before the Curriculum Committee in February 2020.
- Committee endorsed engaging in Redefining Ready project.
- On the front edge of the pandemic.
- Progress was slowed some by the pandemic, but moved forward.
- Michelle McGlynn has been instrumental in the success of this project.
- Today's purpose is to reconnect with the Committee on this project.
- Share draft Redefining Ready scorecard for Waunakee.
- Answer your questions.

48

# Wisconsin Graduates are College and Career **READY**

ALL STUDENTS IN  
WISCONSIN GRADUATE  
FROM HIGH SCHOOL  
ACADEMICALLY PREPARED  
AND SOCIALLY AND  
EMOTIONALLY COMPETENT  
BY POSSESSING AND  
DEMONSTRATING...

## **Knowledge**

Proficiency in academic content

## **Skills**

Application of knowledge through skills such as critical thinking, communication, collaboration, and creativity

## **Habits**

Behaviors such as perseverance, responsibility, adaptability, and leadership

These proficiencies and attributes come from rigorous, rich, and well-rounded public school experiences.



WISCONSIN DEPARTMENT OF  
**PUBLIC INSTRUCTION**

Tony Evers, PhD, State Superintendent



# National College and Career Readiness Indicators

READY INDICATORS / RESEARCH / SUPPORTERS / NEWS / NATIONAL SCHOLARSHIP / COHORT

TOOLKIT  
GENERAL RESEARCH  
COLLEGE READY  
CAREER READY

50

<https://www.redefiningready.org/>

## College Ready Indicators

Students are **College Ready** if they meet either the academic indicators **OR** standardized testing benchmarks listed below.

---

### Academic Indicators

GPA 2.8 out of 4.0 and **one or more** of the following academic indicators:

- Advanced Placement Exam (3+)
  - Advanced Placement Course (A, B or C)
  - Dual Credit College English and/or Math (A, B or C)
  - College Developmental/Remedial English and/or Math (A, B or C)
  - Algebra II (A, B or C)
  - International Baccalaureate Exam (4+)
- 

### Standardized Testing Benchmarks (minimum score)

- SAT Exam: Math (530) | Reading and Writing (480)
  - ACT Exam: English (18) | Reading (22) | Science (23) | Math (22)
  - College Readiness Placement Assessment  
(determined by post-secondary institution)
- 

### Additional Factors that Contribute to College Success

Earning As, Bs, Cs; FAFSA completion; enrollment in career pathway course sequence; college academic advising; participation in college bound bridge programs; senior year math class; completion of a math class after Algebra II.



## **Career Ready Indicators**

Students are **Career Ready** if they have identified a career interest and meet two of the behavioral and experiential benchmarks listed below. In addition, students entering the military upon graduation must meet the passing scores on the Armed Services Vocational Aptitude Battery (ASVAB) for each branch of the military.

---

Career Cluster Identified and **two or more** of the following benchmarks:

- 90% Attendance
  - .....
  - 25 hours of Community Service
  - .....
  - Workplace Learning Experience
  - .....
  - Industry Credential
  - .....
  - Dual Credit Career Pathway Course
  - .....
  - Two or more organized Co-Curricular Activities
- 



# Research Highlights (HS)

- Course **attendance** is 8 times more predictive of success in freshman year than eighth grade test scores.
- Students who **successfully complete Algebra II** are twice as likely to complete a 4-year degree.
- Students who have a **2.8 GPA** graduating high school have a 71% likelihood of reaching the American middle class.
- Students engaged in **co-curricular activities** are more likely to pursue higher education.
- Completing **community service** to fulfill class requirements enhances the average odds of college graduation by 22 percentage points.
- Those who took an **AP or International Baccalaureate (IB) course** were found to be 17 percent more likely to persist in four-year colleges and 30 percent more likely to persist in two-year colleges. There were similar findings for dual enrollment students.

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# Redefining Ready! in Wisconsin



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Course	Book or Resource Title and Publisher	Book/Resource type:	Copyright Date	Cost per book/subscription and	Have you discussed cost	Your name
7th Grade General Music	Soundtrap by Spotify purchased through MusicFirst	Digital Resource	-	\$4.75 per student per year=ap	price decreased with c	Jessica Spicer
Management and Ethics	Principles of Management, Chuck Williams - Cengage	Traditional Paper Textbook	2022	\$60 per book * 30 copies = \$1,800 + \$180 in shipping		Maggie Heck
Management and Ethics	The First Time Manager - Jim McCormick	Traditional Paper Textbook	varies	total cost estimated at \$600.		Maggie Heck
Management and Ethics	Leaders Eat Last - Simon Sinek	Traditional Paper Textbook				Maggie Heck
Management and Ethics	I Love it Here - Clint pulver	Traditional Paper Textbook			No	Maggie Heck
Management and Ethics	The Making of a Manager-Julie Zhuo	Traditional Paper Textbook				Maggie Heck
Management and Ethics	How to Win Friends and Influence People-Dale Carnegie	Traditional Paper Textbook				Maggie Heck
Management and Ethics	Impact Players-Liz Wiseman	Traditional Paper Textbook				Maggie Heck
Management and Ethics	Multipliers-Liz Wiseman	Traditional Paper Textbook				Maggie Heck
Multicultural Literature	My Bloody Life: The Making of a Latin King	Traditional Paper Textbook	2000	15 @ \$13.05	na	Jennifer Johnson
Multicultural Literature	Gabi, A Girl in Pieces - Isabel Quintero- Cinco Puntos Press	Traditional Paper Textbook	2014	15 @ 12.95	NA	Jennifer Johnson
Multicultural Literature	This Is My America by Kim Johnson	Traditional Paper Textbook	2020	50 @ \$10.99	na	Jennifer Johnson
Multicultural Literature	Furia by Yamile Saied Mendez- Algonquin Books of Chapel Hill	Traditional Paper Textbook	2020	15 @ 11.49	NA	Jennifer Johnson
Multicultural Literature	We Are Not From Here by Jenny Torres Sanchez- Philomel Books	Traditional Paper Textbook	2020	15 @ 9.99	NA	Jennifer Johnson
K-2 Foundational Skills	Wilson Foundations, Heggerty Phonemic Awareness	Traditional Paper Textbook	2012, 2020	Total - \$113,000	Yes	Amy Johnson
MusicFirst LMS for High School Vocal Music	MusicFirst LMS	Digital Resource	NA	75 @ \$20.60 = \$1545.00	No	Molly Petroff
Mathematics Gr 5-8	Go Math	Hybrid	2018	1 yr: \$53,100, 3 yr: \$108,500	Yes	Tim Schell
		Projection:		\$174,100-\$229,400		

## RELEVANT POLICIES ON INSTRUCTIONAL RESOURCES AND ACTIVITIES

1. [361](#)-TEXTBOOK SELECTION AND ADOPTION
2. [362](#)-INSTRUCTIONAL MATERIALS SELECTION
3. [362.1](#)-USE OF RATED FILMS AND A-V MATERIALS
4. [381](#)-TEACHING ABOUT CONTROVERSIAL ISSUES
5. [871](#)-PUBLIC COMPLAINTS ABOUT THE CURRICULUM OR INSTRUCTIONAL MATERIALS

## Preliminary Opt Outs As of April 14

Grade	Enrollment	Forward	Aspire	ACT
Third	316	3		
Fourth	289	4		
Fifth	335	1		
Sixth	322	3		
Seventh	356	13		
Eighth	306	34		
Ninth	322		70	
Tenth	353	101	104	
Eleventh	348			16

Highlighted boxes are greater than 5% opt outs. These will have impacts on federal accountability calculations for ELA and Mathematics.