

Running head: SEVEN DOMAINS SELF-ASSESSMENT

Seven Domains Self-Assessment

John R. Dennie

Seven Domains Self-Assessment

Domain I: Learner-Centered Values and Ethics of Leadership

A principal is an educational leader who promotes the success of all students by acting with integrity and fairness, and in an ethical manner

While at RadioShack, I often found myself at odds with superiors who seemed proud of their ability to promote half-truths. In one such case, I remember reporting to a new superior who was then the chief marketing officer of the company. He informed me that my previous supervisor had just left his office believing something that was untrue. Worse the chief marketing officer suggested that I go along with the lie in order that achieve his goals. I informed him I couldn't. This sort of thing happened again on more than one occasion during the next year. I repeatedly refused to lie and soon found myself out of a job. I believe I have a well developed sense of ethical principles and integrity. (Domain I/Competency 1)

During my tenure at RadioShack I consistently sought opportunities for my employees to attend training seminars and classes. They included everything from technical classes and ethnic sensitivity training to Dale Carnegie courses. (Domain I/ Competency 3)

I have always made sure that my staff has been as diverse as possible. At any given period you could find ethnic and disability diverse employees. One of my finest employees was a vision challenged art director. In an industry that centers around the visual I took a great leap hiring this young man.

Domain II: Learner-Centered Leadership and Campus Culture

A principal is an educational leader who promotes the success of all students and shape campus culture by facilitating the development, articulation, implementation, and stewardship of a vision of learning that is shared and supported by the school community.

When I was at RadioShack, the company was experiencing monthly double-digit growth and was widely recognized as a profitable company. Unfortunately, it was also recognized as a company with a corporate culture that is the antithesis of a learning organization. Steps were taken nationally to position RadioShack as the best company in the world to work for as recognized by *Fortune Magazine* and it was agreed that deep change would be necessary at all levels of the organization. As that vision was communicated to some 7,000 stores and other divisions, it was my responsibility to make sure it carried through to stakeholders working at RadioShack.com. I did so by decentralizing decision making and by offering choices for employee personal development that hadn't been seen at RadioShack before. I held regularly scheduled meetings and retreats that celebrated success and encouraged shared decisions and learning. Innovations and risk-taking became the norm within the division that I managed. Success did not come at a 100 percent rate, but they provided us with a means for greater learning and in turn greater efficacy as individuals.

Domain III: Learner-Centered Human Resources Leadership and Management

A principal is an educational leader who promotes the success of all students by implementing a staff evaluation and development system to improve the performance of all staff members, selects and implements appropriate models for supervision and staff development, and applies the legal requirements for personnel management.

As a first-year teacher this is a domain that is more education-centric than my experience addresses. In order to grow in the competencies found in this domain, I will continue my studies toward educational administration at Tarleton. I will also seek out as many opportunities for added responsibility at my Azle High School that will provide me with a closer look at the underpinnings of human resource skills that are related to public education.

Domain IV: Learner-Centered Communications and Community Relations

A principal is an educational leader who promotes the success of all students by collaborating with families and community members, responding to diverse community interests and needs, and mobilizing community resources.

I have made a career out of broadcast and print communications. I have garnered more than thirty awards for public service announcements and advertisements in print, television and radio.

One of the many responsibilities I have had throughout my career in communications is that of overseeing internal and external relations. The heart of those programs has been communications. I have provided detailed plans for such programs on varying levels.

In 1995 I represented D.A.R.E. America as lead representative for their agency of record. I developed a comprehensive public service campaign aimed at garnering community and parental support. The campaign won three Addy Awards for television public service advertising.

Domain V: Learn-Centered Organizational Leadership and Management

A principal is an educational leader who promotes the success of all students through leadership and management of the organization, operations, and resources for a safe, efficient, and effective learning environment.

During my years in corporate America I have been responsible for managing annual budgets that exceed \$20 million. I have defined roles for entire departments, delegated authority often and set accountability programs in motion for Fortune 500 companies.

Change has become something of a specialty of mine. I have often been called upon to implement turn-around programs within creative departments. I have been a student of change and how it affects organizations and think of myself as a change agent when necessary.

My business has always been technology centered. In fact, I was one of the founding member of the limited liability company RadioShack.com. As one would imagine, launching an e-commerce enabled web-site for a \$5 billion company required comfort in the most cutting edge of technology worlds. Often, my employees and I were deploying Beta-ware technology as a proving ground for companies such as Microsoft.

Domain VI: Learner-Centered Curriculum Planning and Development

A principal is an educational leader who promotes the success of all students by facilitating the design and implementation of curricula and strategic plans that enhance teaching and learning: alignment of curriculum, curriculum resources, and assessment; and the use of various forms of assessment to measure student performance.

As one would expect a first-year is woefully lacking in curriculum development experience. Again, as continue the pursuit of my teaching certification and a terminal degree in education, I will have many opportunities to grow through classroom instruction and research.

Domain VII: Learner-Centered Instructional Leadership and Management

A principal is an educational leader who promotes the success of all students by advocating, nurturing, and sustaining a campus culture and instructional program conducive to student learning and staff professional growth.

I don't believe I have ever been more excited about a new direction in my life than I am about being an educator. I will actively seek out other veteran mentor principals and teachers for guidance as well as research the answers toward any questions I may have. More importantly, I will invite observation and constructive criticism from my colleagues and administration.