

# Matthew S. Outlaw, Ed.D

---

Experienced education leader with expertise in increasing student achievement at all levels, improving financial stability and driving continuous improvement through long-range planning. Core skills include:

- Increasing student achievement at all levels
- Preserving and increasing rigor and expectations for student learning
- K-12 Curriculum development
- Financial planning and cost containment
- Strategic planning and implementation
- Contract negotiations
- Community engagement and public relations
- Expanding opportunities for all students through creative programming
- Using data to drive instructional improvement
- Capitol bond and millage planning
- Integration of instructional technology P-12
- District and building staff development

## **Professional Experience**

**Brandon School District**  
*Superintendent of Schools*

Ortonville, MI  
July 2014-Present

Responsibilities include a \$26 million budget, over 200 staff members, six schools and over 2,500 students. I am also serving as the district's chief human resource officer.

- Led a district-wide increase in NWEA test scores by 13.3 percentile points in math and 7.1 percentile points in ELA from the fall of 2014 to the spring of 2019.
- Increased the district's fund balance from 5.1% to over 16% by reducing district expenditures and outpacing enrollment projections by 224 students over four years. Additionally, all bargaining groups received increases in their compensation during this same timeframe.
- Implemented various strategies to increase enrollment with a primary focus on retaining local families and recruiting young families to the district. Kindergarten enrollment has steadily increased from 148 to over 200 students for the past two years. Preschool enrollment has more than doubled since 2014-15.
- Led and continue to implement a 10 year strategic vision for the district.
- Led a review of accelerated learning opportunities for Brandon students and began the implementation of enhanced programming and instruction K-12.

- Led a district-wide focus on early childhood programming including a large investment in preschool and the introduction of a young 5's/junior kindergarten program. The Brandon School District was rated a 5 star preschool program and chosen as the best-of-the-best preschool for the past four years.
- Introduced one-to-one instructional technology devices in grades K-8.
- Increased opportunities for career and technical education for Brandon students through a partnership with Oakland Schools, through a STEM academy for high school students, through the reintroductions of a construction trades program, through the expansion of the district's robotics program, and through an increase in articulation credit opportunities for students.
- Serving as the district's chief human resource officer. Successfully negotiated multiple contracts with all bargaining units.

### **Grosse Pointe Public Schools**

#### ***Grosse Pointe South High School***

High School Principal

Grosse Pointe Farms, MI

July 2011 – June 2014

Responsibilities included an \$11 million budget, 96 teachers and 1,750 students.

- Performed in the top 5% in the State in all tested areas and decreased achievement gaps.
- Implemented new policies and procedures resulting in a 58% drop in suspensions in one year and a 48% drop in unexcused absences.
- Initiated and implemented numerous new programs including a new PLC model, the South Success Program, Academic Lunch, a 21<sup>st</sup> century skills initiative, Link Crew and a school-wide literacy initiative.

#### ***Grosse Pointe North High School***

Assistant Principal

Grosse Pointe Woods, MI

July 2006 – June 2011

Responsibilities included hiring, evaluating and assisting a staff of 80 teachers on behalf of a student body of 1,500 students. Significant achievements in this role included extensive work to assist struggling learners and to close achievement gaps.

#### ***Grosse Pointe South High School***

Assistant Principal/Athletic Director

Grosse Pointe Farms, MI

August 2003-June 2006

Responsibilities included a \$600,000 budget, 110 coaches and more than 1,000 student athletes in 31 varsity sports. Winner of the 2005 MHSAA-MIAAA Exemplary Athletic Program Award. Planned and prepared for the athletic portion of a \$62 million bond initiative that included turf fields and a \$13 million aquatic center.

### **Other District-Wide Leadership Experience**

Responsibilities included service as the K-12 administrative liaison for modern and classical languages for eight years, three years as the district liaison for secondary social studies and three years as director of summer learning for the Grosse Pointe School District. Additionally, I

served as a member of the district's negotiating team for five years, as president of the administrator association for three years, as a member of the district budget council for seven years and as chairperson for the Educational Programs Leadership Council.

### **Novi Community Schools**

*Novi High School*  
Dean of Students

Novi, MI  
July 2001- July 2003

*Novi Community Schools*  
Athletic Aide

Novi, MI  
August 1999-July 2001

*Novi High School*  
Teacher, Social Studies and Spanish

Novi, MI  
August 1996-July 2001

### **Other Professional Experience**

#### ***Adjunct Professor***

Wayne State University

2012-Present

Supervision, Economics of Education & School-Community Relations

Oakland University

2015-Present

School Finance, Human Resource Management and School Law

Madonna University

2009-2012

School-Community Relations & Foundations of American Education

### **Education**

***Doctor of Education*** – Educational Leadership

*Wayne State University*, 2009. Dissertation focus: teacher quality with a special emphasis on the qualities of effective teaching.

***Education Specialist*** – Administration and Policy

*Wayne State University*, 2006. Focus areas: teacher quality and human resource management.

***Master of Education*** – Administration and Policy

*University of Michigan - Ann Arbor*, 1999. Master's thesis: legal aspects of education.

***Bachelors of Education***

*University of Michigan - Ann Arbor*, 1996. Majors: Social Studies and Spanish. Honors: Class honors, James B. Angell Scholar and commencement speaker.

***Study Abroad***

*University of North Carolina - Chapel Hill*, 1995. Seville, Spain.

***Superintendent's Academy***

*Michigan Leadership Institute*, 2013-14.

### **Professional and Community Activities**

- Wayne State Board of Visitors
- Ortonville Rotary Club
- Oakland County Legislative Committee
- Oakland County Chair for Enrollment Subcommittee
- Michigan Association of School Administrators
- Ortonville Lions Club
- Brandon Library Planning Board
- Ortonville Chamber of Commerce
- Oakland County Reads Executive Committee
- Association for Supervision and Curriculum Development