

Ernest “Buddy” W. Reed Jr

March 12, 2023

Ascension Parish School Board
1100 Webster Street
Donaldsonville, Louisiana 70346

Dear Ascension School Board:

Professional objective

I am excited to submit my name as a candidate for the position of Superintendent of Schools in Ascension Parish Schools. My energy, leadership and positive approach will continue to bring success to each school within the district. I was fortunate to serve as a teacher and in administrative roles in public schools in Louisiana and Texas. I have enjoyed each of these experiences that help to shape my successful educational career. These opportunities have given me keen insight to support and meet the needs of staff and students. The Louisiana public system helped to shape and make my two older boys into the men they are today. Lance and Rodney have enjoyed great success as parents and in the business world. Lance currently owns a Chick fil A franchise in Oxford, Mississippi and Rodney is a Vice President with a large oil company out of Sugarland, Texas. Their success is a direct tribute to the public education system in Louisiana.

My sweet wife was a great teacher and counselor in Louisiana and currently serves as lead counselor at one of the premier high schools in Texas, College Station High School. The good Lord has given Valarie and me two more boys, Parker and Peyton. At this time, Peyton is a senior headed to Texas A&M and Parker is a sophomore and is looking toward an engineering degree. They are both doing very well in school and athletics. Valarie has 14 years in Louisiana public schools and it would be beneficial to complete those years that she had in the state.

During my time in Texas, I have served as Principal of A&M Consolidated High School and Director of Athletics and Fine Arts for College Station Independent School District. These positions have given me a great sense of how a school district should function.

I have been fortunate in having been a leader in College Station ISD. For sure, one of our goals in CSISD was to be the district of choice for students moving into his area. That certainly will be a great focus as your district’s next superintendent in Ascension Schools. We had several expectations for our staff and that will carry over into Ascension Parish Schools. Our expectations will permeate throughout the entire school district.

We will start with a great culture within each school that affects all that we do: Our staff will know they must let each student and parent know that we care about them and their success. We will set good positive examples daily, create an atmosphere that students enjoy being in within each school, bring great energy and passion by the staff, and build relationships that last with all in the community. We will establish credibility by showing sincerity, belief and trust within all staff members and parents. Our expectations will be for all to show loyalty to the district, school and administration without exception.

I am excited for this opportunity and truly feel like this move is great at this time in my career. I still have relatives that live in the area and excited for the opportunity to be your next school superintendent.

Please keep in mind that our rules and regulations will be just another expression of caring within all Ascension Parish Schools. As an experienced administrator, I know the importance of culture and relationships. These qualities will be emphasized daily. These qualities will help define who we are and what we can accomplish together by building unity across the school district. Research shows that teachers are the single most important quality that affects student achievement. We will develop collaboration and cooperation as each staff member holds value and we will bring that value out to help with the successes of our team. The focus has to be on the teaching staff working together and not in isolation. We must show a commitment on a daily basis to lead everyone, every day to achieve higher standards and achievement. As you know open communication builds trust, increases ownership and expands participation. I will employ multiple tools of communication in my effort to garner the support needed. I will be committed to be a great listener with a keen ear, eyes and heart that will give each direction on how we can achieve great success.

PROFESSIONAL ACCOMPLISHMENTS

- Helped make our school district be the one chosen to attend
- Conducted research that lead to academy settings in Texas and Louisiana
- Well-read in areas related to public schools. I have read most of John Maxwell's works: The 21 Laws of Leadership, Developing Leaders within You, Falling Forward, How Successful People Think, The Five Levels of Leadership, Becoming a Person of Influence, Everyone Communicates: Few Connect, The 360 Degree Leader, Today Matters, Winning with People, The Qualities of a Team Player. Conducted books studies with staff: Grit, Made to Stick, The Influencer, Good to Great, Great by Choice, Switch, Self-Matters, Strength Leadership, What It Takes to be Number One.
- Implemented reading strategies to improve test scores at A&M Consolidated High School
- Implemented data analysis teams to dissect school performance scores
- Collaborated with the community to collect donations to help with student pride that is still in effect today
- Served as Chairperson over athletics for UIL with our large district
- Represented the schools that went to the State Executive Committee. These were hearings that would affect the eligibility of students' throughout the school district
- Implemented Thinking Maps
- Have always set high standards and accountability for staff
- Implemented grant writing programs
- Established the means to measure the success of mastering the Texas Essential Knowledge and Skills to grow standardized scores
- Established teams within each discipline to affect student success and develop staff empowerment
- Used vertical and horizontal of learning expectations collaboration through Benchmark assessment
- Grew ACT scores to the highest level
- Represented the school systems with integrity and honesty with the State Executive Committee
- Gain immense respect from the SEC with my approach and honesty
- Implemented the first concept of walk through observations in CSISD
- Implemented with the support of the school board cost saving plan my eliminating staff to address a 5 million dollar deficit as school superintendent
- Implemented the district attorney's Truancy Enforcement Program as school superintendent
- Implemented plan for district to meet the highly qualified status under the NCLB act within the state of Louisiana
- Supervised 27 schools with budget in excess of 100 million dollars as superintendent

- Implemented walk through and evaluations and build a strong relationships with the BESE group and submitted work plans to the state in K-8 setting
- Implemented and developed understanding of a scope and sequence within the high school
- Implemented Whole Faculty Study Groups
- Provided weekly readings to the school board on happenings within the community
- Implemented E-Rate money that is still in effect today
- Implemented Head Sprout - a reading program that grew weak reading scores
- Implemented character counts with Title II funding as school superintendent
- Implemented literacy plan in middle school setting
- Renewed a failing education foundation and brought new ideas to raise funds
- Implemented PALS at WMHS (Parents, Alumni, and Loyal Supporters)
- Served on the School Health Advisory Board with the state of Texas
- Developed a great relationship with Texas Association of School Executives

SYSTEM MANAGEMENT

- Implemented Words of Wisdom to staff as superintendent and administrator
- Implemented changes in the writing of lesson plans and professional growth plans
- Implemented the hiring of land manager to address additional income for the state
- Implemented an alternative school program
- Recognized by the state of Louisiana (BESE) for growing our scores as the school superintendent
- Recognized by State Superintendent for academic achievement in Louisiana-Dr. Cecil Picard
- Assisted the board by passing bonds in both states as superintendent and principal
- Implemented changes in the Purchase Order System
- Implemented a book store in both Texas and Louisiana
- Implemented a dual contract system in the College Station ISD for coaches. Protected the school board
- Implemented the requirement for lesson plans throughout College Station
- Implemented Hats Off Day for media
- Implemented changes within the district for Fair Labor Standard acts - specifically for coaches that work outside their regular duties-application for exempt and non-exempt workers at athletic events
- Implemented Positive Behavior Management System for A&M Consolidated High School to reduce fights. We created a system of recognition and incentives that curtailed discipline problems. Our philosophy of students affecting someone in a positive way
- Implemented "Tiger Tales"---Monthly newsletters send out to parents for efficient communication
- Held weekly staff meetings with teachers and campus coordinators
- Held Weekly staff meetings with campus leaders to discuss all issues related to success
 - looking at data
 - alternative plans for our actions and process to ensure success for all---great instructional focus in all disciplines to ensure success for ALL students
- Meeting with African American Population to address troublesome scores
- Compared state TAKS (Texas standardized test) data with each discipline with the campus staff
- Detailed Response to Intervention
- Built leadership capacity at every level within the district
- Hired quality staff and let them do their job
- Held all accountable for success

PHILOSOPHY

It is the willingness of people to give of themselves over and above the demands of the job that distinguishes the great from the good school systems across the nation. In my time as an educator, I truly believe that culture within each school determines their success or failure. This philosophy comes from great leaders within the organizations that truly desire to be great! Their perspective on culture comes from many years of study and I am in total agreement with this assessment. Over my time in education, I have found that it is impossible to build good culture without a presence from within the education circle. My focus as your next superintendent will be on this topic and I will talk more extensively on this during my interview. I will share just a short portion of my findings related to this magic bullet.

I am a firm believer that one must first earn the right to expect others to do things by first doing those things yourself. Being an excellent administrator takes time, effort and great support from leaders within a school district. A leader must constantly evaluate what others are doing to ensure success for all. I consider myself a great leader and truly believe there is not a finish line that exists in public education. Therefore, I have lived by the following behaviors during my career and these cornerstone principles are still what I live by. Great leaders understand they are there to serve the district, students and staff with a passion for success. I will be a servant to all in the Ascension Parish School District without exception. I believe there are great rewards for going that extra mile. With this as my behavior objective, students will have great success. Relationship building will be a top priority and I will be the most visible administrator possible. Our vision for success will be a priority daily throughout the school district. We will paint the picture for culture and buy in as we visit the schools pursuing excellence in all that we do. We will place great value on results and hold all accountable through the school district. These positive results will create a desire for others to want to be part of the Ascension Parish School District.

My record speaks for itself as I am a tireless worker that will expect great results. We will engage others as we seek excellence in all that we do. There will be a developmental process of showing we care. When we show this attitude of caring, it will become contagious within the school district. I know that each staff member has a unique strength and we will address and develop these in each staff member. We will be an advocate for staff development that is continuous and meets state mandates throughout the school district. We will guide the staff on what is expected with walk through and evaluations that support what good learning looks like and the results that come with that effort. There will be a great emphasis on what best practices look like within the district and throughout the disciplines. We will make great efforts to support the resources needed to address good teaching. We will build staff morale with good communication, feedback and high expectations. We will recruit and retain great staff members that impact our success. We will have open communication with the board in all that we accomplish within the school district. We will reward and recognize good staff members at every turn within the school district.

We must have discipline to ensure the success and results we desire within each school. Rest assured, I will be the most visible superintendent that district has ever witnessed. We will build a leadership team that will have total buy in for their efforts and leadership within each school campus. There will be an invisible fence around each campus to ensure the safety of our students. We will address connections with the police staff to ensure the safety of our students will always be a priority.

Culture is so important but I don't believe we are truly talking about this topic with great intention and consistency within schools. If there is a missing link, let's take a look at the leadership being provided within these campuses from the top down. The leaders within a particular campus are most important. I know for a fact this topic is under discussion at all times in CSISD. A great example of this just happened

in our school district when we hired a new Campus Coordinator and Head Football coach here at College Station High School. The first topic of our discussion was this person knew the culture and expectations of the program. How true this turned out to be as the coach led the school to another shot at winning the state championship in his first year at the helm. My vision for success with Ascension Parish Schools will start with culture within each program, beginning with our elementary schools and the leadership they are providing. We will be all about success in everything we do! This must be important to each of you as school board members, principals within each school and myself as your next school superintendent. As you should know, culture impacts everything that happens within the schools. This one component is a cumulative effect of what our team sees, hears, experiences and believes.

I firmly believe the culture we create will deliver the success each of us desire within our school campuses. The old philosophy of “we must inspect what we expect” is so true! So I truly believe we cannot reach our goals if we do not have intense and consistent focus on our culture within each campus. So, my first challenge to each will be to bring culture to our focus - front and center and it will take all of us to accomplish this endeavor. My first question to this board would be where this ranks with each of you. Let’s go from there with other priorities you would have. Some questions to ponder on this journey. Does your leadership team feel the same way you do about culture within the campuses? How does the discipline on each campus differ and why is this?

I know these last few years have been challenging for all of us with Covid and how we address this issue. I know with challenges comes opportunities. In today’s world, believing and doing good is always a priority and you should be commended for each of your efforts. I think that we can never take our eyes off culture and values within our school communities if our goal is success for all in the school district.

Sincerely,

A handwritten signature in black ink that reads "E Reed". The signature is written in a cursive, flowing style with a large initial "E" and a long, sweeping underline.

Ernest “Buddy” Reed, Jr.

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Objective

Seeking the role of Ascension Parish School Superintendent to build upon the success of the students, staff, and community. This position will enable me to use experience as a classroom teacher, school principal, district athletic director, and superintendent. My philosophy and accomplishments reflect qualifications to lead this outstanding district.

Education

- Masters of Education – Educational Administration
 - University of Louisiana, Monroe, LA
- Bachelors of Science – Health and Physical Education/Social Studies
 - University of Louisiana, Monroe, LA
- Louisiana Certified: Superintendent, Principal, Health, PE, Social Studies – Lifetime
- Texas Certified: Superintendent and Principal Certification

Experience

- College Station ISD, College Station, TX 2008-2022
 - Director of Athletics
 - Director of Athletics and Fine Arts
 - Principal, A&M Consolidated High School
- Lafourche Parish Schools, LA 2003-2007
 - Superintendent of Schools
- Ouachita Parish Schools, LA 1973-2003
 - Principal and Assistant Principal, West Monroe High School
 - Assistant Principal, West Monroe Junior High
 - Teacher/Coach, West Monroe and West Monroe Junior High

References

Mr. Billy Couch	Chief of Police, College Station, TX	[REDACTED]	[REDACTED]
Dr. Daryl Beasley	University Interscholastic League, Director of Compliance	[REDACTED]	[REDACTED]
Dr. Nkrumah Dixon	Frisco ISD Human Resource Director	[REDACTED]	[REDACTED]
Mr. Dave Defelice	Former Board President for Lafourche Parish School System	[REDACTED]	[REDACTED]
Mr. Jimmy Mitchell	State Farm Insurance - Retired	[REDACTED]	[REDACTED]