

February 13, 2025

The Clark-Shawnee Local Board of Education met in a special session on February 13, 2025, at Clark-Shawnee Local Administrative Offices located at 3680 Selma Road, Springfield, Ohio, 45502. The meeting was called to order at 6:30 p.m. by President Galbreath.

Those answering the roll by Mr. Faulkner:

Mr. DeHart
Mr. Galbreath
Mrs. Garrett
Dr. Page
Mrs. Pierce

Also present: Mr. Brian Kuhn, Superintendent
Mr. Adam Billet, Assistant Superintendent

All stood and recited the Pledge of Allegiance.

ACCEPTANCE OF THE AGENDA (2025-1478)

Dr. Page moved to accept the agenda.
Mr. DeHart Seconded the motion.

Ayes: Galbreath, Garrett, Page, Pierce, DeHart.
The President declared the motion carried.

REQUESTS AND CONCERNS OF THE GENERAL PUBLIC

None

PERMISSION TO CONTRACT WITH THE IMPACT GROUP FOR STRATEGIC PLANNING SERVICES (2025-1479)

Mrs. Garrett moved to approve the following:

To approve Mr. Brian Kuhn, Superintendent, request for permission to contract with The Impact Group for strategic planning services. [Reference Exhibit A]

Mr. DeHart Seconded the motion.

Ayes: Garrett, Page, Pierce, DeHart, Galbreath.

EXECUTIVE SESSION (2025-1480)

Mr. DeHart moved to go into executive session to consider the discipline of a public employee pursuant to ORC 121.22(G)(1) at 6:35 pm.

Mrs. Pierce Seconded the motion.

Ayes: Page, Pierce, DeHart, Galbreath, Garrett.

Mr. Galbreath declared the board out of Executive Session at 6:43 pm.

RESOLUTION TO IMPOSE A LAST CHANCE AGREEMENT FOR NON-TEACHING EMPLOYEE MR. MARK MARTIN (2025-1481)

Mr. DeHart moved to approve the following:

WHEREAS, Section 3319.081 of the Ohio Revised Code, which governs termination and suspension procedures for non-teaching employees, provides that a board of education may suspend and/or terminate non-teaching employee for a definite period of time for reasons set forth in the statute, which includes the reasons of violation of written rules and regulations as set forth by the board of education, neglect of duty, dishonesty, and insubordination; and

WHEREAS, the Clark-Shawnee Local School District Board of Education ("Board") employs Mark Martin ("Martin") under a limited non-teaching contract pursuant to Ohio Revised Code Section 3319.081; and

WHEREAS, the Superintendent has determined, based upon internal investigation, that January 22, 2025, Martin engaged in conduct that violates various Policies of the Board, and has engaged in acts of neglect of duty, dishonesty, and insubordination related to same; and

WHEREAS, based upon the results of said internal investigation, the Superintendent is recommending that the Board impose a last chance agreement on the remaining terms of Martin's limited non-teaching contract of employment with the Board, based upon the terms as presented to the Board and to Martin, in lieu of suspending or terminating Martin's limited non-teaching contract of employment pursuant to Ohio Revised Code Section 3319.081; and

WHEREAS, the Board has fully considered all matters presented to and before the Board regarding the grounds for the Superintendent's recommendation that impose a last chance agreement on Martin's limited non-teaching contract of employment, and the Board takes official public action on the Superintendent's recommendation as follows;

NOW, THEREFORE BE IT RESOLVED, that the Clark-Shawnee Local School District Board of Education ("Board") hereby acts to approve the Superintendent's recommendation to place non-teaching employee Mark Martin on a last chance agreement and to impose same, on the terms as presented to the Board and to Martin, which last chance agreement will govern the remaining term of Martin's limited non-teaching employment contract with the Board, which expires on August 31, 2025;

BE IT FURTHER RESOLVED, that the Clark-Shawnee Local School District Board of Education hereby directs its Treasurer to issue official written notice of same forthwith, along with a copy of said Resolution, to non-teaching employee Mark Martin, and further hereby directs its Superintendent and Treasurer to faithfully execute the terms this Resolution as stated herein, including affixing the last chance agreement to Mark Martin's current non-teaching limited contract of employment as maintained in Mark Martin's personnel file.

Mrs. Pierce seconded the motion.

Ayes: Page, Pierce, DeHart Galbreath, Garrett.

EXECUTIVE SESSION (2025-1482)

Dr. Page moved to go into executive session to prepare for negotiations with employees concerning compensation or other terms and conditions of their employment pursuant to ORC 121.22(G)(4) at 6:45 pm.

Mrs. Pierce Seconded the motion.

Ayes: Pierce, DeHart, Galbreath, Garrett, Page.

Mr. Galbreath declared the board out of Executive Session at 7:55 pm.

ADDITIONAL ITEMS FOR BOARD DISCUSSIONS AND/OR ACTION

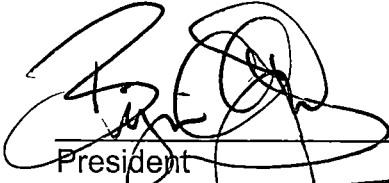
None

ADJOURNMENT

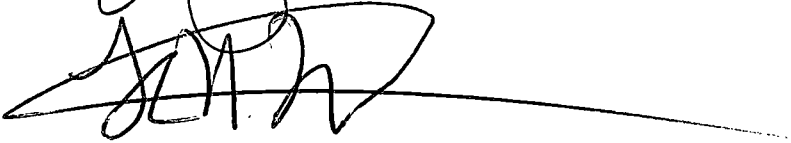
Mrs. Garrett moved to adjourn the meeting at 7:56 pm.

Mrs. Pierce Seconded the motion.

Ayes: DeHart, Galbreath, Garrett, Page, Pierce.



President



Treasurer



CLARK-SHAWNEE LOCAL SCHOOLS

STRATEGIC PLAN

PROPOSAL

PRESENTED BY
The Impact Group on December 20, 2024

THINK. CREATE. *excite.*



Introduction

Brian Kuhn

Superintendent

3680 Selma Pike

Springfield, OH 45502

Dear Mr. Kuhn,

It is with great excitement that we submit the following proposal to Clark-Shawnee Local Schools for strategic planning. We believe our track record of positive collaboration with school districts will serve us well as we partner together to provide a strategic plan that accomplishes your district's goals and serves the needs of your students and community.

The Impact Group's innovative approach to the strategic planning process will deliver a streamlined strategy that is both creative and appealing, while maintaining the essential elements of practicality and ease of implementation.

Based in Hudson, Ohio, our firm offers a host of capabilities featuring a talented team of professionals with diverse backgrounds and one thing in common: results. We have a successful history of driving results for districts with a strong emphasis on strategic planning. Our services encompass a wide range of communication and marketing strategies, including those needed to carry out successful strategic plan initiatives, such as creating unique surveys, expertly facilitating focus/planning groups and disaggregating community trends, data and analytics.

Since 2000, The Impact Group has assisted K-12 education, higher education, local governments, state agencies, boards of developmental disabilities, nonprofits and corporations in developing and strengthening their marketing and public relations strategies, specializing in a holistic approach to communications and planning. We are at our best when helping others reach their goals and believe in the tremendous power of relationships as a driving force with our clients and stakeholders.

Please contact us at our information below if you have any questions regarding our proposal or qualifications. Thank you in advance for your consideration.

Sincerely,

Phil Herman, Partner

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Lauren Scherr, Director of Client Development

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Doreen Osmun, Director of Strategic Services

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Project Overview



Clark-Shawnee Local Schools has a desire to plan, develop and implement a new strategic plan while aligning stakeholders with the district's mission and vision. This initiative will help to actualize the district's commitment to "providing a high-quality education to their students in a safe and welcoming environment."

Clark-Shawnee Local Schools has a need for strategic planning that includes:



Leadership & Board of Education Visioning



Community Engagement & Focus Group Facilitation



Data Compilation & Disaggregation



Creation of Goals, Objectives, & Action Steps Timeline

Statement of Work



Whiteboard Meeting

The Impact Group will conduct a 1 hour, virtual whiteboard session with the superintendent, and any other designated senior leaders, to define the goals and objectives for the strategic planning process. During this meeting, important dates will be discussed and scheduled, such as Leadership and Board of Education SWOT, focus groups, survey run dates, etc. The whiteboard meeting will also establish overall expectations for the strategic planning process.





Statement of Work

PHASE 1



Leadership and Board of Education Visioning

A team led by The Impact Group Director of Strategic Services, Doreen Osmun, will engage Clark-Shawnee Local Schools' leadership team and Board of Education in separate work sessions.

- Doreen will focus on the current standing of the district as well as its future vision and goals.
- The leadership team and Board of Education will participate in a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis session to extract valuable information that will help inform the strategic planning process from the start.
- The Impact Group will help establish aspirations and behavioral expectations that are necessary for the culture desired in the district.





Statement of Work

■ PHASE 2



Community and Key Stakeholders Engagement

Engagement with Clark-Shawnee Local Schools' Board of Education, administration, staff members, students, parents, community leaders and stakeholders is essential to developing a comprehensive strategic plan. The Impact Group will lead a multi-phase engagement and development process that will result in a high-level, comprehensive master plan.

Focus Groups

Clark-Shawnee Local Schools must gather data and ensure its stakeholders have the opportunity to provide feedback regarding the district. To uncover this critical information, The Impact Group proposes the following focus groups be conducted:

- District Staff/Personnel focus groups (3)
 - Student focus group (1)
 - Community leaders focus group (business, civic, municipal, non-profit, etc.) (1)
 - Parent/Community focus groups (2)
-

Online Surveys

The Impact Group will create and provide two (2) online surveys as an additional measure of data compilation. One survey will be provided for district employees and the other survey for parents and community members. The goal of the surveys is to create an easy, flexible mechanism to ensure participation and engagement from all stakeholders. Survey questions will closely mirror those utilized in the focus groups. The Impact Group will send survey links to the Clark-Shawnee Local Schools' superintendent to be distributed on multiple platforms to maximize participation.

Phone Interviews

The Impact Group will conduct five to ten (5 to 10) personal phone interviews with key community influencers as approved by the superintendent. Clark-Shawnee Local Schools' superintendent will invite key stakeholders to participate in a phone interview with The Impact Group and let them know that The Impact Group will be reaching out to schedule an interview. The Impact Group will provide the superintendent with the invitation wording and will coordinate the interviews once the stakeholders have been contacted.



Statement of Work

PHASE 3



Goals & Objectives Development

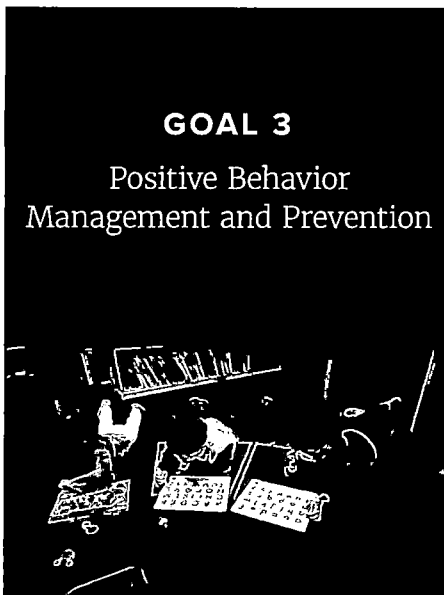
Part I: Goals and Objectives

The Impact Group will synthesize all data from various groups such as the Board of Education, administrative staff, classified/certified staff and/or community stakeholders, extracting trends and outlining areas of focus. Based on these trends, The Impact Group will create goals and objectives that are unique to Clark-Shawnee Local Schools.

Part 2: Creation of Action Steps Timeline

The Impact Group will meet with all leaders in the district to collaboratively create actionable steps for the objectives. This timeline will be connected to a specific individual, will be time-bound and measurable. This timeline will effectively propel the district forward over the life of the plan. This meeting will be held in person.

Example



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GOAL 3 Positive Behavior Management and Prevention

Objective 1 Engage a district committee to study challenging student behaviors/risk factors and their direct impact on classroom practice; review all possible de-escalation practices and ensure staff members are trained in these concepts; consider a more comprehensive and aligned use of restorative discipline practices; continue to provide professional learning opportunities in the area of trauma-informed practices for all staff.

ACTION STEPS	ASSIGNED	TIMEFRAME	CO-CHAIRS
Establish baseline	Brittany Grimshaw, BCBA	June 2024	Steve Furlong, CJ Spring
Recommendations		December 2024	
Implementation		August 2025	
Measurement		Annually	

Objective 2 Review district anti-bullying policies and prevention practices to ensure consistent implementation at each building and grade level; continue to inform parents, guardians, and staff of ways to promote positive and healthy student interactions.

ACTION STEPS	ASSIGNED	TIMEFRAME	CO-CHAIRS
Establish baseline	Shannon Federinko, Edgewood Middle School Principal	June 2023	Kevin Wolf, Nate Steiner
Recommendations		June 2024	
Implementation		August 2024	
Measurement		Per semester	

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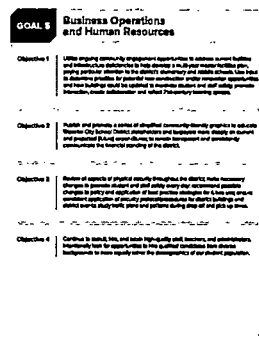
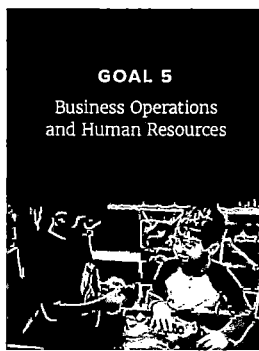


Statement of Work

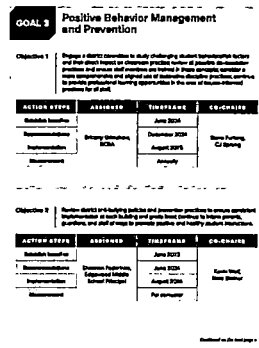
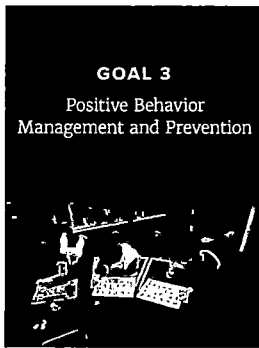
FINAL STEPS

- Draft of Clark-Shawnee Local Schools' strategic plan submitted to superintendent
- Revisions discussed
- Final plan delivered in three versions:

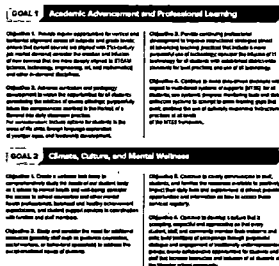
Examples



Version 1: Goals and objectives only to use as an outward-facing document. This document can be shared on the district website, through social media channels, or shared with other stakeholders.



Version 2: Goals and objectives including the action steps timeline provided for internal accountability and use. This document includes names and dates of who is completing objectives, when they are being completed, and how often they are being measured.



Version 3: Large 11x17 graphically enhanced design of the goals and objectives for public display. This can be used in main offices, staff lounges, or shared with area businesses.



Meet Your Team

The Impact Group is a talented team of full-service marketing professionals with diverse backgrounds and one thing in common: results. The Impact Group has a successful track record of driving results for school districts, municipalities, corporate clients, business-to-business clients and nonprofits through community engagement, messaging, branding, staff training and market execution.



Tom Speaks, Partner and Co-Founder

Tom is an appreciation advocate, marketing and communication expert, professional speaker, community engagement guru, statistical polling analyst, and published author. Tom is a specialist in the world of public speaking, strategic planning, leadership development, and crisis communications.



Phil Herman, Partner

With over 25 years of experience in education, Phil has worked as a teacher, coach, principal, director of human resources, assistant superintendent and superintendent for 11 years. Phil is a leader in community engagement, team development, crisis communications, leadership development and leading high-level organizations.



Krista Rodriguez, Vice President of Client Services

Krista is the brand guru. She has an incredible eye for the right look and feel to meet all of your needs. Her attention to detail is also conveyed in her approach to ensuring our content is appropriate for your goals and meets your expectations.



Lauren Scherr, Director of Client Development

Committed to developing long term, genuine relationships, Lauren believes in providing a human and holistic approach that begins with an overall strategic direction followed by a detailed plan of action designed to address all IGPR client's goals and challenges.



Doreen Osmun, Director of Strategic Services

Throughout her career as a teacher, coach, principal, curriculum director, and assistant superintendent, Doreen has developed a deep passion for understanding an organization's "why"-the core purpose of every decision and action. This understanding fuels her dedication to creating dynamic relationships within and among groups, fostering environments where collaboration and shared vision thrive.



Christie Ceresko, Creative Director

Christie has a passion for transforming ideas into visual realities. She has become a driving force behind a variety of advertising campaigns, brand identities, and multimedia projects. As a leader, Christie is known for fostering a collaborative work environment, encouraging team members to think outside the box and pushing the boundaries of conventional creativity.



Aurora Wilson, Account Lead

As an Account Lead with the Impact Group, Aurora focuses on strengthening relationships and strategizing high-quality content for her clients. With expertise in client relations and special project management, Aurora brings a high level of organization to her work and is dedicated to meeting client needs



Fernanda Frazier, Vice President of Finance

Fernanda is the Vice President of Finance and is responsible for all of financial and operating aspects of The Impact Group. She earned her accounting degree from the University of Akron and is a jack-of-all-trades.

The Impact Team is subject to change based on overall needs of the client.



References

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Additional references available
upon request.



Testimonials



"I am grateful for the partnership we've experienced with The Impact Group. Despite the physical distance of our offices, their integration with our team and knowledge of our district has been remarkable. Their strategic communications model has kept us focused on our big ideas and easily intertwined into our planning meetings and communication efforts. Working with their team feels like a partnership. Impact Group members are lifesavers!"

Dr. Laura Blessing, Superintendent, Miamisburg City Schools



"The Impact Group has been a trusted communications resource for me for many years. Their expertise regarding school district communications, strategic planning, crisis communication and staff development have helped me, help the districts I have served. I would certainly recommend The Impact Group to any school district."

Rob Gress, Superintendent, Alliance City Schools



"Working with The Impact Group to create our strategic plan was effortless! They took the time to meet with many facets of our school community and stakeholders to develop goals and objectives that will now guide the work we do over the next three years. I highly recommend using their team of educational experts to guide the work you do as the instructional leader of your district. You will be glad you did!"

Mike Cook, Superintendent, Sheffield-Sheffield Lake City Schools



Budget Considerations



Clark-Shawnee Local Schools Strategic Plan

Project Duration: Approximately four to five (4-5) months

Proposed Project Timeline: January - May 2025 with a final plan delivered by June 1, 2025 (depending on the scheduling of focus groups).

Investment

\$29,500

Payment Schedule: \$11,000 upon signing, \$11,000 after month one, and \$7,500 at the completion of the project.

This budget does not include additional hard costs. For example, printing, postage, boosting advertisements on social media, etc. The Impact Group will first seek client approval, then bill at an hourly rate of \$135 per hour if we require additional time beyond this project's scope.

Signature Page



Proposal for: Clark-Shawnee Local Schools Strategic Plan

Clark-Shawnee Local Schools

By: _____

Print Name: _____

Title: _____

Date: _____

The Impact Group Public Relations/Marketing Communications Inc.

By: _____

Print Name: _____

Title: Partner _____

Date: _____

By signing this proposal, you are agreeing to the terms and conditions of this official statement of work. This document coincides with the services agreement. Per the budget considerations page of the proposal, the agreed-upon amount is \$29,500 for services rendered.



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