

CASE STUDY



The Education Company
SCHOOL DISCIPLINE SOLUTIONS

*Solving school discipline problems
one intervention at a time*

East Central Now Gives Students the Scholastic and Life Opportunities Every Young Person Deserves



East Central High School, Tulsa, Oklahoma

12150 E 11th Street, Tulsa OK
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Principal: Mike Crase

Grades: 9 - 12

of Teachers: 65

of Students: 1131

Student Teacher Ratio: 17 to 1

RESULTS/METRICS

Students: 1079

Suspensions: 604 (2014); 84 (2017)

Tardies: 300 (2014); 20 (2017)

Graduation: 52% (2014); 77% (2017)

Free and Reduced Lunch: 87.29%

Pep rallies, prom, talent shows, choir and band concerts...

"Mr. Crase, as our new principal, you have to understand... these events are not possible at East Central. Too many fights and too much chaos," said administrators in 2012.

Meanwhile, at East Central's sparsely attended, annual senior awards ceremony, scholarship students, a small percentage of the graduating class, typically arrived without their parents and in cut-off jeans and shorts.

"What do you expect?! No one cares. Half of our seniors don't even graduate let alone win scholarships and go on to college," said administrators. In 2018, more than 80% of students graduated and 62 proudly marched into the annual senior awards ceremony in skirts and dresses, suits and ties. Those scholarship winners filled the front rows and students and their delighted parents stuck around to celebrate with cake and punch post-ceremony. What's more, that massive, 1,000-seat auditorium is jam-packed for every pep rally, show and concert because at long last, East Central's students are part of a community that works.

"We transformed East Central in just 2.5 years rather than the standard five years thanks to the Education Company's behavioral management and discipline system which revolutionized how our administrators, teachers and students communicate and interact," says Mr. Crase, who had been invited to tackle the flailing East Central after turning around the failing

CHALLENGES:

- 1 - East Central seen as toxic and a failure by education system, staff, students, families, communities.
- 2 - East Central ranked #5 of 6 schools in the district.
- 3 - Chronically low graduation rates, consistently high dropout and suspension rates
- 4 - Below-average academic, behavioral and social performance.
- 5 - Inability to attract and retain fulltime and substitute teachers
- 6 - Up to 10% of students in common areas during class
- 7 - Severe, ongoing disciplinary issues (fights, cursing teachers, talk-back).
- 8 - Chronically poor attendance, tardiness, disruptions

Solution:

Programs & Tools Implemented:
Thomas usually completes this

Benefits/Results:

- 1 - East Central is a role model, a leader and an inspiration.
- 2 - East Central is #2 of the 6 schools in district.
- 3 - Year-to-year graduation rates increase, dropout and suspension rates decrease.
- 4 - Above average academic, behavioral and social performance.
- 5 - Attracts and retains dedicated, quality fulltime and substitute teachers.
- 6 - 2% of students in common areas.
- 7 - Few disciplinary issues.
- 8 - Elimination of severe disciplinary issues.

Webster High. "Mutual respect, collaboration and self-confidence create a supportive and results-oriented learning environment when Education Company systems are implemented consistently and correctly to address, resolve and finally minimize or eliminate academic, behavioral and social issues."

Positive Learning Environment and Community Vibe

Today, no one at East Central takes that positive learning environment and community vibe for granted. East Central's principal, administrators and teachers remember the not-so-distant past when too many students sported police-mandated ankle bracelets, the garbage and debris that littered the hallways, the constant fights and skirmishes, and the frequency with which teachers heard "F... you!"

At East Central, which has one of the city's most ethnically diverse student populations with a high percentage of new immigrants and low-income families, teachers spent most of their time and energy managing classroom chaos. As a result of the myriad disruptions and distractions, students weren't inclined to listen or learn.

"The Education Company's behavior management system trains principals, administrators and teachers how to get students to come to class, arrive on time and pay attention to the lessons without disruptions and distractions," says Mr. Crase. "Teachers know their math and geography but they can't teach if their classrooms are constantly plagued by disruptions and distractions."

Before Mr. Crase, the high school's principals were typically fired after just two years on the job. Stressed, beleaguered teachers dreaded coming to work, frequently called in sick, and bemoaned East Central's non-existent behavioral and attendance policies. Despite East Central's constant need for substitute teachers, the school's reputation kept them away.

"I told East Central staff that the strategies I planned to implement at East Central had been effective at Webster, but in view of East Central's terrible climate and culture, no one believed me," says Mr. Crase. "Within a year, 16 of our 65 teachers had quit East Central because they could see the Education Company system and I were here to stay."



Incredibly Simple, Structured, Consistent System is Effective

Incredibly simple, highly structured and overtly systematic, the Education Company's Comprehensive Behavior Management System and Proactive Assertion Element teaches classroom management and communication strategies. Potential users need to know the system is inherently practical and based on a deep understanding of human and teenage psychology and behavior patterns.

Managing student behavior is rooted in how teachers communicate with students. Body language, tone of voice, facial expressions and the words the teachers use when talking to students have an extraordinary impact on teacher/student interaction and behavior. Students mirror the behavior they see in class and at home. If the teachers and parents are out of control, stepping into students' personal space and getting in their faces with raised voices, students are sure to do the same and the situation rapidly escalates.

"Thanks to the Education Company's system, our teachers and students have learned that there is a different, better way to interact," says Mr. Crase. "Initially, it's a surprise, but everyone involved soon sees that it makes everything better for all of us."

The Education Company presents a simple set of basic rules and clear expectations as well as the consequences students will consistently experience when they break the rules. Students who have never had to take responsibility and accept the consequences of their poor decision-making suddenly know exactly

what will happen every single time they break a rule. Ignore or defy the teacher a third time and they're kept after class, assertively and professionally dealt with in seconds. At East Central, Mr. Crase also asks them to relinquish their beloved smart phones. This information is presented to every student daily for the first two weeks of school and the entire process is revisited when students return after all vacation breaks throughout the school year.

Deliver the Consequences Every Single Time

"Set expectations, hold them to the rules and deliver the consequences every time," says Mr. Crase. Principal Crase never raises his voice. He also carefully maintains a neutral but open facial expression and quiet hands (e.g. no pointing, gesticulating). Any other approach can be seen as aggressive or confrontational.

East Central's long-time security guard, who also works a variety of public events, uses the Education Company approach outside the school because it's effective in a variety of situations and with all kinds of people.

"It's a learned behavior and one that doesn't come naturally – we all tend to dial it up in uncomfortable and stressful situations – myself included," says Crase.

Doing the unexpected can also work wonders. A student that is side talking or late can be approached one-on-one after class, when instead of receiving the anticipated reprimand, the teacher says:

"Jesse, you are probably the most important student in this class. That's why I really need you to help the other students learn by setting a great example and keeping the focus on learning. Can you do that for me?"

Unexpected Techniques Require Training and Practice

As you can imagine, these techniques are so outside the norm for most teachers and administrators, they need training. Mr. Crase always invites the Education Company trainers onsite where they spend at least one full day teaching their systems. As importantly, they dedicate time to role playing so that teachers and administrators can see exactly what the technique looks like when done well. In addition, Education Company staff are in classrooms to assist teachers and offer feedback. Several times a year, Education Company staff return to the school and classrooms to follow-up.

"They know exactly what to look for so they only need five minutes in each class," says Mr. Crase. "We see them as coaching sessions that help keep us on track and improving."

Like the Education Company founders, Bert and Betty-Jo Simmons, Mr. Crase is a practical man who fully expects students to see the logic in his requests. Show up at school daily, arrive on time and abide by the dress code. Pay attention in class and be respectful of everyone from teachers to classmates. Work hard and you will be recognized and rewarded.

"Teens are aware of the real world... they recognize the workplace demands on their parents and students with part-time jobs know that if they cuss out their supervisors or miss a shift, they'll be fired," says Mr. Crase. "As a teen, school is your fulltime job and their grades are payment for the commitment and performance. Our students now know that school is the means to a better income and opportunities."

As a result of East Central's transformation, Mr. Crase has been invited to speak to numerous principals about how they could turn their own schools around. Most recently, in 2017, he was asked to address other district schools and, in fact, many teachers and administrators have visited East Central to discover the county's worst school truly has become the best. While accolades and recognition are very much appreciated, Mr. Crase knows what matters most.

"East Central now gives its students the scholastic and life opportunities that every young person deserves as well as the positive high school experiences and memories that so many teens take for granted," says East Central's proud principal Mike Crase.



"The results I've personally experienced with the Education Company prove it works if you use it correctly and consistently."

Educators learn how to create a safe, positive learning environment where students behave responsibly and take accountability for their conduct. They explore strategies to organize and manage the classroom with increased confidence and a calm sense of control. Through professional development, educators discover how to create a learning environment in which their students can excel, and in which they can go home feeling a sense of accomplishment.

This professional development is designed for K-12 teachers, special-subject teachers, administrators, counselors, resource teachers, and substitutes. Contact the Education Company for a Free Discipline Discussion.

Call us today at 800-294-9009.