



5 Minute Activity

Ride for the Brand - Culture and Traditions

Our newest educational center is named for Dr. Terry Bradley who served as the Superintendent from 2002-2009. Read the following excerpt from *Leadership Philosophies of the Clovis Unified School District* (p. 40) and then discuss one of the prompts below.

“As long as the leaders of Clovis Unified continue to remember that the organization is more important than any one individual, and that the culture, traditions and core values of CUSD are stronger than that of any one leader, Clovis Unified will continue to be a destination district for ALL students.” (Terry Bradley, Ed.D.)

Discussion Prompts:

Emerging Leaders (101): Dr. Bradley describes Clovis Unified as a “destination district for ALL students.” Make a list of the attributes you believe makes CUSD a destination district. In a small group discuss each attribute and explain why it is important.

Established Leaders (201): Dr. Bradley states that the organization, Clovis Unified, is more important than any one individual. Discuss what this means to you and explain your responsibility in ensuring it plays out on a daily basis.

Tenured Leaders (301): Make a list that describes the culture of CUSD, another list describing its traditions, and a final list of core values. Examine all three lists to identify commonalities. At times culture, traditions, and values may be perceived as negative. Thinking about the list you created, are there any elements that can be perceived in a negative light? Choose one or two negative perceptions and discuss why this might be the perception. Explain the actions you and your team can take to change those negative perceptions.

Or

Tenured Leaders (301): Reflect on what you have heard or read about the culture, traditions, and values of CUSD. We hear and read about our district daily, and it isn’t always positive. Make a list of what you have heard or read including both positive and negative comments. Choose one or two positive comments and explain the actions your team should take to maintain these positive perceptions. Now choose one or two negative perceptions and explain the actions your team should take to change the negative perceptions.