Agenda Request Form

Cherokee County School District

Meeting Date	Agenda Item Number
December 14, 2017	I-2

Title

Education Research and Development Institute (ERDI) Superintendent Consultant/Education Fellow

Requested Action

Board Authorization Relative to Superintendent of Schools Serving as an Education Research and Development Institute (ERDI) Superintendent Consultant/Education Fellow

Summary Explanation and Background

The Education Research and Development Institute (ERDI) empowers school districts and their leaders throughout the United States to directly examine, evaluate and fundamentally influence the design and scope of educational products and services offered to schools and their students.

Through research-based analysis and assessment, ERDI school districts and their leaders provide product/services developers unvarnished, impartial and unequivocal feedback and recommendations on what works -- and doesn't work -- with school populations. It is through these intensive assessments that products and services are refined and modified to ultimately maximize their effectiveness in meeting student needs.

Dr. Hightower has been requested to serve as an ERDI Superintendent Consultant/Education Fellow. This would include attendance at semi-annual conferences where corporate clients are provided an opportunity to receive feedback and advice on products and services as well as on marketing strategies and provides for opportunities for product or service testing in the school districts of members.

Major System Priority

Increasing Accountability

Financial Impact

Payment for services will be donated to Cherokee County Educational Foundation (CCEF)

Exhibits: (List)

ERDI Packet

Board Action	Source of Additional Information
(For Official School Board Records Only)	Dr. Brian V. Hightower 770.479.1871 Tom Roach 770.479.1406

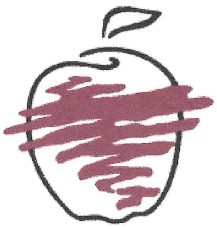
OFFICE OF THE SUPERINTENDENT OF SCHOOLS

Approved in Open Board Meeting on: _____
(Date)

By: _____
(School Board Chairman)

Initialized: 3/3/99
Revised: 2/1/16

Education Research &
Development Institute



ERDI

Information Handbook

ERDI- Education Research & Development Institute

ERDI Consulting Member
INFORMATION HANDBOOK

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ERDI – Education Research & Development Institute

GENERAL INFORMATION

The following is intended to provide some basic information on what ERDI is, how it works, the services that are provided by the organization, and the benefits that can accrue to a company through joining ERDI:

1. ERDI was established to provide a forum for meaningful dialogue between business leaders and Chief Executive Officers (Superintendents) of key school systems across the USA. Such dialogue can have a positive impact on education in the USA by influencing the quality of services and products provided to school systems by corporate clients of ERDI.

2. Corporate clients of ERDI will be restricted to those corporations that do business (or want to do business) with USA education institutions and whose approach, products and services are compatible with the values of public education in the USA.

3. The major service provided by ERDI is the semi-annual panel where corporate clients are provided an opportunity to receive feedback and advice on products and services as well as on marketing strategies from CEO's from school districts throughout America. Panels are not intended to be used to sell products or services to ERDI consultants.

4. From time to time corporate clients may wish to have a special panel- i.e. at a different time of year or at their normal place of business. ERDI will facilitate such requests.

5. The President of ERDI will also be available to corporate clients throughout the year to provide support and assistance.

6. From time to time a seminar will be provided on a topic of interest to both clients and superintendents.

7. ERDI will also be prepared to arrange for research to be done with or for a corporate client or a school district.

8. ERDI, where appropriate, arranges for opportunities for product or service testing in the school districts of our members. It should be noted, however, that this can only be done on a voluntary basis.

9. ERDI will maintain an ongoing relationship with ERDI (Canada) and will therefore be in a position to provide assistance and advice to corporate clients expanding business into Canada.

10. Corporate clients are charged an annual fee for the services outlined above.

11. ERDI is not a publisher or manufacturer of any educational materials. ERDI does not promote any presenting company. Educators are not expected to purchase any products from presenting companies. There is no intended or implied influence with a district because of the educator's participation in ERDI and thus ERDI has never granted exclusivity to any company that would prevent an industry competitor from participating.

12. The above is intended to present a general outline of services provided for corporate clients; however, ERDI services are flexible and are dedicated to providing support and assistance to client companies, particularly in the areas of marketing and research.

ERDI

Education Research & Development Institute, Inc

BENEFITS OF MEMBERSHIP

ERDI is a powerful network of educational leaders and corporate clients. These professionals, who come to ERDI conferences, gather together to engage in dialogue about products and services that will support all learners educationally. This process will help achieve excellence for all who are deeply committed to the educational process

Twice a year (winter and summer) ERDI brings together the best superintendents in the country to provide candid, unvarnished feedback to corporate clients during 3 hour panel discussions focusing on a topic chosen by the client. These conferences are divided into two sessions, ERDI (I) and (II). Each session is the same format, but with different groups of superintendents. Also, twice a year (spring and fall), ERDI offers the same format in what is called ERDI (III). This institute brings together Deputy/Assistant superintendents and Chief Academic Officers. All panel discussions are strictly confidential.

ERDI's superintendents are leaders who are handpicked for their professional achievement and for their ability to connect through networks. When corporate clients want access to leaders who can cause what Malcolm Gladwell calls the "tipping point", these are the men and women with whom they want to be discussing strategy. Additionally, superintendents and corporate leaders have frequently been quoted as saying that ERDI provides one of the most effective professional development opportunities they have ever experienced. Truly, ERDI offers a valuable learning climate not replicated in any other forum.

ERDI panels have in some cases literally changed business strategies and have helped companies revamp marketing programs. The panels provide valuable insights that are creative in scope. ERDI provides a dynamic opportunity for corporate clients to open points of opportunity into the educational system by dialoguing with the "insiders" whose years of dedicated experience can simplify and clarify the system.

The goal of the ERDI superintendents, both through the panels and through the informal networking process at the social events, is to help corporate clients discover new possibilities which will in turn benefit the entire educational system. Their commitment to help achieve excellence in education through quality communication with corporate leaders is remarkable. Those who have been through the process will testify to its magic.

Additionally, corporate clients benefit from the networking with other companies. Since 1985, ERDI has enabled relationships to flourish, which have resulted in mergers, acquisitions, enriched partnerships and profitability. It has also resulted in product and marketing development.

Finally, product and service evolution has also resulted through panel dialogues and concomitant networking. When the best and the brightest corporate leaders and superintendents come together through the combined formal and informal communication processes at ERDI conferences, better ideas and concepts result for all. In the big picture of education, ERDI is a prime process and a valuable influence on educational excellence.