



2025 VISION

Where excellence lives



Bentonville
Schools

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Letter from the Superintendent

Dr. Debbie Jones

Welcome to Bentonville Schools. Bentonville is a city of opportunity, creativity, traditions and inclusivity. Once known as the global headquarters of Walmart, Inc, it's now recognized as home to Crystal Bridges Museum of American Art, one of the nation's premier art museums as well as world class mountain biking trails set in the rolling hills of the Ozark Mountains. Bentonville truly is the city of opportunity; it's a community leveraging numerous assets to support students to excel in academics, the arts, athletics and innovative professional career studies. These opportunities, when combined with collaboration between the district and the cities of Bentonville, Bella Vista, Centerton and Cave Springs, have fueled the growth of Bentonville Schools.

Bentonville Schools is one of the fastest growing public school districts in Arkansas. This growth consistently brings new opportunities for students and families to interact with people from across the United States and the world. District facilities consist of a pre-Kindergarten school, 13 Kindergarten through 4th grade elementary schools, five 5th and 6th grade middle schools, four 7th and 8th grade junior high schools with the completion of Grimsley Junior High in 2020 and two high schools. While new growth presents challenges, it also brings to our school system international families, global perspectives, and the opportunity to enrich our community by expanding our schools.

Niche.com has named Bentonville Schools the best school district in Arkansas. That outlet ranks school districts according to key performance indicators, including academic rigor, quality of teachers, health and safety, student culture and diversity and parent satisfaction. Bentonville High School was named the best non-charter high school in the state according to U.S. News and World Report. While we appreciate the national accolades, we know the secret to the district's success is found in highly effective teachers and leaders, families that truly care about the success of their child and a community that supports and values its school district

As you prepare to make Bentonville your home, I assure you that no matter where you live in the Bentonville School District, you will find a school that provides excellence with every step and a community eager to warmly welcome your family.

Start by taking the opportunity to visit with your child's school principal and let us know how we can help you make Bentonville Schools a place you call home.

Sincerely,

Debbie Jones

Superintendent, Bentonville Schools





Vision Statement

Bentonville Schools—LEADING learning through innovation, collaboration and dedication.

Mission Statement

Bentonville Schools is committed to excellence in all we do through innovative, inspiring learning experiences.

Core Values

Bentonville Schools emblem is a promise made to our students, families and community. That promise speaks to our core values represented by three pillars. The lower right and foundational pillar represents integrity. Purposely built as the base by which our district operates. Integrity holds true the promise to operate honestly by telling the truth, keeping our promises and being trustworthy. We promise to be fair and do right by others and to be open and transparent. We are courageous and make the tough calls necessary to maintain integrity. The middle pillar, which is open and continues on beyond the other two pillars, symbolizes opportunity which is defined as a good chance for advancement or progress. We believe that each student will be provided the opportunity within Bentonville schools to achieve success beyond high school graduation. Opportunity for students is not only created in the classroom by providing a solid academic understanding, but also through athletics, arts, and club participation where team play is ingrained, confidence is earned, and humanity is developed. The third and highest pillar symbolizes excellence which is the standard by which we measure our success. It is evident in the staff we select, our academic and extracurricular expectations, and our district management.

Our Beliefs/Cornerstones

- Students First
- Relationships
- Collaboration
- Growth Mindset
- Innovative and Effective Learning Environment

Bentonville Schools At A Glance

History

Bentonville Schools began in 1841 as a subscription school. In 1872 the first public school was built. Encompassing 142 square miles of land including most of Bentonville, and portions of Bella Vista, Cave Springs, Centerton, Highfill, Little Flock, and Rogers.



Graduates

- Students Graduated in 2025: 1,344
- Graduation Rate: 95%
- 2024–2025 National Merit Finalists: 20
- AP Course Offerings: 33
- AP Students in 2025: 2,183 (9–12th grade)
- AP Exams Taken: 4,139
- AP Scores of 3 or above: 76%
- ACT: 22.4 average composite (state average 18.6, national average 19.4)
- SAT: 1255 (state average 1196)

Demographics

- African American: 3%
- Asian: 9%
- Caucasian: 67%
- Hawaiian/Pacific Islander: 1%
- Hispanic: 13%
- Native American: 1%
- Two or More Races: 5%
- Countries of Birth: 95
- Native Languages: 71
- Percentage of students eligible for free and reduced-price meals: 26%

Staff

- Certified Teachers: 1,435
- Advanced Degrees: 933
- National Board Certified: 65
- Average Teacher Salary: \$69,276

District Overview

- 2025–2026 Enrollment: 20,305
- Per Pupil Expenditure: \$11,509
- Teacher/Student: 1:15
- Operating Budget 2022–2023: \$254,846,400
- Millage Rate: 48.0
- Number of Schools: 24
- (Thirteen elementary, five middle, four junior highs, and two high schools)

Bentonville School Board Members



Jennifer Faddis, President
Zone 2, 2028



Tatum Aicklen, Vice President
Zone 5, 2026



Becky Guthrie, Secretary
Zone 4, 2026



Willie Cowgur
At-Large, 2026



Bill Akins
At-Large, 2026

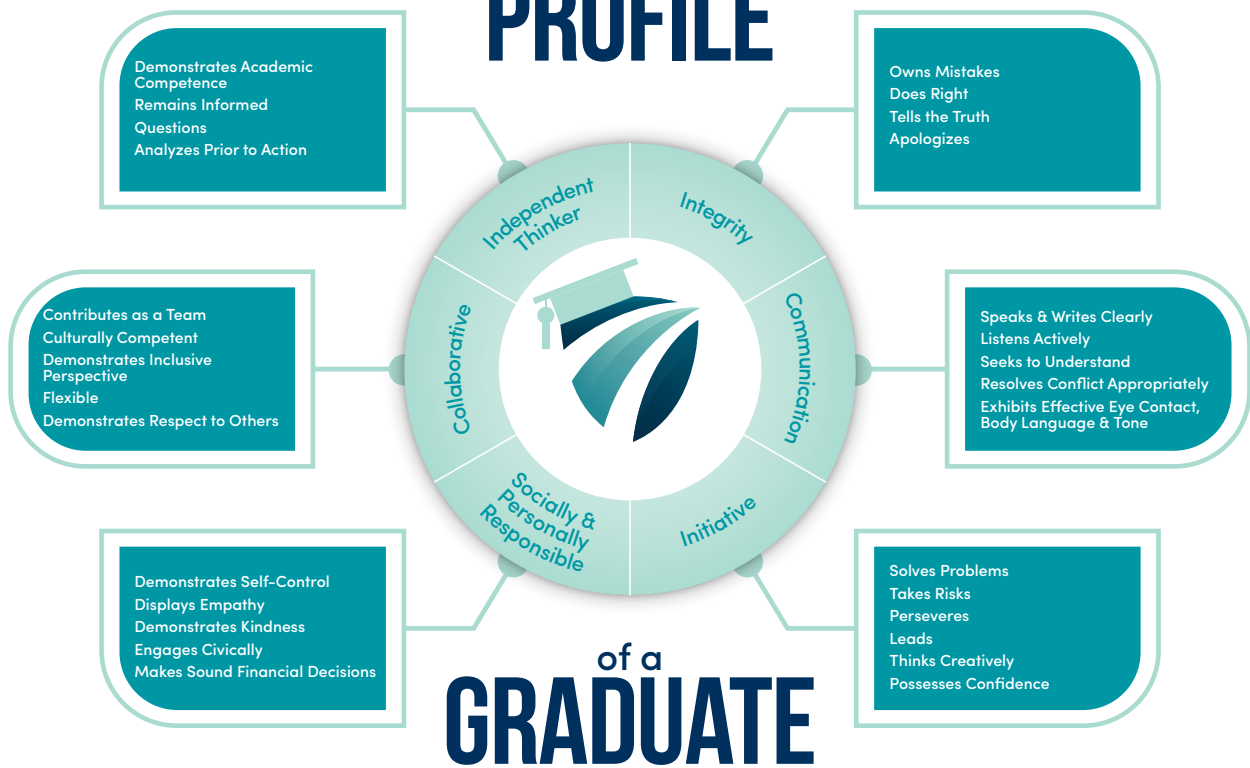


Jeremy Farmer
Zone 3, 2026



Rachel Nutt
Zone 1, 2026

Bentonville Schools PROFILE



of a GRADUATE

GOAL 1

ACADEMIC EXCELLENCE



Bentonville
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GOAL 1: ACADEMIC EXCELLENCE

Goal Statement: Every student will be prepared for academic and career success.

Strategy 1.1: Students will be engaged in personalized learning experiences that are real, relevant, and rigorous.

Indicators: Course Catalog; Student Support Plans; Curriculum Resources; Career Speakers; Career Certificates; Career Internships; Post-Secondary Placements

Desired Outcomes	Actions	2024-25 Status
Each student will participate in a rigorous curriculum utilizing High Quality Instructional Materials.	Throughout the PLC process, Curriculum Specialists, Coaches, Teachers and principals implement High Quality Instructional Materials with integrity that are differentiated, inclusive, and aligned with State and national standards.	Implemented
	Administrators, coaches and specialists will work within PLC teams and departments to observe, support, and ensure curriculum is implemented with integrity.	Implemented
Students and families are educated about coursework and acceleration opportunities	Ensure each student encounters personalized growth opportunities.	In-Progress
Career Readiness Culture K-12	K-4 Awareness 5-6 Exposure 5-8 Exploration 9-10 Preparation 11-12 Access	In-Progress
	Increase implementation of industry guest speakers, career experiences, and industry tours in all curriculum areas.	In-Progress
	Career classes will use hands-on learning for students to gain real skills for real jobs.	
	Increase career certificates, internships, post-secondary placements.	In-Progress
Parent Choice Model Schools will provide specialized learning models for families.	Parent Choice staff will expand knowledge and practice of the adopted school model to provide students unique model experiences.	In-Progress

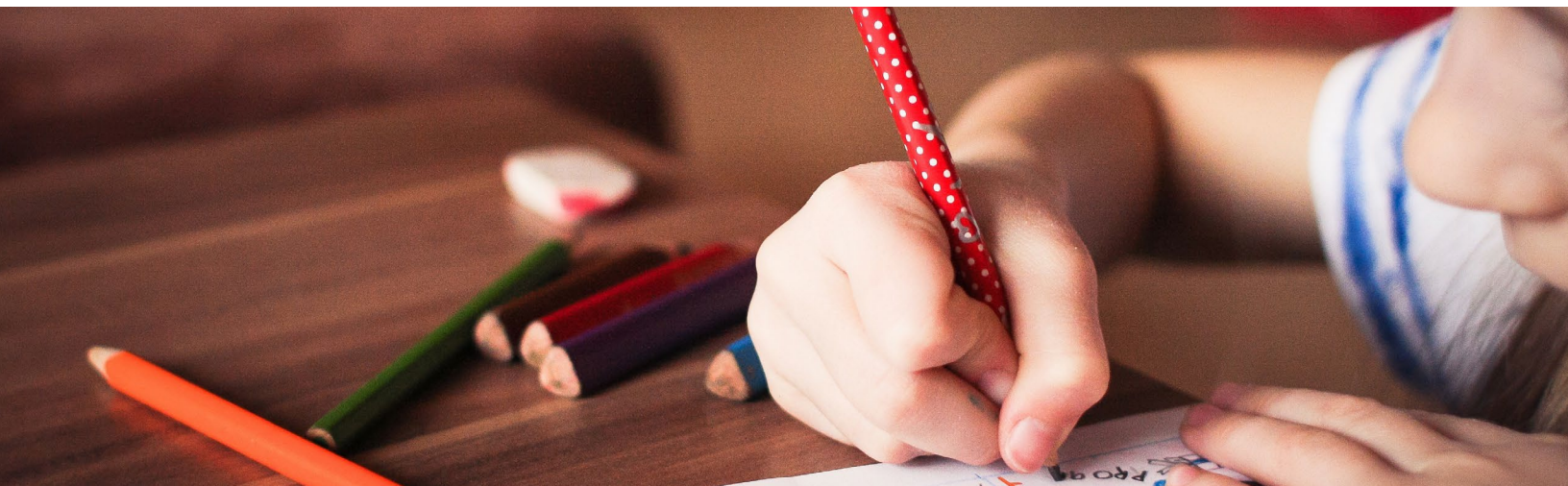
GOAL 1: ACADEMIC EXCELLENCE

Goal Statement: Students will receive support to grow academically.

Strategy 1.2: Students will be supported with a multi-tiered system of support early and often when in need of assistance for grade-level performance.

Indicators: RTI Records; ACT Composite Scores; Advanced Placement 3, 4, 5 score; IB Scores; Diagnostic Assessment Growth Scores

Desired Outcomes	Actions	2024-25 Status
Response to Intervention implemented within every school.	Maintain academic and behavioral systems that identify students not performing at the expected grade level and have supporting interventions in place for these students.	Implemented
	Address enrichment needs of students who are meeting or exceeding grade level expectations.	Implemented
Provide high quality Dyslexia Services	Evaluate effectiveness of Dyslexia Services	Planned
Assessment systems will provide timely results to intervene early and often with students for improved performance.	Utilize ATLAS and other data points to monitor growth for all students. Monitor data to determine students who are performing below grade level, in grades K-4 and implement intervention.	In-progress
All students will be reading on grade level by the end of 3rd grade.	Develop a plan to support students who are below level to bring them to grade level.	Implemented





GOAL 1: ACADEMIC EXCELLENCE

Goal Statement: Students will be provided high-quality instruction by highly effective teachers.

Strategy 1.3: Develop leadership effectiveness for coaching and assessing quality instruction in every classroom.

Indicators: TESS / LEADS performance data; Observational data; Parent feedback - formal (survey) and informal (ex. individual conversations); Academic coaches documentation (ex. students' pre- and post-assessment data); K-4 Coaching Dashboard Data

Desired Outcomes

Coach and evaluate with authenticity for continuous improvement in instruction.

Actions

Examine evaluation data to ensure authenticity, accuracy, and consistency in coaching decisions and teacher evaluations.

Conduct and document classroom walkthroughs, learning walks, and coaching rounds consistently and frequently. Use the feedback and results to improve learning.

Support staff in areas of need.

Execute coaching rounds and critical conversations about instruction and student engagement.

2024-25 Status

Implemented

Implemented

In-Progress

GOAL 1: ACADEMIC EXCELLENCE

Goal Statement: All certified staff will participate in effective PLCs that focus on improving instruction.

Strategy 1.4: Improve PLC processes.

Indicators: Solution Tree PLC Audit; PLC meeting notes reflecting the “look fors”; Tracking of staff completion of a PLC Institute; List of business and community partners

Desired Outcomes	Actions	2024–25 Status
PLCs will analyze measurable data to determine effectiveness and success.	PLC’s will produce products that provide evidence of data analysis and decision making. (SMART goals, data stories, etc.)	In-Progress
All staff trained in the PLC process.	Ensure that all certified staff attend a PLC at Work Institute.	In-Progress
PLCs in all Bentonville Schools will use data to measure effectiveness and ensure consistent, impactful practices.	PLCs will produce evidence of data-driven decisions, while instructional leaders track and review PLC work across their building. (Examples: PLC HUB, SMART goals, data stories, etc.)	In-Progress
The needs of all students are considered relative to the four PLC questions.	Principals engage with teachers in deep conversations, processing the four questions, including: <ol style="list-style-type: none"> 1. Use the 4 PLC questions to guide all team meetings. 2. Review student data regularly, including subgroups. 3. Create and adjust plans for students needing support or extension. Share effective strategies within teams. 4. Monitor progress and update instruction as needed. 	In-Progress



GOAL 2

REFINED COMMUNICATIONS SYSTEM



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GOAL 2: REFINED COMMUNICATIONS SYSTEM

Goal Statement: Bentonville Schools’ parents & community receive comprehensive communications and updates to better understand student performance and district decisions.

Strategy 2.1: Execute a universal plan of school, district and executive communication to address parents, staff and community.

Indicators: Parent Survey; Board/PTO Meeting Presentations; Listen Lounge Schedule; High School Student Advisory

Desired Outcomes	Actions	2024-25 Status
Universal Communications Platform across the District	Create a committee of district personnel and stakeholders to identify one best platform for family communication.	Implemented
	Train all employees to become proficient in SchoolStatus	In-Progress
Aggregated Parent Feedback.	Solicit parent information via an annual parent survey.	Implemented
Enhanced Parent & Staff Engagement	Provide opportunities for the community to interact with board, superintendent and district administrators.	Implemented
Parents receive consistent information on critical educational matters and other timely topics	Host community forums as needed to share information and solicit parent feedback	Implemented

GOAL 2: REFINED COMMUNICATIONS SYSTEM

Goal Statement: Bentonville Schools’ staff will receive regular internal communications created to keep them informed of district operations, and departments will communicate internally for effective operations.

Strategy 2.2: Develop strategic internal communications plan.

Indicators: Staff surveys; Superintendent emails; Staff good news; Board School Visits

Desired Outcomes	Actions	2024-25 Status
Staff informed of School Board actions and relevant District reports.	The Superintendent will send staff email with Board actions and District reports.	Implemented
Staff experience where the internal school community feels informed and valued.	Respond to all District staff members within 24 hours.	Implemented
	Consider the ideas, concerns, opinions of District staff for District improvement.	Implemented
The Director of Communications will share good news from staff and students.	Staff will inform the Communications Director of relevant information.	Implemented
Cement a crisis communications plan and timeline.	Incorporate feedback from city leadership, including city police and fire.	Implemented

GOAL 2: REFINED COMMUNICATIONS SYSTEM

Goal Statement: Bentonville Schools’ staff will receive regular internal communications created to keep them informed of district operations and departments will communicate internally for effective operations.

Strategy 2.3: Develop a strategic internal communications plan.

Indicators: Staff surveys; Exit Interviews; Superintendent emails; Staff good news; Listen Lounge Schedule (Every other year); Board School Visits

Desired Outcomes	Actions	2024-25 Status
Staff informed of School Board actions and relevant District reports.	The Superintendent will send staff email with Board actions and District reports.	Implemented
Staff experience where the internal school community feels informed and valued.	Respond to all District staff members within 24 hours.	Implemented
	Consider the ideas, concerns, and opinions of District staff for District improvement.	Implemented
Director of Communications will share good news of internal staff.	Staff will inform the Communications Director of relevant information.	Implemented

GOAL 2: REFINED COMMUNICATIONS SYSTEM

Goal Statement: Bentonville Schools will maintain effective social media channels at the district and school building levels.

Strategy 2.4: Create a social media best practices and code of conduct.

Indicators: Social media feedback; Social media analytics; Social media trainings

Desired Outcomes	Actions	2024-25 Status
Established pattern of social media expectations at building levels.	Conduct social media 101 and website workshops with building admins.	Implemented
	School social media sites must be updated weekly.	Implemented
Established social media code of conduct for external contributors.	Social Media Guidelines	Implemented
Established code of conduct for employee personal accounts.	Employee Guidelines District Policy	Implemented



GOAL 3

SAFE AND COLLABORATIVE CULTURE



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GOAL 3: SAFE, INCLUSIVE AND SUPPORTIVE CULTURE

Goal Statement: Every student will learn in a safe, and secure environment.

Strategy 3.1: School Campuses and school activity facilities will have safe, inclusive and secure facilities and operations.

Indicators: Lockdown drill schedules; Site visit letter grades; Personnel list of CSSO / SRO; Emergency response plan; Director reports; Personnel reports; Staff development records; Increased Securely app downloads

Desired Outcomes	Actions	2024-25 Status
School leadership teams should consider inclusivity when planning.	Leadership team makeup shall include diverse perspectives, and improvement plans should identify inclusive goals.	In-Progress
Staff and students will practice emergency safety drills and protocols regularly.	Implement safety protocols (fire, tornado, and lockdown drills) in every building in the district.	Implemented
Every school campus will share campus security plans with necessary participants.	Every school campus will have an Emergency Response Information Plan updated annually.	Implemented
Students and staff to communicate concerns or suspicions to trusted adults.	Advertise: See Something, Say Something campaign with confidential hotline that is administered by the Director of Safety and Security.	Implemented
District staff to have Active Shooter Response training.	All district staff receive Civilian Response to Active Shooter.	Implemented
Each School Campus will be trained and create Cardiac Response Teams in accordance with Act 352	Each campus will identify members of the team and receive training.	Planned
Identify and mitigate threats to school security.	Implement a central hub of threat data to identify and assess risks from the student population.	In-Progress
Site visits and security assessments for each building.	Director of Security and Safety will conduct site visits and assessments to each building and send a report to building principal and Superintendent.	Implemented
Each building will need one entry point for visitor/parent access.	All perimeter doors remained locked with access modules for staff to enter. Main entry will have audio/video security entry system (elementary and middle schools only) for visitor entry. Junior High and High Schools have one entry point that leads to office area only.	Implemented

Desired Outcomes**Actions****2024-25 Status**

Only verified persons gain entry to school sites.

It will be mandatory for all staff and students to wear ID badges and they must be visible at all times.

Implemented

All visitors will be required to report directly to the main office and provide a State issued ID for the Raptor Visitor Check In System and obtain a visitor badge.

Implemented

Security personnel in all schools.

Local police agencies will provide at least one police officer known as School Resource Officers (SRO) to all Secondary Schools (Junior and High Schools). High Schools will have additional resources of Commissioned School Security Officers (CSSO) also known as armed security. Additionally, extra security checks will be provided by local Police Departments to all schools.

In-Progress

Life Skills for personal success implementation & support

Life skills for personal success throughout the school and counselor support in every school.

Implemented

Substance Abuse Education

District will utilize a research based course regarding substance abuse for students who have been identified as at risk for this behavior.

Implemented

School Bus Security

All buses will have technology installed providing for real time audio/video, boarding confirmation, and GPS tracking.

Implemented

Mental Health Awareness and Training

All staff will receive training on mental health and risk of suicide annually.

Implemented

Youth Mental Health Training for Counselors will occur in 24-25 and every 4th year after.

Mental Health Awareness month will be recognized at school campuses each May. Counselors will lead this initiative.

Enhanced Online Safety for Students

Parents will be strongly encouraged to download the Securly app to their mobile devices and monitor their child's online activity while using a school login.

Implemented

GOAL 3: SAFE, CARING AND SUPPORTIVE CULTURE

Goal Statement: Every staff member will feel valued.

Strategy 3.2: District will provide needed resources and support for staff.

Indicators: Staff Surveys; The number of staff moving into leadership roles; Parent Surveys; Core Values and Beliefs Established in buildings & District; Benefits Training; Successful Onboarding

Desired Outcomes	Actions	2024-25 Status
Provide Tools & Resources.	Teachers may be provided instructional coaching support and instructional curriculum supports.	In-Progress
	Teachers are provided technological resources for instruction.	Implemented
	Teachers are provided resources and support for their classrooms.	Implemented
Access to benefits to sustain personal health.	Access to mental health resources, health insurance, dental health, insurance and vision insurance.	Implemented
Access to financial advancement & security.	The salary schedule allows for increase in salary through advanced education.	Implemented
	The District contributes to ARTRS.	Implemented
	Sick Day buy back annually/upon retirement.	Implemented
	Access to tax deferred retirement investments beyond ARTRS	Implemented
	Term Life Insurance provided by the District to every employee.	Implemented
Provide teacher advancement & leadership opportunities.	Teachers may advance to administrative positions with advanced degrees.	Implemented
	Certified staff may assume leadership roles as PLC, Grade Representative Department Chair, Program Support, etc.	Implemented
	Teachers may take on mentorship paid stipend roles for internship and residency teacher programs.	Implemented
	The Leaders Network provides leadership training for aspiring leaders.	Implemented

Desired Outcomes	Actions	2024-25 Status
Create employee life enhancements for all employees	Provide Staff Childcare in locations throughout the district.	In-Progress
	Provide staff affordable housing opportunities in partnership with Excellerate Foundation.	In-Progress
	Provide Essential Well-being opportunities for all staff, focusing on physical, financial, career, emotional, social, and community well-being.	Implemented

GOAL 3: SAFE, CARING AND SUPPORTIVE CULTURE

Goal Statement: Every staff member will feel valued.

Strategy 3.3: Utilize staff expertise in setting goals and taking action.

Indicators: Analysis of cultural data; Listen lounge notes

Desired Outcomes	Actions	2024-25 Status
Staff expertise will be recognized and valued when administrators seek open and honest feedback from staff in a safe environment.	Administrators use active listening strategies while communicating with staff.	In-Progress
	Administrators will reflect on feedback, gather more information when needed, and use the feedback to shape future practice as appropriate.	In-Progress
	Administrators will work to empower staff and collaborate about where they have autonomy regularly.	In-Progress
	All staff may take advantage of district wellness opportunities.	In-Progress



GOAL 4

RESPONSIBLE RESOURCE STEWARDSHIP



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GOAL 4: RESPONSIBLE RESOURCE STEWARDSHIP

Goal Statement: Create paperless processes and procedures while improving access to information and data.

Strategy 4.1: Improve efficiency of administrative processes.

Indicators: Annual spend and rebate for ePayables; Savings estimates for newly implemented processes; Total revenue accepted through MyPaymentsPlus; Accurate asset reports; Number of implemented electronic forms vs the number of paper forms



Desired Outcomes	Actions	2024-25 Status
Maintain and report accurate asset information.	Implement inventory software and a system to update data.	Implemented
Eliminate paper from in-District processes.	Develop electronic forms and workflows for all District administrative approvals and notifications.	In-Progress
All district systems will be simplified through automation.	Construct automation jobs to extract data from SIS and validate the data is successfully and accurately uploaded to the various information systems.	In-Progress



GOAL 4: RESPONSIBLE RESOURCE STEWARDSHIP

Goal Statement: Build and operate a healthier, more sustainable school community.

Strategy 4.2: Align planning and practices with current research findings regarding sustainability.

Indicators: Elimination of toxic chemicals used for operations; District-wide communication and implementation of best practices; Evidence of Leadership in Energy and Environmental Design strategies in new construction and capital projects in existing facilities; Bikeways to school from one-mile radius

Desired Outcomes

Explore and implement sustainable practices.

Actions

Work with outsourced partners to develop and implement a plan to use only non-toxic materials for cleaning.

Implement fiscally-responsible design strategies that will positively impact both the environmental and human-centered sustainability of existing and newly-constructed school facilities.

Partner with Cenergistic to implement an energy conservation program to reduce non-strategic spending and promote a safe and healthy learning environment.

Collaborate with municipal leaders to develop non-bus routes to school within a one-mile radius of each campus.

2024-25 Status

Implemented

Implemented

In-Progress

In-Progress

GOAL 4: RESPONSIBLE RESOURCE STEWARDSHIP

Goal Statement: Maximize fiscal responsibility through facilities planning.

Strategy 4.3: Develop a systematic approach to creating and revising a facilities projects plan and budget.

Indicators: Ten-year enrollment projections; Ten-year new facilities construction timeline; Five-year capital projects timeline; Ten-year operations and facilities budget forecast

Desired Outcomes	Actions	2024-25 Status
Create a plan for new construction to accommodate student growth.	Each October, review student growth, census, residential construction, city planning, and economic data to project student populations for the next ten years.	Implemented
	Create a timeline to open a new school when the capacity of the grade span reaches 90%.	Implemented
Create a capital projects plan to maintain current facilities and modify facilities to meet program needs.	Each October, review, revise, and prioritize the master capital projects list. Identify the capital projects to be completed within the next five years.	Implemented
Collaborate with Marble Fairbanks Architects for a downtown school master planning and design study to produce a conceptual design for an Old High Middle School/RE Baker Elementary visionary campus.	Gather input from community, families, students, staff, and Board regarding the essential components of redesign.	In-Progress
	Identify core project team and analyze and hone input data to guide architectural team in conceptual design completion.	In-Progress
Implement parent choice schools to allow families the opportunity to choose the learning environment that best suits their goals and interests and to drive school enrollment in downtown schools.	Partner with Westat to gather and analyze data about school characteristics and activities that the families and community value.	In-Progress
	Study and visit school models aligning with results of family and community study.	In-Progress
	Implement unique school models, beginning with downtown schools.	In-Progress
Develop a budget for the construction and capital projects plan.	Forecast beginning balance, ending balance, revenue, and expenditure for both the operating funds and the building fund for the next ten years. Identify the funding source for each project, and plan any fund transfers, bond issues, or millage requests needed to adequately fund planned projects.	Implemented

GOAL 4: RESPONSIBLE RESOURCE STEWARDSHIP

Goal Statement: Protect district resources from cyber breach.

Strategy 4.4: Implement layers of protection to ensure secure storage, control access and prevent unauthorized processing, transfer, or deletion of data.

Indicators: Annual report, year to year, showing diminishing clicks on malicious emails; Annual report of averted attempts at breach; Public-facing report of approved applications; Report timestamps of successful backups; Disaster recovery plan

Desired Outcomes	Actions	2024-25 Status
Prevent data loss and unauthorized access through email and other web resources	Provide annual security awareness training.	Implemented
Stay at the forefront of secure technology infrastructure.	Deploy a more comprehensive endpoint detection response (EDR) system.	Implemented
Allow all staff to request secure use of applications/websites and increase public transparency as well as legal compliance.	Implement application/website vetting protocols and standards	Implemented
Achieve business continuity.	Provide robust backup systems for continuity and redundancy	Implemented
	Create a more modern disaster recovery plan	In-Progress



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