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# Press Release

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FOR IMMEDIATE RELEASE

## **CELT LAUNCHES ENTERPRISE ACCOUNTABILITY SYSTEM FOR EDUCATION; *PROCESS AND TOOLS THAT ENABLE IMPLEMENTATION OF STRATEGIC EDUCATIONAL INITIATIVES TO IMPROVE STUDENT ACHIEVEMENT AND ENHANCE STAFF PRODUCTIVITY***

**Marlborough, MA April 15, 2009:** The Center for Educational Leadership and Technology (CELT) is extremely pleased to introduce the Enterprise Accountability System for Education (EASE), a program designed to augment traditional strategic planning and program objectives by incorporating the Balanced Scorecard. The tools within the EASE suite will result in enhanced and increasingly efficient key internal operating processes.

When properly implemented, the EASE model and the Balanced Scorecard work to help translate and convert goals into actionable activities. Direction is also communicated more effectively throughout the organization. The Balanced Scorecard can also be linked to organizational, group, and individual performance, creating a "personal" scorecard that will support the overall strategy and related projects for both districts. The overarching goal is to increase student achievement, enhance staff productivity, and improve operational efficiency. EASE has been developed for districts and educational organizations that have already developed a strategic plan and need guidance in the implementation, according to Mr. Rick Rozzelle, President of CELT.

"Many educational organizations have separate procedures and staff responsible for strategic planning, fiscal management, performance assessment, and data governance," he said. "The discipline necessary to create an accountability system forces the 'enterprise' to integrate and balance these functions. After agreeing upon a defined set of projects and the performance measures, it becomes much easier for educational

leaders to identify the 'drivers' of the desired outcomes along with milestones/benchmarks for monitoring progress."

Monitoring by a Project Management Oversight Committee provides a mechanism for feedback and review. This reflective process helps an organization develop a learning/knowledge environment based on a myriad of well-defined "cause and affect" relationships. The EASE program was developed from the Balanced Scorecard, a management process introduced in a 1992 *Harvard Business Review*. Authors Robert S. Kaplan and David Norton contend that organizations in the information age require more than fiscal measures to appropriately measure and management performance. Successfully implemented, these processes and tools balance various measures of success with the "bottom line" of K-12 education - student achievement. The combination of the online Balanced Scorecard and a Project Management Oversight Process, included in PLE training programs, has been proven to drive cultural change and organizational performance in private and public organizations.

Recently, the Broward County School District in Florida, the sixth largest school district in the country, has selected CELT to implement EASE. The Stockton Unified School District of California has also initiated the implementation, which will begin later this year. Both districts made the selection based on a need for improved accountability and better productivity.

"The focus of our EASE implementation is to create a mechanism for continuous improvement, build a replicable framework for fidelity of implementation as well as provide a solid foundation for better accountability," said James Notter, Superintendent of Schools for Broward County. "Our top priority is the success of our students and by providing our leadership with a constant set of our processes and tools they need to perform their jobs we are creating a more efficient and cost-effective learning environment. We're looking forward to the improved business processes in our school district and the positive impact it will have on performance management."

#### **About the Center for Educational Leadership and Technology (CELT)**

For nearly two decades CELT has helped align leadership, learning, and technology in support of improved student achievement, by working collaboratively with educational organizations to support and transform teaching, learning, and administrative processes. CELT is one of the largest and most comprehensive providers of research, planning, and implementation services for public/private schools, education service agencies, and departments of education. CELT's mission is to help learning organizations attain their vision, mission, and goals by integrating high-quality, programs, services, and technology with the organization's people and processes in a timely, efficient, and cost-effective way.

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