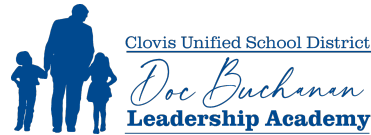




## Ride for the Brand

“Building Leaders, the Clovis Unified Way” is a curriculum designed to be used with new, emerging, and experienced leaders in Clovis Unified. It is one component of the Doc Buchanan Leadership Academy which was created to ensure our administrators and school leaders who they support continue to make decisions in a framework that models the leadership philosophies and core values Clovis Unified. The curriculum is divided into 13 modules representing the philosophies and principles upon which CUSD is built. Below is the Curriculum Map for *the ride for the brand* philosophy.

Curriculum Map	Foundational Belief System	Link to Resources
Philosophy	Ride for the Brand	Doc’s CHARGE <i>Building Leaders, the Clovis Unified Way</i> Description of Leadership Academy
Doc’s Foundational Value	“We all win together, or we lose together.”	
Values	CUSD leaders view themselves as part of a larger team. Leaders are willing and eager to fulfill the leadership needs of the district. There is value in serving through the established leadership pathways of the District.	
Resources	Use	
District Video	Video of District leaders past and present. Leaders discuss the “why” behind the “what” of the philosophy: the intended purpose, implementation examples, and accountability component. Each district leader approaches their discussion to the time they were employed. This allows participants to “see” and “hear” the evolution of leadership in CUSD.	Riding for the Brand Video Note Taking Guide Dr. Kaiser Video Note Taking Guide



<p>District PowerPoint</p>	<p>PowerPoints are designed to be used for instruction. Each presentation is designed to allow flexibility in delivery. Philosophies are divided into tiers which can be used to differentiate instruction based on time available and experience of participants.</p>	<p>PowerPoint Presentation</p>
<p><i>Historical Overview of Clovis Unified School District</i> Floyd B. Buchanan, Ed.D.</p>	<p>The <i>Historical Overview of Clovis Unified School District</i> was written in the late 1980's to memorialize the history of Clovis Unified. It is a valuable resource for telling our history.</p>	<p>Educational Roles Pages 16-18</p>
<p><u><i>5 Levels of Leadership</i></u> John Maxwell,</p>	<p>Whether you are a member of coach, classroom teacher, volunteer, parent, or a member of Superintendent's staff. Whether you're one of these things or <i>all</i> these things:</p> <p><i>You are a leader.</i></p> <p>But where are you on your leadership journey, and where do you go from here? That question exists at the heart of so many leaders. Everyone wants to know where they stand and how to get to the next level. Maxwell's book provides one way to view the role of a leader.</p>	<p>Summary</p>
<p>Articles <i>What happened to "Riding for the Brand?"</i> Jeremy "Monte" Montgomery October 30, 2020</p> <p><i>What it Means to Ride for the Brand</i> Chip Schweiger, The Cowboy Accountant</p>	<p>In the old west cowboys lived by a code, the code of the west. This code was informal, unwritten, but well-understood by everyone who agreed to live the cowboy life on the open range. One of those unwritten rules, passed by mouth to ear from old cowboys to new ranch hands, was that the cowboy should always "ride for the brand." Both articles provide an opportunity to understand what it meant to ride for the brand in the old west. And an opportunity to reflect on our philosophy and what it means today.</p>	<p><i>What happened to "Riding for the Brand?"</i> <i>What it Means to Ride for the Brand</i></p>