



2026 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 2026: 1,550
- Graduation Rate: 95%
- 2024-2025 National Merit Finalists: 21
- AP Course Offerings: 32
- AP Students in 2025: 2,313 (9-12th grade)
- AP Exams Taken: 4,516
- AP Scores of 3 or above: 79%
- \$12.9M Total Scholarships

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: 20,357
- Per Pupil Expenditure: \$12,431
- Teacher/Student: 1:14
- Operating Budget 2025-2026: \$255,905,722
- 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



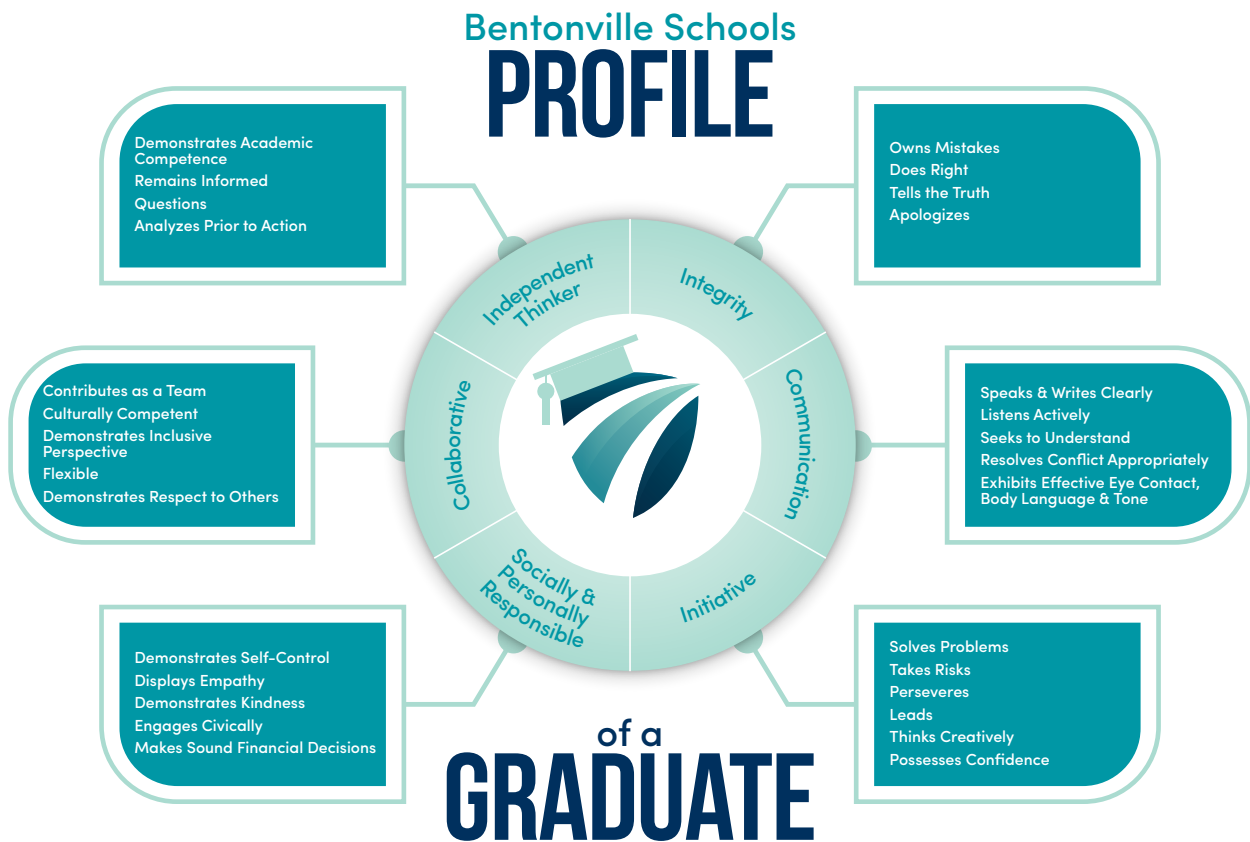
Bill Akins
At-Large, 2026

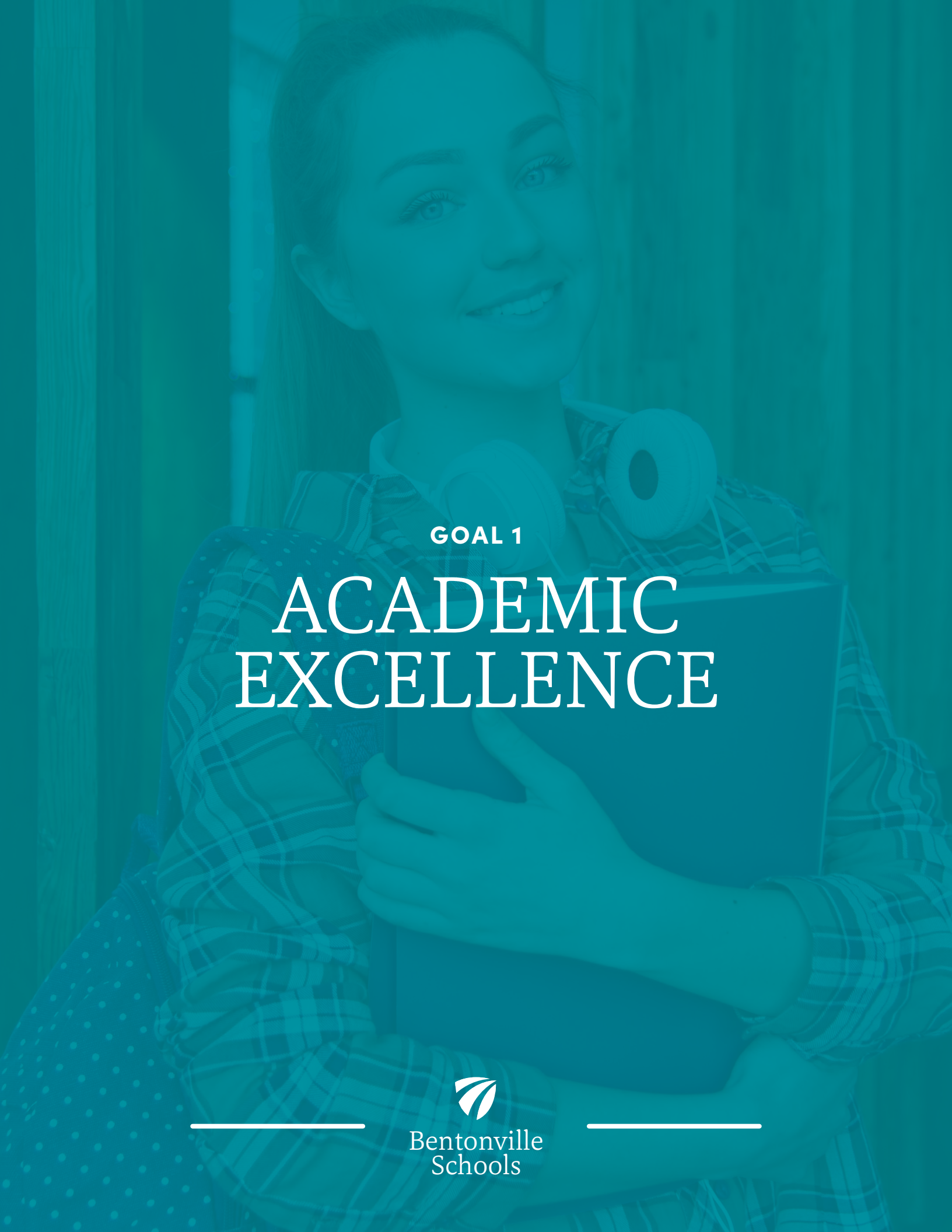


Jeremy Farmer
Zone 3, 2026



Rachel Nutt
Zone 1, 2026





GOAL 1

ACADEMIC EXCELLENCE



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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	2025-26 Status	2026-27
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	Implemented
	Administrators, coaches and specialists will work within PLC teams and departments to observe, support, and ensure curriculum is implemented with integrity.	Implemented	Implemented
Students and families are educated about coursework and acceleration opportunities	Ensure each student encounters personalized growth opportunities.	Implemented	Implemented
Career Readiness Culture K-12	K-4 Awareness	In-Progress	In-Progress
	5-6 Exposure		
	5-8 Exploration		
	9-10 Preparation		
	11-12 Access	In-Progress	In-Progress
	Increase implementation of industry guest speakers, career experiences, and industry tours in all curriculum areas.		
	Career classes will use hands-on learning for students to gain real skills for real jobs.		
	Increase career certificates, internships, post-secondary placements.		
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	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	2025-26 Status	2026-27
Response to Intervention implemented within every school.	Maintain academic and behavioral systems that identify students not performing at the expected grade level. Identify enrichment needs for students exceeding grade level.	Implemented	Implemented
	Monitor academic growth of students participating in accelerated pathways and adjust supports to ensure continued success.		In-Progress
Provide high quality Dyslexia Services.	Evaluate effectiveness of Dyslexia Services	Implemented	Implemented
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.	Implemented	Implemented
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	Implemented





GOAL 1: ACADEMIC EXCELLENCE

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

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	Actions	2025-26 Status	2026-27
Highly effective leaders in every school.	Hire and support highly effective leadership with a focus on a quality pipeline of talent.	In-Progress	In-Progress
Coach and evaluate with authenticity for continuous improvement in instruction.	Examine evaluation data to ensure authenticity, accuracy, and consistency in coaching decisions and teacher evaluations.	Implemented	Implemented
	Conduct and document classroom walkthroughs, learning walks, and coaching rounds consistently and frequently. Use the feedback and results to improve learning.	Implemented	Implemented
	Provide professional learning and calibration opportunities for leaders.		In-Progress
Support staff in areas of need.	Execute coaching rounds and critical conversations about instruction and student engagement.	Implemented	Implemented

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	2025-26 Status	2026-27
Enhanced focus on the PLC process district wide.	Professional learning for school and district leaders.		In-Progress
PLCs will analyze measurable data to determine effectiveness and success.	PLC's will produce evidence of data-driven decisions, while instructional leaders track and review PLC work in the building. (Examples: PLC HUB, SMART goals, data stories, etc.)	Implemented	Implemented
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: Use the 4 PLC questions to guide all team meetings; Review student data regularly; Create/adjust plans for students; Monitor progress.	Implemented	Implemented



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. Strengthen community trust through transparent, timely and engaging communications that highlight district priorities, student success and foster meaningful two way engagement with families, staff and community.

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

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

Desired Outcomes	Actions	2025-26 Status	2026-27
Universal Communications Platform across the District	Launch an updated website with improved communications and ADA compliance	In-Progress	Implemented
	Train all employees to become proficient in SchoolStatus	In-Progress	In-Progress
	Maintain proper tech support to help families and staff use SchoolStatus as their primary vehicle for school communications		
Aggregated Parent Feedback	Solicit parent information via an annual parent survey	Implemented	Implemented
Enhanced Parent & Staff Engagement	Provide opportunities for the community to interact with board, superintendent and district administrators.		Implemented
Parents receive timely and comprehensive information on educational matters and other topics	Share District information through high quality materials, host realtor informational sessions, forums, lunch & learns as necessary.		In-Progress
	Increase parent engagement with district communications through comprehensive and data informed messaging.		
	Address AI use in the classroom as needed.		

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	2025-26 Status	2026-27
Staff informed of School Board actions and relevant District reports	The Superintendent will send staff email with Board actions and District reports.		In-Progress
Staff consistently understand district priorities and initiatives			
Staff experience where the internal school community feels informed and valued.	Respond to all District staff members within 24 hours.	In-Progress	In-Progress
	Consider the ideas, concerns, and opinions of District staff for District improvement.		Implemented
	Encourage two way communication to improve trust and engagement.		
The Director of Communications will share good news from staff and students.	Staff will inform the Communications Director of relevant information.	Implemented	Implemented
Cement a crisis communications plan and timeline.	Incorporate feedback from new city leadership, including city police and fire.		In-Progress

GOAL 2: REFINED COMMUNICATIONS SYSTEM

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

Strategy 2.3: Create social media best practices and code of conduct.

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

Desired Outcomes	Actions	2025-26 Status	2026-27
Established pattern of social media expectations at building levels.	Conduct social media 101 and website workshops with building admins.	Implemented	In-Progress
District social media reflects strategic priorities	Building administrators demonstrate consistent branding.		
	Monthly social media audit of district platforms.		
	Weekly social media posts at the building level.	Implemented	Implemented
Established social media code of conduct for external contributors.	Link to social media guidelines provided to stakeholders.	Implemented	Implemented
Established code of conduct for employee personal accounts.	Employee Guidelines and District Policy finalized.	Implemented	Implemented



GOAL 3

SAFE, CARING AND SUPPORTIVE CULTURE



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GOAL 3: SAFE, CARING 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	2025-26 Status	2026-27
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	In-Progress
Every school campus will have an Emergency Response Information Plan updated annually.	Every school campus will share campus security plans with necessary participants.	Implemented	Implemented
Students and staff to communicate concerns or suspicions to trusted adults.	Advertise See Something, Say Something campaign with confidential hotline administered by Safety Director.	Implemented	Implemented
District staff to have Active Shooter Response training	All district staff receive Civilian Response to Active Shooter training.	Implemented	Implemented
Cardiac Response Teams training in accordance with Act 352	Each campus will identify members of the team and receive training.	Implemented	Implemented
Identify and mitigate threats to school security.	Implement a central hub of threat data to identify and assess risks from the student population.	Implemented	Implemented
Site visits and security assessments for each building.	Director of Safety will conduct site visits and assessments to each building annually.	Implemented	Implemented
Visitor/parent access managed via one entry point per building.	All perimeter doors locked. Main entry will have audio/video security system for visitor entry.	Implemented	Implemented
Only verified persons gain entry to school sites.	Staff and students must wear ID badges visible at all times.	Implemented	Implemented
	All visitors report to office with State ID for Raptor Visitor System.	Implemented	Implemented
Security personnel in all schools.	School Resource Officers or CSSO's (Certified School Resource Officers) will be provided to all schools.	Implemented	Implemented
Life Skills for personal success support	Counselor support and life skills instruction in every school.	Implemented	Implemented
Substance Abuse Education	Research-based course for students identified as at risk.	Implemented	Implemented

Desired Outcomes	Actions	2025-26 Status	2026-27
School Bus Security	Buses will have audio/video, boarding confirmation, and GPS tracking.	Implemented	Implemented
Mental Health Awareness and Training	All staff receive annual training on mental health and risk of suicide.	Implemented	Implemented
Enhanced Online Safety for Students	Parents encouraged to monitor child's online activity with Securly app.	Implemented	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	2025-26 Status	2026-27
Provided Tools & Resources	Teachers provided professional learning, instructional coaching, curriculum supports, and technological resources for instruction.	Implemented	In-Progress
Access to benefits to sustain personal health	Access to mental health resources, health insurance, dental and vision insurance.	Implemented	Implemented
Access to financial advancement & security	Competitive salary schedule, ARTRS contributions, sick day buy back, and life insurance.	Implemented	Implemented
Provide teacher advancement & leadership opportunities	Teachers may advance to administrative positions with advanced degrees. Certified staff may assume leadership roles as PLC, Grade Representative, Department Chair, Program Support, etc. Teachers may take on mentorship opportunities through the Apprenticeship and Aspiring Teacher Permit. Develop the Leaders Network to provide leadership training for aspiring leaders.	Implemented	Implemented
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. Exiting staff will receive an exit interview or survey.	In-Progress	Implemented
Recruitment and retention resources	Staff childcare programs, affordable housing opportunities, essential well-being activities, reduced costs on city activity center fees.	In-Progress	Implemented

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	2025-26 Status	2026-27
Maintain and report accurate asset information.	Implement inventory software and a system to update data.	In-Progress	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	Actions	2025-26 Status	2026-27
Explore and implement sustainable practices.	Work with outsourced partners to develop and implement a plan to use only non-toxic materials for cleaning.	Implemented	Implemented

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	2025-26 Status	2026-27
Create a plan for new construction to accommodate student growth.	Each October, review student growth and economic data to project student populations for the next ten years.	Implemented	Implemented
Seek creative, community collaborative solutions to enrollment expansion.	Collaborate with Whole Health Institute to find solutions to building expansion.		In-Progress

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	2025-26 Status	2026-27
Prevent data loss and unauthorized access through email and other web resources	Provide annual security awareness training.	Implemented	Implemented



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