



INSIDE

**Shaping Our Vision:
School District of
New Berlin Graduates**

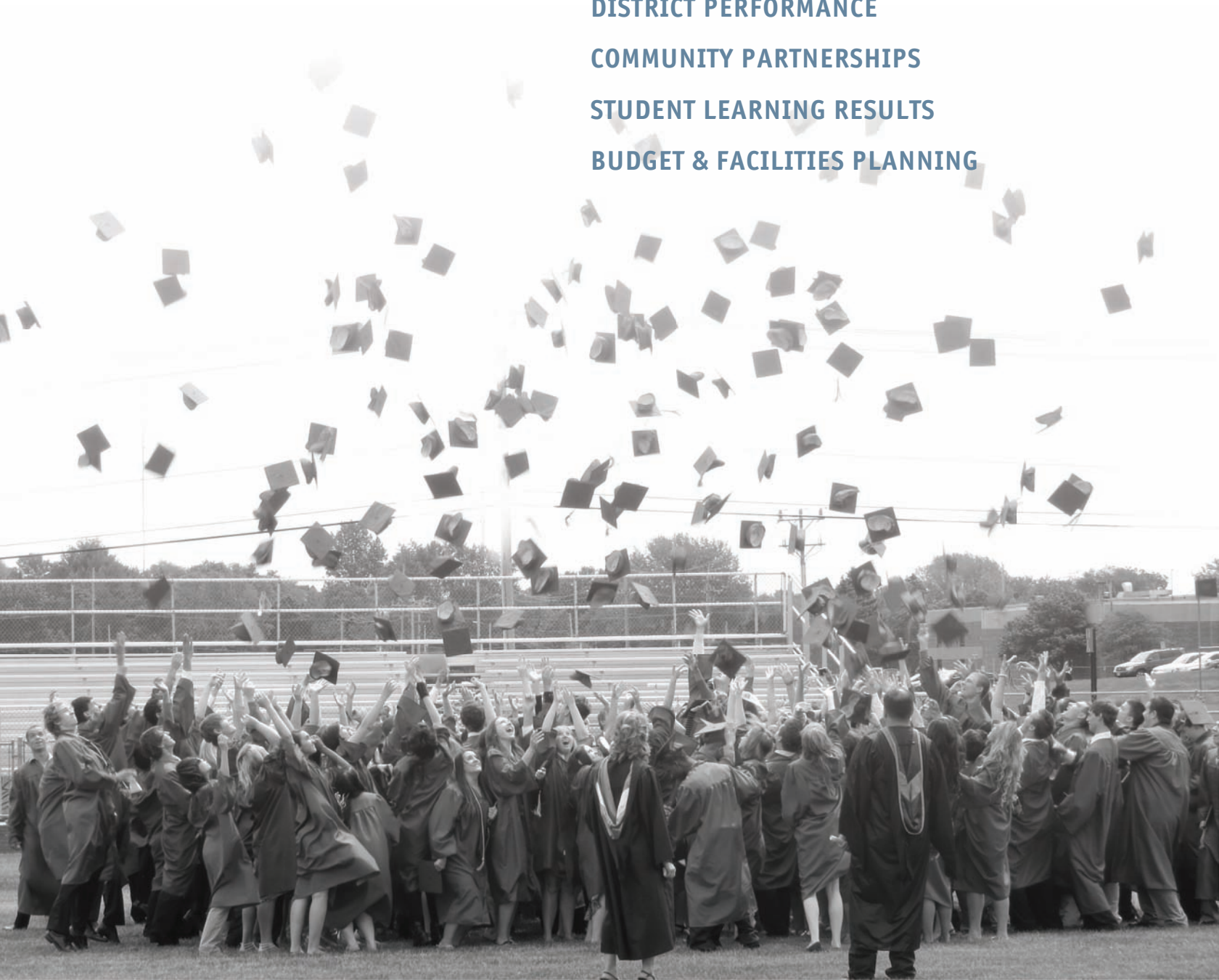
PLUS

DISTRICT PERFORMANCE

COMMUNITY PARTNERSHIPS

STUDENT LEARNING RESULTS

BUDGET & FACILITIES PLANNING



Superintendent & Board President Message

As we begin another year of school in the School District of New Berlin, we have much to celebrate. This report takes a look back at many amazing accomplishments made over the last year, and previews what lies ahead.

If you've been paying attention to educational reform in Wisconsin, you know that things are changing. The bar has been raised. Students, educators and schools are being held to higher standards than ever before. We are embracing the changes because they will make us a stronger school district for our students. It's what we do – "Expect Excellence."

Our school district's strategic goals (page 4) were designed to support these high standards and to prepare our students to graduate ready for college, careers and future opportunities.

Here's more about what's happening across the state and in New Berlin:

- **New state-issued district and school report cards** (see page 3) show where schools are succeeding and where they need to improve. These reports, among others, help us create continuous improvement plans. We are committed to using data to drive decision-making at the district, school, classroom and individual student level.
- We are also focusing our efforts on **clearly defining the knowledge, skills and dispositions that our graduates need to succeed**, no matter what path they choose to take after graduation – college and/or career (see page 5). We are continuing to expand partnerships to support this work (see page 6 & 7).
- **Common Core State Standards** are being implemented this year across the state. These are a set of consistent English Language Arts and mathematics expectations for what students should know and be able to do at each grade level in order to be college and career ready. This year, we are implementing new math curriculum resources aligned to the standards. We're also increasing our professional development to promote student growth in literacy and English Language Arts. In addition, we have put into place many new assessments that can show us instantly how students are performing so we can provide appropriate supports.
- Finally, we continue our work to **promote a collaborative culture with highly effective educators** who put student needs first. We are entering into the second year of our educator effectiveness system, which provides our teachers timely feedback on their performance to continue to improve their practice for our students.

In summary, we can assure you that our school district is managing our resources wisely and working hard to deliver excellence for our students and community. Thank you for your support. We look forward to a great school year ahead!



JOE GARZA,
SUPERINTENDENT
TWITTER:
@GARZA_JOE



DAVID MAXEY,
BOARD OF
EDUCATION
PRESIDENT

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Expecting Excellence

The Washington Post

Newsweek



America's Most Challenging High Schools

The Washington Post ranked New Berlin West and Eisenhower among the "most challenging high schools" in the nation, based on AP test participation. West and Eisenhower ranked #5 and #6 in Wisconsin.

America's Best High Schools

Newsweek's 2013 "America's Best High Schools" list ranked New Berlin Eisenhower #5 and West #12 in Wisconsin. The survey is based on graduation and college acceptance rates, plus AP and ACT test participation and scores.

AP Honor Roll

SDNB is one of 26 school districts in Wisconsin and 539 in the U.S. and Canada named to the 3rd Annual AP District Honor Roll for AP test participation and scores.

Energy Star Awards

SDNB's four elementary schools won Energy Conservation awards for scoring in the top 25% for energy efficiency compared to similar buildings across the nation.

Project Lead the Way Certification

A national organization focused on STEM education certified Eisenhower's Project Lead the Way (PLTW) Pathway to Engineering program and re-certified New Berlin West's PLTW program.

Wellness Friendly Place to Work

SDNB received a 2012 American Heart Association Fit-Friendly Worksite Honor Roll award for its employee wellness initiatives.

SCHOOL DISTRICT OF NEW BERLIN EXCEEDS EXPECTATIONS ON "DISTRICT REPORT CARD"

All public school districts were issued report cards by the Wisconsin Department of Public Instruction in September. SDNB "Exceeds Expectations" and all six schools "Exceed" or "Significantly Exceed Expectations!" Report cards evaluate each district and school's performance based on multiple measures. Districts and schools earn a "score," called an accountability index score, from 0 to 100. The score is based on performance in four priority areas:

- ✓ Student achievement in reading and mathematics on state assessments
- ✓ Student growth, measured by year-to-year improvements in reading and math achievement
- ✓ Closing gaps in performance between specific student groups (comparing English language learners, low-income students, students with disabilities, and members of racial or ethnic group with their peers)
- ✓ On-track to graduation/postsecondary readiness, using reliable predictors of high school graduation and postsecondary success

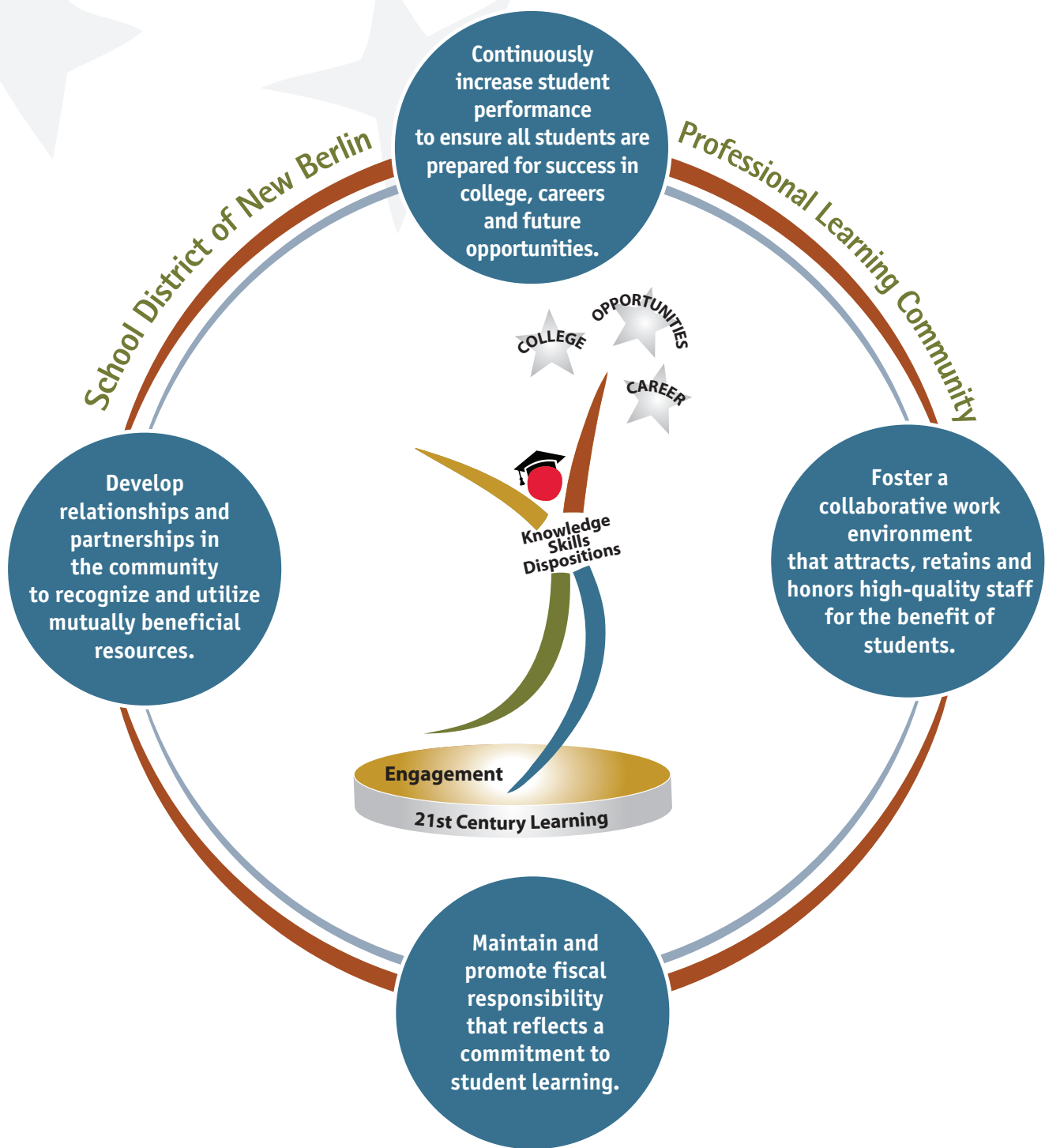
Overall Accountability Score and Rating		Priority Areas															
<p>77.1 Exceeds Expectations</p>		Student Achievement	District Score	Max Score	State Score	Max Score											
		Reading Achievement	84.0/100	37.3/50	29.7/50	66.1/100											
<table border="1"> <thead> <tr> <th>Overall Accountability Ratings</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>Significantly Exceeds Expectations</td> <td>83-100</td> </tr> <tr> <td>Exceeds Expectations</td> <td>73-82.9</td> </tr> <tr> <td>Meets Expectations</td> <td>63-72.9</td> </tr> <tr> <td>Meets Few Expectations</td> <td>53-62.9</td> </tr> <tr> <td>Fails to Meet Expectations</td> <td>0-52.9</td> </tr> </tbody> </table>		Overall Accountability Ratings	Score	Significantly Exceeds Expectations	83-100	Exceeds Expectations	73-82.9	Meets Expectations	63-72.9	Meets Few Expectations	53-62.9	Fails to Meet Expectations	0-52.9	Mathematics Achievement	46.7/50	36.5/50	
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It's important to note that the 0 to 100 accountability index score is not a "percent correct" measurement. Instead, in combination with other data, the score will help us determine our greatest strengths and opportunities for improvement.

★ To view our district and school report cards, visit our website, www.nbboxcellence.org/DO_schoolreportcards.cfm.

Strategic Goals

The School District of New Berlin is a Professional Learning Community focused on collaboration, student learning and results. We have four strategic, student-centered goals that support the vision of our graduate (read more below and on page 5).



★ To learn about priorities that will move our work forward in each of these areas, please visit www.nbexcellence.org/strategicgoals.cfm.

The Vision of Our Graduate

The School District of New Berlin is committed to providing a solid foundation for all students to be successful in their chosen path after graduation. Our vision identifies the knowledge, skills and dispositions our graduates should have to be ready for college, career and future opportunities.

Our focus is to clearly communicate this vision to our students, staff, families and community – and to continue to develop strong partnerships to enhance student learning.

In order to engage in and navigate the world of higher education, work and civic life, we will create opportunities for our graduates to gain:

Knowledge

- Core subject area content
- 21st century knowledge (global, civic, environmental, financial, health, media literacy)
- Career-related & technical knowledge

Skills

- Academic skills in core disciplines
- 21st century learning skills (see below)
- Technical skills that support career interests

Dispositions

- Productive self-concept (self-knowledge, self-esteem, self-efficacy)
- Self-management (goal setting, time management, study skills, precision and accuracy, persistence, initiative/self-direction, resourcefulness, task completion)
- Effective organizational and social behavior (leadership, flexibility/adaptability, responsibility, ethics)

The foundation for students to gain the knowledge, skills and dispositions is made possible through:

Engagement

Students being continually engaged in relevant learning experiences supported by:

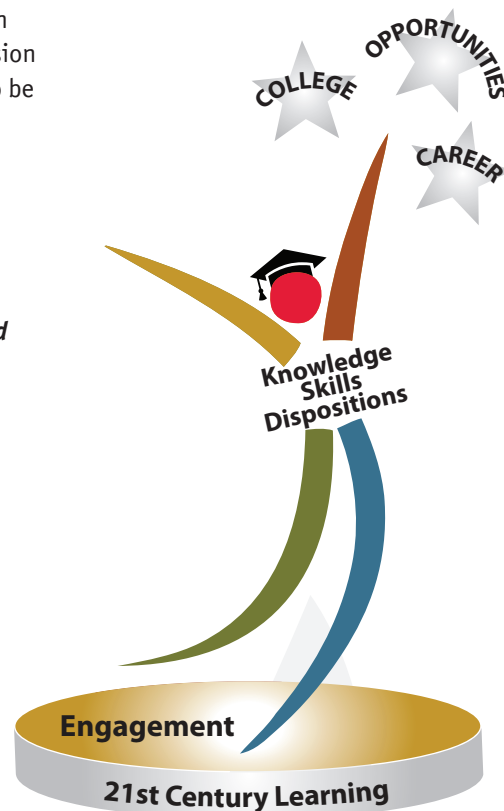
- Teachers and support staff
- Parents and families
- Student Peers
- Businesses
- Civic Organizations
- Educational Partners

For example,

- Project-based learning
- Service and Work-based learning
- Student-led organizations
- And much more!

21st Century Learning

- Instruction and experiences that support critical thinking and problem solving
- Effective communication in various contexts
- Collaboration
- Proper access, analysis and application of information
- Creativity and innovation
- Life skills
- Leadership
- Proficient use of technology



★ See how our community, educational and business partners help us support this vision on page 6. Visit www.nbexcellence.org/ccr_partners.cfm to learn how you can get involved too!

The Power of Partnerships

We are proud to highlight some events and partnerships that allow our students to gain knowledge, skills and dispositions to be ready for college, careers and future opportunities. To learn how you can become a partner, visit www.nbexcellence.org/ccr_partners.cfm.



College Fair: In partnership with Wisconsin Education Fairs, SDNB holds an annual College Fair. High school students and their families visit with college representatives, technical schools and branches of the military to discuss post-secondary opportunities and financial aid.



World Affairs Seminar: The Rotary Club of New Berlin provides scholarships to SDNB students to attend a one-week summer seminar at Carroll University that focuses on building student leadership and understanding of global issues.



My Life! My Plan! Career Planning Workshop: A state grant gave about 30 students the chance to identify well-suited career choices and the specific steps needed to pursue them.



Community Connections: The New Berlin Chamber of Commerce and SDNB partner to employ students at local businesses such as Texas Roadhouse, Fuddrucker's, Holiday Inn Express and the Princeton Club.



SDNB Job and Career Fair: Local businesses plus industry leaders meet with high school students, interviewing them for jobs and explaining careers and training.



WCTC Partnership: Starting in the 2013-14 school year, high school students can simultaneously earn high school and WCTC credits for IT networking or welding/fabrication.



High Interest Days: Local businesses, community volunteers and parents and grandparents make it possible for SDNB elementary school students to attend mini-classes on interests and hobbies.



Junior Achievement: JA volunteers teach financial literacy to SDNB elementary school students. An Eisenhower teacher also partnered with JA on a new entrepreneurship course.



Schools2Skills Tours: The Waukesha County Business Alliance sponsors high school student tours of manufacturing plants and WCTC's skilled trades programs to build awareness of trades careers.

Points of Pride

ACADEMIC ACHIEVEMENTS

Academic Decathlon

Eisenhower's team took 2nd Place overall in Division III in the United States Academic Decathlon National Finals in Minneapolis, MN. Other team awards won were Rookie of the Year and Top Scoring New Team.

ACT

In addition to its all-time high ACT score and participation rate (see page 9), Eisenhower was one of 20 high schools in the state to be recognized for students who scored a perfect 36 on the ACT.

AP Scholars

Two National AP Scholars, 12 AP Scholars with Distinction, nine AP Scholars with Honors, 17 AP Scholars (Eisenhower).

Class of 2013 Awarded \$2.4 Million in Scholarships

New Berlin Eisenhower and West Class of 2013 students were awarded a total of \$2.4 million in scholarships for post-secondary opportunities.

Chess

New Berlin Chess Team (grades K-6) competed in the 2013 Wisconsin Scholastic Chess Championships and was one of just 20 Wisconsin teams to compete in the "SuperNationals" tourney in Nashville, TN, held once every four years.

DECA

Ten Eisenhower team members qualified for state; five won awards at state; two qualified for international competition in CA.

Excellence Scholars

Two Eisenhower seniors were named as 2013 Herb Kohl Educational Foundation Excellence Scholars. An Eisenhower math teacher and West English teacher also were named 2013 Kohl Fellows.

National Geographic Society

A Ronald Reagan student was honored by a Giant Traveling Maps Program.

National Merit Scholarships

Four National Merit Semifinalists, three National Merit Commended Students (Eisenhower).

Writing, Illustration First Place

Two West students won first place in the Wisconsin Association of School Boards' "Write and Illustrate Your Own Picture Book."

ARTS ACHIEVEMENTS

Art

Wisconsin Scholastic Art Awards: eight West students won 10 awards (three Gold Key, three Silver Key, four Honorable Mentions); 16 Eisenhower students won 17 awards (nine Gold Key, three Silver Key, five Honorable Mention)

Marching Band

- West, Eisenhower competed in the WSMA State Marching Band Competition. Eisenhower finished in 2nd place for the third consecutive year.
- West freshman danced in the 2013 National Rose Bowl Parade, the only Wisconsin student selected to perform in the Bands of America National Honor Band in Pasadena.

Music

Eisenhower student honored with NAFME (National Association for Music Education) All National Honor Ensemble.

Theater

Fall one-act play won five awards at Wisconsin High School Theatre Festival, including the highest recognition possible, "Critics Choice." Also won Outstanding Ensemble and individual actor awards (Eisenhower).

COMMUNITY ACHIEVEMENTS

President's Volunteer Service Awards

Two New Berlin West students won this national award, which includes a letter from the President.



New Berlin West State Champion Summer Baseball Team

ATHLETIC ACHIEVEMENTS

Eisenhower

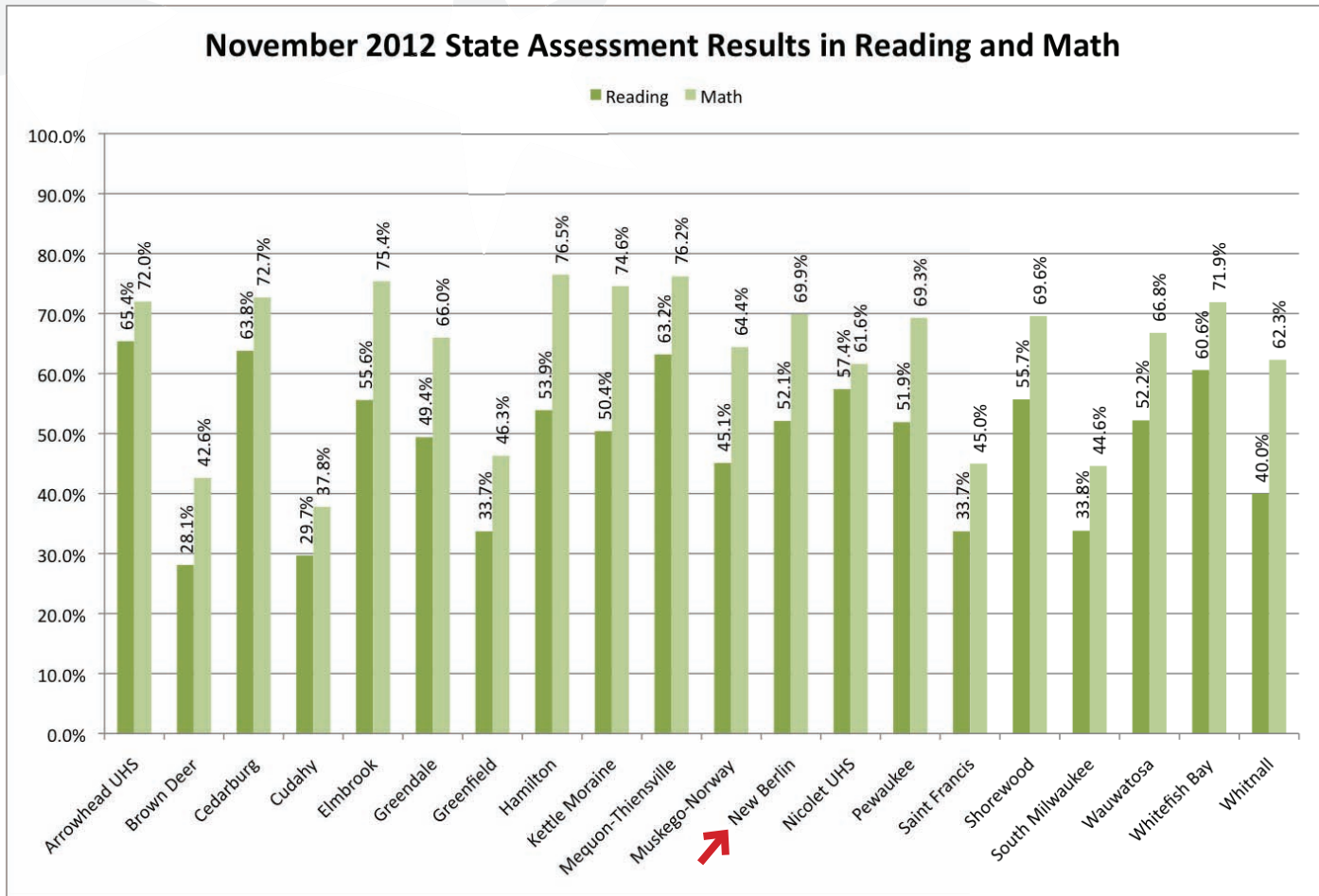
- Girls Basketball - Silver Trophy in WIAA Division 2 State Championship game
- Cheer - Placed 11th in National High School Cheerleading Championships
- Girls Tennis-Woodland Conference Dual Title

West

- Boys Summer Baseball State Champions
- Boys and Girls Track and Field Conference Champions
- Girls Softball - Sectional Champions, 1st State Tournament Appearance

Student Learning Results - WKCE

In November each year, students in grades 3 - 8 and 10 take the Wisconsin Knowledge & Concepts Exam (WKCE). The graph below shows how School District of New Berlin students performed compared to conference and academic benchmark districts, in both reading and math. (Totals indicate % proficient + advanced.)



New WKCE Scoring Affected All Wisconsin School Districts Last Year

Last fall, the state implemented new cut scores for scoring the WKCE tests. The new cut scores raised the levels needed for students to reach the basic, proficient and advanced performance levels in reading and math. As a result, WKCE results from November 2012 show a statewide decline in the number of students considered “proficient” or “advanced.”

This change does not reflect a change in the abilities of students, teachers, or schools, but rather reflects the higher standards and aspirations Wisconsin has for its public schools. The new, more rigorous college and career readiness scoring standards for WKCE better reflect performance as compared to the National Assessment of Educational Progress (NAEP), a national test of student performance. The more rigorous standards and scoring are in preparation for the new online Smarter Balanced Test, which will be implemented in the spring of 2015 and aligned to the new Common Core State Standards.

The WKCE is just one measure of student progress. Our district has recently invested in new assessments and resources that allow us to immediately review levels of student understanding and progress. These new tools provide us more frequent and timely data that allow us to differentiate instruction for each child’s needs.

Student Learning Results – ACT & AP

ACT DATA ON OUR 2013 GRADUATES

Class of 2013	% and Number of students tested	English ACT Score	Math ACT Score	Reading ACT Score	Science ACT Score	Composite ACT Score
Eisenhower	90% (181)	24.6	25.5	24.6	24.7	25.0
West	80% (152)	22.6	24.5	23.1	23.5	23.5
District Average	85% (333)	23.7	25.0	23.9	24.2	24.3
State	62% (46,574)	21.5	22.0	22.3	22.2	22.0

ACT 2012-13				AP 2011-12			
School District	Enrollment Grade 12	% Tested	Score	Enrollment Grades 9-12	% Taking Exams	# Exams Taken	% of Scores 3 or Above
Arrowhead UHS	566	82.0%	24.6	2,253	23.7%	1,136	86.4%
Brown Deer	153	72.5%	20.1	588	17.0%	123	26.0%
Cedarburg	281	83.3%	24.8	1,105	36.8%	653	85.6%
Cudahy	181	45.3%	20.8	758	9.1%	135	57.0%
Elmbrook	673	87.4%	24.9	2,608	29.7%	1,514	83.6%
Greendale	219	78.1%	23.7	937	23.7%	381	87.7%
Greenfield	245	71.0%	20.9	1,295	13.2%	290	59.0%
Sussex-Hamilton	377	75.6%	23.6	1,412	18.6%	468	81.4%
Kettle Moraine	396	82.8%	23.8	1,514	29.9%	805	69.4%
Mequon-Thiensville	368	85.9%	25	1,362	20.8%	595	80.3%
Muskego-Norway	468	71.4%	22.9	1,675	19.4%	511	77.9%
New Berlin	392	84.9%	24.3	1,651	33.3%	1,076	73.9%
Nicolet UHS	277	83.0%	24.4	1,122	28.0%	688	77.6%
Pewaukee	158	79.7%	23.4	752	17.6%	210	77.1%
Saint Francis	149	57.7%	19.8	593	8.1%	65	23.1%
Shorewood	177	85.9%	24.5	656	14.6%	182	83.0%
South Milwaukee	252	62.3%	21.9	1,169	14.5%	254	47.2%
Wauwatosa	564	71.1%	23.4	2,288	18.3%	644	71.0%
Whitefish Bay	253	86.6%	26	952	26.1%	479	87.9%
Whitnall	216	72.7%	22.9	834	11.0%	145	66.9%

ACT

The ACT indicates the potential level of a student's college readiness. Our school district is celebrating strong ACT scores achieved by the graduating class of 2013. New Berlin Eisenhower achieved its highest score (25) and participation rate (90%) in school history. New Berlin West's score (23.5) and participation rate (80%) were also strong.

AP

Our school district offers 22 Advanced Placement (AP) courses, allowing students to take college coursework for credit during high school. At the end of an AP course, students take an exam. A score of 3 or above on an AP exam is passing.

In addition to AP, opportunities exist through our educational partners (Youth Options, UW-Waukesha, WCTC etc.) that allow students to take college courses in high school.

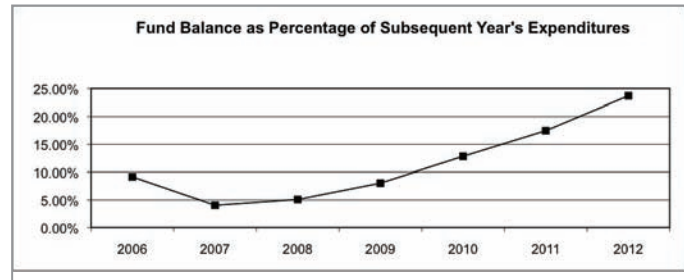
Fiscal Responsibility

Each year the School District of New Berlin develops a budget to meet student learning needs. We receive far less general state aid than other districts because we are considered a “property rich” district. The state formula shifts the responsibility for paying for the cost of education to the local property taxpayer. We are committed to managing resources wisely to provide the best possible return on investment for the community.

- Our spending per pupil amount is lower than benchmark averages. **>>SEE GRAPH AT RIGHT**
- We have an Aa1 bond rating from Moody’s Investor Services, which puts us in the top five percent of Wisconsin school districts.
- We have re-organized our employee benefit offerings, resulting in lower costs and more choices for staff members.
- In the past, we have taken the approach to incur debt within our operating budget rather than ask the community for referendum support. It is estimated that by taking this approach, the district has saved the average taxpayer \$2,800 over the last 10 years.
- We have purposely built our fund balance cash reserves over the course of the last few years to create a funding mechanism to assist with facility projects. **>>SEE GRAPH AT RIGHT** 2013-14 will be the first year we will begin to use those funds (see page 11 for more info).
- We are investing in facilities projects that will create long-term energy and operational efficiencies (see page 11 for more info).

The School District of New Berlin Provides a Great Value	
School District of New Berlin	\$ 9,891
Waukesha County K-12 District Average	\$10,166
Academic Benchmark* District Average	\$10,268
Woodland Conference District Average	\$10,454
State Average	\$10,515

*Includes Arrowhead, Cedarburg, Elmbrook, Sussex-Hamilton, Kettle Moraine, Mequon-Thiensville, Muskego-Norway, Whitefish Bay
Based on 2011-12 school year data from Wisconsin Taxpayers Alliance.
Per-pupil expenses without transportation and debt services.



2013-14 BUDGET OVERVIEW

With student enrollment flat to slightly declining and state-imposed revenue caps remaining in place, our district must continue to find ways to better align expenses to available revenues. Long-term financial and facilities plans have been a key focus and will continue to be a priority for the 2013-14 school year.

At our District Budget Hearing on August 12, the electorate reviewed a preliminary 2013-14 budget. The budget will be adjusted as necessary before final Board approval in October. By that time, the district will have final enrollment, property value and state aid information.

Following the Budget Hearing, at the Annual Meeting the electorate approved a tax levy of \$47,490,420 to support the 2013-14 budget. The property tax rate will increase by about 2.2% or 27 cents per \$1,000 of equalized property value. That equates to an annual increase of about \$67 for a \$250,000 home. Much of this increase comes as a result of a reduction in state aid. **>>SEE GRAPH AT RIGHT**

★ To view the 2013-14 preliminary budget and presentation given at the District Budget Hearing on August 12, visit www.nbexcellence.org/do_annualmtg.cfm.

The primary cause for the increase in the tax rate (as shown in the chart below) is the reduction of more than \$600,000 in general state aid, which increases the tax rate by 14 cents per \$1,000 of equalized property value.

Issue	Amount	Impact on Tax Rate*
Change in revenue limit	\$413,467	\$0.10
Energy efficiency projects	\$116,664	\$0.03
Reduction in state aid.....	\$606,150	\$0.14

* rate per \$1,000 of equalized property value

Facilities for Student Learning

BOARD ADOPTS LONG-RANGE FACILITIES PLAN TO SUPPORT STUDENT LEARNING NEEDS

Over the summer, the School District of New Berlin Board of Education approved a Long-Range Facilities Plan to support student learning needs. The plan includes approximately \$18 million of facilities projects to be completed over the next six years.



PROJECTS TO SUPPORT SAFE, QUALITY STUDENT LEARNING ENVIRONMENTS

The plan's projects address needs in the areas of health and safety; law and code updates; outdated instructional and co-curricular facilities; energy efficiency; capacity; security and infrastructure renewal.

VARIETY OF FUNDING SOURCES TO SUPPORT THE PLAN

The plan will be financed with:

- The district's operating budget (approximately \$7 million from years 2013-2019)
- Fund balance (approximately \$3 million)
- Borrowed funds through the energy efficiency revenue limit exemption (approximately \$8 million)

PROJECTS ACROSS THE DISTRICT

At-a-glance, over the next six years all schools will receive:

- Upgrades to security (doors, security cameras & monitoring devices, remodeled front offices to better control visitor access)
- Projects to increase energy efficiency for long-term cost savings
- Necessary code-related and ADA accessibility updates
- General interior and exterior maintenance and upkeep

★ **To view the entire Long-Range Facilities Plan visit www.nbexcellence.org/longrangefacilitiesplan.cfm.**

EISENHOWER HAS THE MOST NEEDS

While projects will be completed at all schools, New Berlin Eisenhower will receive the most updates over the next six years. Specifically, some of these projects include:

- New HVAC system to promote a quality learning environment
- Science and Project Lead the Way room remodeling/updates
- Locker room remodeling/updates
- Replaced PA system throughout the school
- New auditorium seating for safety, new auditorium sound system and general updates
- Updates to bathrooms
- Additional student learning and professional collaboration space

ADDITIONAL UNFUNDED PROJECTS

Additional projects, currently unfunded, are still being discussed as part of the long-range planning process. Discussions will continue this fall to determine if community support is feasible for the following projects:

- Installing air conditioning at Poplar Creek and Orchard Lane
- Adding gym space at Eisenhower
- Upgrading outdoor fields throughout the district
- Updating parking lots throughout the district
- Completing additional general updates at Eisenhower
- Replacing the pool at Eisenhower

SCHOOL DISTRICT OF NEW BERLIN
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Community Offerings & Notices

Calling all Veterans: Please attend our annual Veteran's Day Program!

The School District of New Berlin Annual Veteran's day program will be held Monday, November 11 at 9 a.m. at the Field House, 18695 W. Cleveland Ave. Veterans and their spouses are invited to be honored for their service to our country by student musicians and speakers. A complimentary brunch follows. For more information, contact New Berlin West at 262-789-6400.



New Berlin West and Eisenhower students honor veterans at the district's annual Veteran's Day Program.

Parents of young children: Looking for a preschool? Register now for New Berlin Preschool!

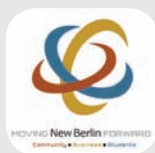
New Berlin Preschool is a unique community-outreach program with offerings for 2^{1/2}, 3 and 4-year-old children. Located at Ronald Reagan Elementary, the program encourages diversity and provides an opportunity for students enrolled in the Early Childhood classroom to learn with their peers. The Preschool is a tuition-based community service (not a 4K program) offered through the School District of New Berlin. For more information, visit www.nbexcellence.org/do_preschool.cfm or call 262-789-6544.



The New Berlin Fire Department visits the New Berlin Preschool.

Businesses: Connect with Schools, Community Groups

Get Involved with
Moving New Berlin
Forward by attending
our Business Breakfast
Wednesday, Oct. 30,
7:30 - 9 a.m. at the
New Berlin West Idea
Center.



Come learn how to help your business grow by connecting with students and Moving New Berlin Forward, a cooperative effort supported by the school district, City of New Berlin, Chamber of Commerce, Rotary Club, civic and faith-based organizations. For more information on this exciting, free event and to RSVP, visit www.nbexcellence.org/bizbreakfast.cfm.

Board of Education Meetings

School Board meetings are held bi-weekly, most often the 2nd and 4th Monday evenings at 7 p.m. in the New Berlin West Idea Center. They are also streamed online for viewing. For more information, visit www.nbexcellence.org/do_board_of_education.cfm.

Annual Notices

School District of New Berlin annual notices are located online at www.nbexcellence.org/annualnotices.cfm.

Feedback?

If you have a question, opinion or idea to share, please e-mail feedback@nbexcellence.org.

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