

Education

SCHOOL TALK

By Dr. Marshall C. Darnell

CLARK COUNTY SCHOOL DISTRICT BEGINS STRATEGIC PLANNING ACTIVITY

No organization can hope to progress effectively without having a planning model in place which is attentively managed. What has been established as the primary focus of the operation, what has been determined to be the goals and objectives to be addressed by the agency, what are the expected outcomes, all are the essential elements of a good planning model.

The Clark County School District has just entered into a five-year planning cycle that will propel the district into the 21st century. Most

of the residents of this county have a home, change careers, complete an additional phase of their formal education, or plan for retirement. Regardless of the age of the individual, there is a need to plan effectively and to be prepared to modify these plans as circumstances change.

So too, is there a compelling need for an agency, charged to provide education for more than 100,000 students to plan for the future. There is an old axiom that if plans are not prepared and used as guides, we are at the

mercy of circumstance. The district has selected not to be the victim of circumstance, particularly when such events could have a negative impact upon our youth, and the leaders of this community in a few years hence.

What then is Strategic Planning? For a number of years organizations have been confronted with an array of planning models, some highly complex and difficult to manage, other models designed to provide direction for only a segment of the organization's role and function. Strategic Planning is a planning process that involves a cross-section of community members and proports to clearly and realistically speak to each of the significant elements of the educational and administrative process.

First, a committee of thirty members of our educational and lay communities has been requested to meet and establish a series of "belief statements for the district." This sounds simplistic in nature; however, it may be the single-most important component of the process. These belief statements transcribe the held truisms into a written concept of doctrinal positions.

Following this step there was the construction of "a mission statement." Have you ever tried to write your personal and long-established perceived ideology in written form; The committee was requested to complete such a task, and through a diligent effort consensus was obtained on such a statement.

Based upon the mission statement and the beliefs arrived at, once again through group consensus, the committee then directed its attention to organizing a listing of priorities that must be considered as this district moves ahead to the next decade. Action groups will be provided one of these priority statements and a plan will be constructed to meet the emerging issues which will be encountered by district personnel who will be called upon to meet these challenges.

When all action plans have been constructed and plans

CHAPARRAL HOSTS MOCK TRIAL

Chaparral High School has been selected to host the first major student / community Mock Trial in Clark County during this year of the Constitutional Bicentennial. The Mock Trial will take place on Tuesday, September 29, 8 a.m., at Chaparral High School Room 116.

Robert Locatelli, Chaparral High School Social Studies Chairman, will coordinate the event with the cooperation of the Nevada State Bar Association. The Honorable Judge Howard D. McKibben will preside over the trial. Lawyers participating will include Mark Brandenburg, Carmine Colucci, Robert P. Dickerson, and Eva Garcia.

High schools participating in this educational event will include Chaparral, Valley, Eldorado, and Southern Nevada Vocational Technical Center.

Locatelli recently returned from a seminar in Washington, D.C. with the National Institute for Law Related Education. The primary objective of the Mock Trial is to give students an opportunity to examine and participate in the operation of our judicial system.

developed there will be a second meeting of the committee to review the plans and accept or reject the work of each action group.

The work of the many members of our community involved in this process is deliberate and marked by a unity of purpose. The Clark County School District has entered a planning phase to meet the educational needs of our youth, not just for today, but for the year 2000. We either plan now or become slaves to the circumstances of the future. We have selected to direct our own agenda. In future columns there will be a detailed outline of the mission statement, the beliefs and the objectives to be addressed. A speakers bureau has been established to respond to questions from our public and additional communications will be offered through the next few weeks on the status of the work being performed. If you have any questions on the topic contact Carolyne Edwards at 799-5316 for specific details.

WEST COAST BLACK PUBLISHERS SEEKING SCHOLARSHIP APPLICANTS

LOS ANGELES, CA—"The West Coast Black Publishers Association is encouraging minority students, majoring in journalism, to apply to our organization for a 1987/88 scholarship," stated Hillard Hamm, president, West Coast Black Publishers Association. The winning recipients will be announced at the upcoming 4th Annual West Coast Black Publishers' Convention to be held October 21-25 at the St. Francis Hotel in San Francisco.

The West Coast Black Publishers Association was established in 1971 and its membership hails from the six western states of California, Arizona, Nevada, Oregon, Washington and Colorado. The member newspapers represent a total weekly publication of 850,000 newspapers. The goals of the WCBPA is to adequately report on issues and news events of particular importance to the Black community. to help provide access to Black people who wish to enter the newspaper industry; and, to work with other Black institutions and individuals

to promote social justice and equal opportunities. Hamm stated, "The Black press is the liaison between the community and the powers that be. We must effectively voice the concerns of our people. We do this through continuous growth, through technological advances, and through good investigative research. Most importantly we maintain viability by attracting energetic, talented and dedicated young journalists into our ranks. We hope our scholarship program is able to reach out and touch some of these special students."

Students interested in applying for a WCBPA scholarship may send: a cover letter expressing reasons for interest in a journalistic career and need for scholarship; a copy of transcript; and, a sample of writing. These materials should be sent to West Coast Black Publishers Association, c/o Alescia Buford and Associates, 15412 Valley Vista Blvd., Sherman Oaks, California 91403. For more information, applicants may call (818) 995-6545.

DACUM MEETING HELD AT VO-TECH

A DACUM planning conference was held recently at Southern Nevada Vocational-Technical Center. The conference, which was national in scope, brought together educators and business experts to collaborate on curriculum development for various occupational courses.

The term DACUM is an acronym for "Developing a Curriculum," and is defined as "an analysis of an occupation performed by expert workers in the occupation."

A DACUM evaluation team from Ohio State University facilitated the session in conjunction with occupational educators from Clark County Community College and the Clark County School District. Foreign educators from Singapore, Honduras and Jamaica were on hand as observers along with U.S. educators from as far-flung as Seattle and Florida.

Several local businesses volunteered staff members to work on the DACUM proj-

ect. The teams met daily at Vo-Tech for 1 week. Their input was utilized to determine course content, objectives and what skills should be taught.

Participating business included DACUM / Auto Committee — Big A Brake and Wheel Alignment Center, Big "O" Tires, Cashman Cadillac, Inc., Fairway Chevrolet, Fletcher-Jones Chevrolet, Hanna-Epprecht Nissan, Ted Wiens Firestone and the Stop Shop; DACUM Commercial Art/Computer Graphics/Commercial Art Committee—Collins Design, Dave Melton Design, Nellis Air Force Base, Five Star Group, Dreamtime Images; Photography Committee, L.V. Magazine, Clark County School District, Clark County Community College, Bernhard-Williams Photography, Altenberg Studio, Las Vegas Review-Journal Newspaper, Las Vegas News Bureau; Offset Printing Committee—A/M
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