Opening the Door to the Principalship

Dr. Eric M. Kirkman
Dr. Shanna R. Spickard
Meet the Presenters

Eric Kirkman, Ed.D
Kilby Laboratory School (P-6)
University of North Alabama
ekirkman@una.edu

Shanna Spickard, Ed.D.
Milan Middle School (Milan, MI)
spickards@milanareaschools.org
@sspickard
01. Make the Cut
Do you know how to get noticed?

02. Know Your Why
Are you ready, sure, and know your why?

03. Get Started
Introductions, logistics, outcomes

04. Show Up and Stand Out
How will you demonstrate your fit?
Get Started

Introductions and learning outcomes
Learning Outcomes

- Know Your Why
- Make the Cut
- Show Up and Stand Out
Who’s Online?

Use the chat box to introduce yourself:
Name
Current role/location
Know Your Why

Are you ready, sure, and know your why?
Possible Reasons Why Most Teachers Move to Administration

- Opportunity for better use of talents/leadership abilities
- Looking for more professional challenges
- Looking to achieve ultimate aspirations for district-level positions
- Feel prepared to fill a sudden or critical void in the current administration
- Increase in salary (It certainly may be worth it!)
Reasons Why One Should NOT Seek an Administrative Role

- Prestige or Power
- Avoiding the rigors of classroom instruction (less work)
- Relief from having to deal with irate parents or unruly students in the classroom
- Having aspirations to change everything you don’t like about a school
- Increase in salary (*It may not be worth it!*
Make the Cut

Do you know how to get noticed?
Experience

Build on your teacher leadership and administration experience

- Lead a team: department, grade level
- Lead a school initiative: school improvement, PBIS, etc.
- Lead a student group or coach a sport
- Substitute principals: fill in the office when the principal is away
- Join an aspiring principal association: state, national
- Expand your education: certification and internships
- Lead or create a program: summer camp, tutoring
Application Packet

Use materials to get noticed

- Resume: Most important on front page; 30 second glance
- Complete application: transcripts, letters, certificates
- Personalize cover letter: quality writing, specific to posting, district, and contact
- Electronic supplements: websites, social media
- References: roles and testimony
Personal Touch

Make it personal

- Use network and connections
- Make an appearance *(Secretaries are the REAL bosses!)*
- Send a follow up email
- Chat with stakeholders
- Are you an “expert” in an area beneficial to a school?
Show Up and Stand Out

How will you demonstrate your fit?
Show Up:

Show Up: Make Yourself Seen

- Introduce yourself in person to give a face to the name
- Be active (in a positive way) on social media, build your profiles
- Know the district, building, practices, community: Do your research
- Demonstrate your fit into the community, mission, and vision
Fit the part

• District or building touches: colors, mascots, visions
  ○ Clothes
  ○ Supplemental materials that WOW!
• Don’t leave without demonstrating you are the best candidate
• Research and visit the community
• Be “in the know” if possible (recent sports scores, school accomplishments, etc...)
Good Luck

GREAT LEADERS DON’T SET OUT TO BE A LEADER... THEY SET OUT TO MAKE A DIFFERENCE. ITS NEVER ABOUT THE ROLE- ALWAYS ABOUT THE GOAL.

Dr. Eric M. Kirkman
@dr_kirkman
ekirkman@una.edu

Dr. Shanna R. Spickard
@sspickard
spickards@milanareaschools.org