



Headlines from 2013–2014

ACADEMIC AND CO-CURRICULAR SUCCESS

PREPARING STUDENTS FOR THE FUTURE

FINANCES, FACILITIES TO SUPPORT LEARNING

Now:
&
Then:

WITH FLASHBACKS TO 1964 — the year the district's first class graduated

SUPERINTENDENT & SCHOOL BOARD MESSAGE

Now:



Joe Garza,
2014 Superintendent

It is with great pleasure that we report on the progress being made in the School District of New Berlin.

Over the summer the first graduating class of New Berlin High School (now New Berlin West) celebrated its 50th year reunion. This event caused us to reflect on the last 50 years. Throughout this report you'll see the progress our students are making today with some "flashbacks" on what our school district looked like as it first began.

Then:



Gilbert Grosenick,
1964 Superintendent

Today the School District of New Berlin is a "Professional Learning Community" where we put the needs of our students above all else.

As you will find in this report our students are achieving at some of the highest levels ever thanks to the support of our educators, parents, community and partners. However, we don't rest on our laurels. We are constantly looking for ways to improve in growing the knowledge, skills and dispositions of our students, so they are well-prepared for whatever post-secondary path they choose.

THANK YOU FOR YOUR SUPPORT. *Please share your feedback with us at any time at feedback@nbexcellence.org.*

Superintendent Garza & the Board of Education

Joe Garza, Superintendent, Twitter: @garza_joe

Did you know?

New Berlin was Ranked #11 by Movoto Real Estate on its "Best Suburbs for Education in America" List. **LEARN MORE:** www.nbexcellence.org/district/movotoranking.cfm



1964 School Board



2014 School Board

School District of New Berlin Strategic Goals

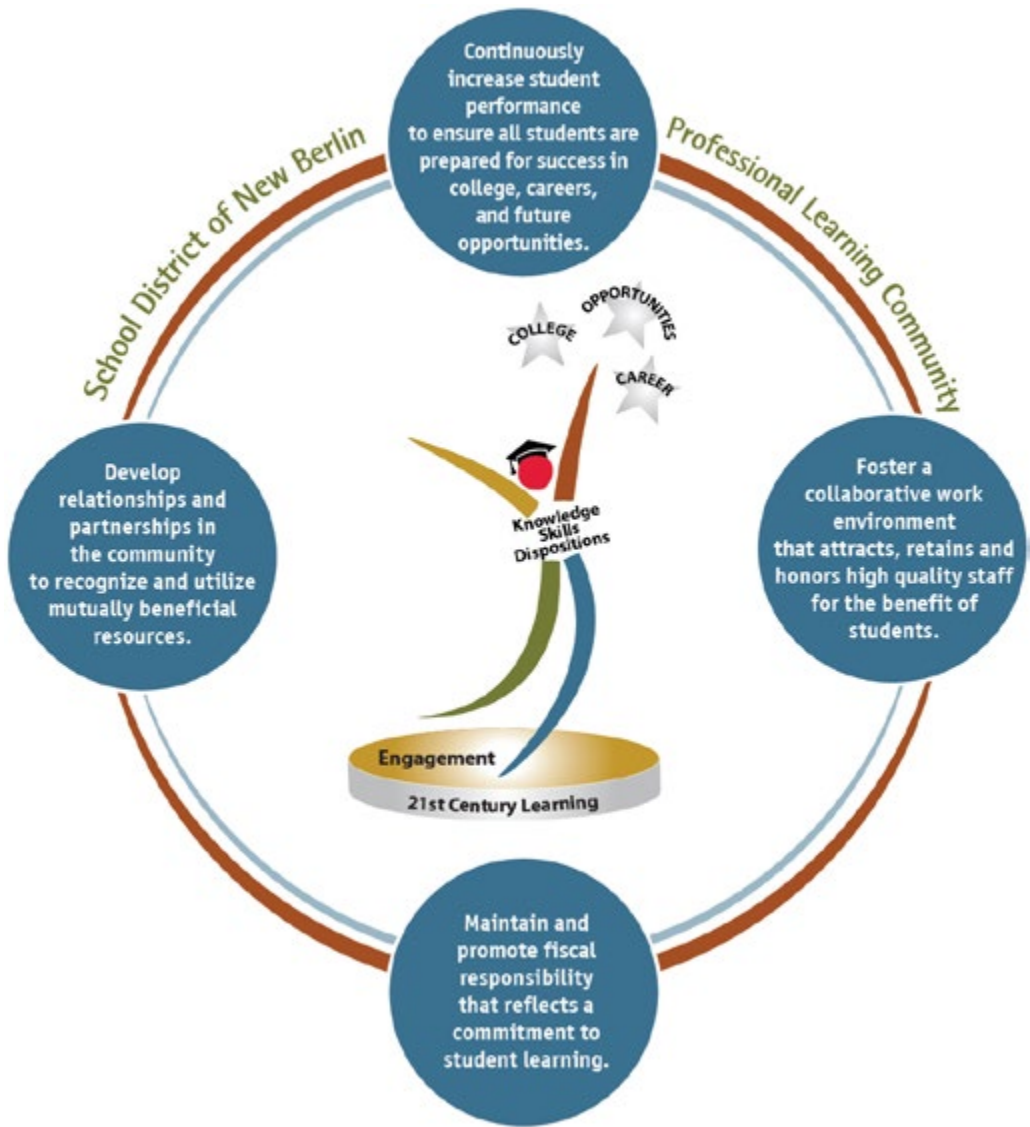


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Class of 1964



CHANGE OVER TIME

Fifty years ago, the first class of seniors graduated from New Berlin's first high school. They faced an uncertain future. President John F. Kennedy had been assassinated. The Vietnam War was heating up and young men were getting drafted.

Despite the national political upheaval, student life at New Berlin High in many ways mirrored that of high school students today. Teenagers studied for tests, worked at local restaurants and businesses, played sports, participated in extracurricular activities, attended dances and parties, and after four years, crossed the gym stage to accept their diplomas.

This summer, alumni from New Berlin High School's Class of 1964 gathered for their 50th anniversary reunion. They reminisced about their high school memories and how much education and the world in general has changed – and what has stayed the same – in five decades.

Class of 1964–50 Years Later



“ There is little doubt in my mind that anybody would be hard pressed to get a better quality education than in the New Berlin school system. That went 50 years ago and it applies today. ”

- Dan Nettlesheim, Class of '64,
Reunion Committee Chair

STUDENT LIFE - THEN & NOW

Then: On Nov. 22, 1963, students huddled around black and white television sets at New Berlin High School to watch breaking news reports about President John F. Kennedy's assassination. Beatle-mania hit (and the band performed in Milwaukee in September – the top ticket price was \$5.50!) Students worked as car hops at Jo-Dee's Drive-In, but they couldn't drive cars to the high school. They rode the school bus or got dropped off by parents. Students watched movies at the Hwy. 15 Outdoor Theatre at 144th and National for \$1 per car load. News networks began broadcasting in color, and touch-tone phones were invented. In May, prom-goers danced the night away in the school gym.

Now: Class of 2014 graduates don't have a JFK "where were you when" moment. (They were kindergarteners during the Sept. 11, 2001 terrorist attacks.) Restaurants are still a popular student job site, and more internships are offered. Students drive their cars to school, but others still ride a bus or get dropped off. Wars in the Middle East and around the globe are a staple of newscasts, but students don't face involuntary drafts. Touch-tone phones – what's that? Now it's smart phones and bring-your-own-devices to school. Midnight bowling at New Berlin Ale House is fun. Prom-goers dance the night away at Davian's Banquet Hall and the Italian Conference Center.



SHARE A FLASHBACK on Twitter from your experience in the School District of New Berlin! #sdnflashback

SDNB EXCEEDS EXPECTATIONS & Continues to Improve

Then:

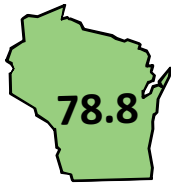
No state-wide accountability system was in place for public schools.



Now:

All public school districts are issued report cards by the Wisconsin Department of Public Instruction in September that measure:

Overall Accountability Score and Rating



Exceeds Expectations

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

- ✓ 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
- ✓ Graduation/post-secondary readiness

ALL SCHOOLS INCREASED THEIR SCORES FROM 2013!

The School District of New Berlin received a rating of “Exceeds Expectations” and all six schools “Exceed” or “Significantly Exceed Expectations” on their 2014 report cards!

Expectation categories are determined by index scores from 0 to 100 based on data described above. 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 helps schools determine their strengths and opportunities to improve.

MORE INFO: www.nbexcellence.org/district/school-report-cards.cfm

+ ALL OF SDNB SCORES ARE UP FROM 2013

District	up 1.7 points
Elmwood	up 4.7 points
Orchard Lane	up 2.6 points
Poplar Creek	up 1.4 points
Ronald Reagan	up 5.2 points
Eisenhower	up .5 points
West	up 2 points



ON THE RISE!

Student reading and math scores are at a five-year high

Then:

The only standardized testing that 1964 graduates recalled taking was an IQ test in 10th grade. The year after they graduated, President Lyndon B. Johnson signed into law the Elementary and Secondary Education Act of 1965 (ESEA), which included requirements for standardized testing in public schools.

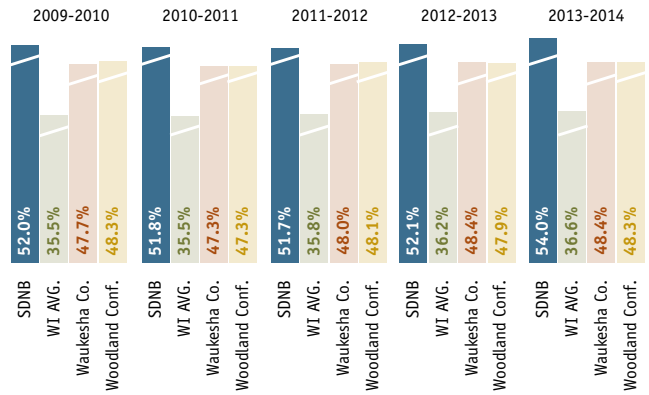


Now:

Students take many standardized assessments from elementary through high school, including MAP and WKCE. Testing requirements increased under the No Child Left Behind Act of 2001. Assessments now are tied not only to individual student achievement but also to school performance. The Wisconsin Department of Public Instruction issues a report card for each school and school district (at left).

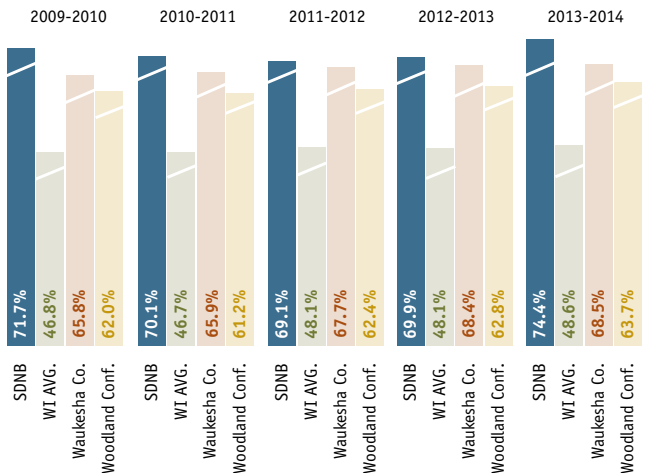
WKCE READING

Fifty-four percent are proficient or advanced in reading, exceeding the state average by 17.3 points.



WKCE MATH

The majority of SDNB students – 74.4 percent – are proficient or advanced in math, exceeding the state average by 25.8 points.



Last year the State changed cut scores for students to reach the proficient and advanced levels on the WKCE. This change raised the bar for Wisconsin schools and is in preparation for a new, more-rigorous state test, Smarter Balance. Scores for years prior to 2012-13 were recalculated to reflect the new cut scores.

District Matches ALL-TIME HIGH on ACT EXAM in 2014

The Class of 2014 matched the school district's all-time high composite score of 24.5 on the college entrance ACT exam. Eisenhower and West ranked in the top 12 for performance among Milwaukee and Waukesha County high schools. Eisenhower was the second highest scoring high school in Waukesha County with an average composite score of 25. New Berlin West's composite of 24 was also strong. New Berlin students consistently rank at least 10 percent higher in readiness for college-level coursework than other graduating seniors state-wide.

CLASS OF 2014	EISENHOWER	WEST	SDNB	STATE
#STUDENTS TESTED	(176)	(162)	(338)	(46,870)
ENGLISH ACT SCORE	24.7	23.0	23.9	21.6
MATH ACT SCORE	25.4	24.6	25.0	22.0
READING ACT SCORE	24.2	23.3	23.8	22.4
SCIENCE ACT SCORE	25.3	24.6	25.0	22.3
COMPOSITE ACT SCORE	25.1	24.0	24.5	22.2

RANK / HIGH SCHOOL	AVG. SCORE
1. Whitefish Bay	26.7
2. Brookfield East	25.3
3. NB Eisenhower	25.1
4. Arrowhead	24.8
5. Brookfield Central	24.7
6. Nicolet	24.5
7. Pewaukee	24.4
8. Shorewood	24.4
9. Whitnall	24.1
10. Hamilton	24.1
11. NB West	24.0
12. Greendale	24.0
13. Wauwatosa East	23.9
14. Muskego	23.8
15. Mukwonago	23.7
16. Menomonee Falls	23.7
17. Oconomowac	23.6
18. Franklin	23.5
19. Kettle Moraine	23.4
20. Waukesha West	23.2
21. Wauwatosa West	22.8
22. Waukesha North	22.4
23. Oak Creek	21.9
24. Nathan Hale	21.7
25. South Milwaukee	21.3
26. Waukesha South	21.3
27. Greenfield	21.2
28. Saint Francis	20.5
29. Cudahy	20.2
30. Brown Deer	19.8
31. West Allis Central	18.9



Beginning next year the State of Wisconsin will issue the WorkKeys assessment to all high school juniors. ACT WorkKeys is a job skills assessment that measures foundational skills in areas that employers believe are critical to success in the workforce: Applied Mathematics, Locating Information and Reading for Information. Eisenhower and West were the only schools in the state to administer the test in 2014 to their entire junior class as a pilot, one year before the scheduled state-wide rollout.

96%

Percentage of School District of New Berlin Juniors who are ready for work by earning ACT's National Career Readiness Certificates.



National Recognition for “College in High School”

Programs help students earn college credit while in high school, saving them precious time and money, and preparing them for their post-secondary education.



New Berlin Eisenhower and New Berlin West were recognized as Level 1 Advanced Placement Pacesetter Schools for their high student AP exam participation and results. Based on AP success, both school also were recognized by U.S. News and World Report on its 2014 Best High School list. ***New Berlin Eisenhower and West were ranked as the third and fourth best high schools in Wisconsin for college readiness.***



A Washington Post report shows that New Berlin West and Eisenhower are among the most challenging high schools in the nation based on Advanced Placement test participation.

West ranked as the fourth most challenging high school in Wisconsin and Eisenhower as the fifth in the 2014 “America’s Most Challenging High Schools” index. Eisenhower and West continue to rise on the ranking list each year.

ADVANCED PLACEMENT (AP)—BY THE NUMBERS

20

subjects in which students may take Advanced Placement courses within the district

1,136

TESTS ADMINISTERED IN 2014

71%

of exams passed with a ‘3’ or above, earning students college credit and/or advanced standing

590

STUDENTS earned advanced standing or college credit

What do I want
to do? (EXPLORE)

Who am I?
(KNOW)

Do it!
(GO)

HOW DO I GET
THERE? (PLAN)



As the world of work changes, so must education.

Then:

Counseling was minimal in the early- to mid-1960s, and fortunately is much improved today, reunion organizers said. “We didn’t have a career fair,” said Margaret (Steiner) O’Day, a 1964 graduate and retired elementary music school teacher. “You just figured it out on your own. Or maybe a teacher would tell you, ‘You’d be good at this.’” Another subject they said was lacking in the 1960s: finances.



Now:

Students begin to explore careers, finances and work skills as early as elementary school with age-appropriate curriculum and programs. Students in middle/high school begin to develop Academic & Career Plans to guide their decision-making as they prepare for life after high school. Career Fairs are held annually.

Academic & Career Planning

To support College & Career Readiness, School District of New Berlin students in grades 7–12 engage in Academic & Career Planning, a process used to help them answer four essential questions:

1. Who am I? (KNOW)
2. What do I want to do? (EXPLORE)
3. How do I get there? (PLAN)
4. Do it! (GO)

Academic & Career Planning actively engages a student in preparing for life after high school. It helps them connect their interests and skills to courses, co-curricular activities, work experiences and community service. It also allows them to evaluate what type of post-secondary education is appropriate for them given their interests and career goals.

Multiple Paths, Multiple Futures

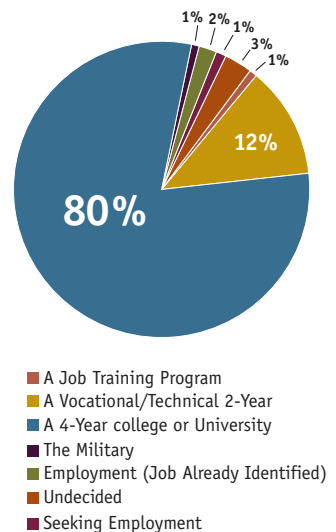
SDNB is committed to preparing all students for success - no matter what path they take to attain it.

Did you know?

Today’s education must teach students resiliency to change. The School District of New Berlin is committed to exposing students to multiple opportunities so they make informed decisions about their future educational and career paths.

MORE INFO: www.nbboxcellence.org/district/ccr.cfm

Class of 2014 Paths



Junior Achievement Earns First SDNB Friend of Education Award

The School District of New Berlin presented its inaugural Friend of Education Award in February to Junior Achievement of Wisconsin for its wide-ranging support at all grade levels.

In the elementary schools, Junior Achievement volunteers introduce financial literacy, work-readiness and entrepreneurship in classroom lessons aligned with district curriculum. This year for the first time, SDNB



participated in JA's BizTown program, which combines lessons with a daylong visit to a life-size, interactive town. Students learn how to become workers, producers and consumers as they run businesses, do banking, serve as mayor and more. SDNB piloted BizTown last year with Elmwood Elementary 5th graders and will expand it to be district-wide in 2014-15.

In the middle schools, 8th grade students explore careers with Junior Achievement's "It's My Future" program, learning about various jobs' educational requirements, needed skills, salary ranges and more. At the high schools, Junior Achievement helped organize Career Days in which about 60 classroom presentations were given by professionals in a wide variety of careers.

THANK YOU to Junior Achievement and Program Manager Suzanne Carlson for the great work!



Superintendent Garza attends BizTown with students



Students listen to professionals at Career Day



Then:

Local businesses employed high school students. Higher education institutions like Milwaukee Area Technical College provided training to upper classmen in programs such as auto mechanics.



Now:

Through its Career & Service Learning Program the School District of New Berlin posts jobs, internships and apprenticeships offered by a variety of industries. More college-in-high-school options are available due to partnerships with UW-Waukesha, Waukesha County Technical College, LindenGrove-New Berlin skilled nursing facility, area businesses and manufacturers, and more.

Partners Support Expanded Curriculum to Promote High-Demand Career Fields

SDNB is one of 30 organizations and the only K-12 school district in Waukesha County to receive a Wisconsin Department of Workforce Development Fast Forward Grant to prepare high school students for the future through training in high-demand career fields, such as nursing.

LindenGrove-New Berlin, a skilled nursing facility, and Waukesha County Technical College (WCTC) are partnering with the School District of New Berlin (SDNB) to reinstate a dedicated on-site Certified Nursing Assistant (CNA) Program for the benefit of students, local health care providers and the community.

WCTC will provide an instructor and LindenGrove-New Berlin will sponsor the district's on-site CNA lab, the resources needed for students to complete their clinicals, and an intent to hire students once they have passed their State CNA exam.

This program is one of many ways WCTC is helping high school students gain knowledge and skills in their fields of interest while earning college credits. WCTC also partners with SDNB on dual enrollment academies that give students college credits and experience in fields such as information technology, welding, tool & die and printing and publishing.



Students participate in WCTC's Dual Enrollment Academies in high demand career fields

Career & Service Learning Program

Many partners offer unique learning experiences for students to expose them to potential careers. As an example, Willis Group and Chameleon Communications partnered with SDNB high school students in marketing and multimedia classes to create a marketing video for Willis' public sector insurance division. The result: Willis got a top-notch video and students received priceless experience in video and sound production, as well as project management and other employment soft skills. Watch the making of the video: www.youtube.com/user/SDNBSchools



LEARN MORE ABOUT PARTNERSHIPS WITH OUR SCHOOL DISTRICT!

www.nbexcellence.org/community/moving-new-berlin-forward.cfm

Class of 1964 Clubs & Activities



Then:

The first students to walk through the doors of New Berlin High School voted on everything from the Vikings name to the school colors (originally a lighter blue and yellow) and the fight song. They had about 32 clubs and sports to explore, but girls sports were limited to basketball and bowling.



Students of 2014



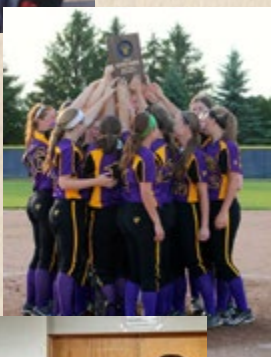
Now:

New, updated artwork exists for the New Berlin West Vikings and New Berlin Eisenhower Lions. Boys and girls at both schools have about 40 clubs and sports from which to choose.

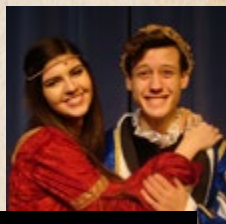
West and Eisenhower's Varsity Cheerleading teams won their respective division 2014 State Championships. Eisenhower landed a bid to the 2014 National High School Cheerleading Championships in Orlando, FL.



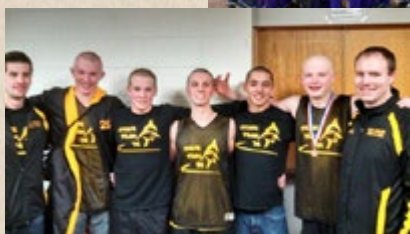
▲ West Forensics Team was 2013-14 Conference Champions



Musical theater won big at state Tommy Awards for *Les Miserables* (Ike) and *Once Upon a Mattress* (West)



▼ Eisenhower's Academic Decathlon took home the Division II State Championship Trophy



▲ New Berlin Marlins Boys Swim and Dive Team and New Berlin Eisenhower Girls Softball Team competed at State



◀ A newly formed West/Eisenhower co-op robotics team - New Berlin Blitz 5148 - blasted to the FRC World Championships in St. Louis and won the Rookie All-Star Award at Regionals with its basketball-shooting robot.





“The single greatest predictor of success in a classroom is an effective teacher.”

- Superintendent Joe Garza

The School District of New Berlin is competing with other school districts and private schools for the best and brightest educators for our students. Now more than ever it's important to create a culture where high quality teachers are attracted to work and motivated to stay in New Berlin. Recent staff survey data shows:

- ★ From fall 2012 to spring 2014, there was 20% growth in the number of teachers who would recommend the School District of New Berlin as a place for employment
- ★ ¾ of staff can see a long-term career in the district

Did you know?

School districts are required by law to offer annual contracts to teachers. The School District of New Berlin offers highly effective teachers two, one-year contracts to demonstrate mutual commitment and provide consistency for students. In 2014, 90% of teachers who were offered two contracts signed them.

SDNB Employees Learn, Celebrate Success & Give Back

Staff members from six schools and the district office gather several times a year to learn about best practices, celebrate service and give back to the community.



At the District's February conference, District employees gave to important causes that supported students suffering from diseases.



Custodians and food service staff treat the SDNB staff to a grill out to celebrate the 2013-14 school year.



Thank you to those who retired in 2014, for 180 years of combined service.



Welcome to our new teachers (hired for the 2014-15 school year). Meet them at www.nbexcellence.org/district/new-staff14-15.cfm



School District of New Berlin Provides a Great Value

2014-15 Budget Overview

	PER PUPIL CURRENT EDUCATION COSTS
SCHOOL DISTRICT OF NEW BERLIN	\$10,065
WAUKESHA COUNTY AVERAGE	\$10,050
WOODLAND CONFERENCE AVERAGE	\$10,358
STATE AVERAGE	\$10,515

Based on 2012-13 audited financial records as reported to DPI

“*For its fiscal responsibility, the School District of New Berlin has an Aa1 bond rating from Moody’s Investor Services - a rating achieved by only the top five percent of Wisconsin school districts.*”

- SDNB CFO Roger Dickson

At the District Budget Hearing & Annual Meeting on August 25, the electorate approved a preliminary 2014-15 budget* and tax levy of \$49,284,332. The increase in levy is due to normal increase in costs, reduction in state general aid and payments on various energy efficiency projects. The property tax rate will increase by about 1.75% or 20 cents per \$1,000 of equalized property value, an annual increase of about \$50 for a \$250,000 home. Estimates are based on a projected 2% property value increase.

*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.

TO VIEW THE 2014-15 PRELIMINARY BUDGET AND INFORMATION PRESENTED AT THE BUDGET HEARING, visit www.nbexcellence.org/do_annualmtg.cfm.

Good stewards of tax \$ during times of structural deficit

While the school district’s overall financial condition is on solid footing, like nearly every school district in Wisconsin, SDNB continues to experience a long-term structural deficit due to costs exceeding revenue. To address the deficit, the district is:

- ★ Saving on health care costs with a consumer-driven health plan – costs have decreased by 47% in the last 3 years – going from 1/6 of the budget to 1/8
- ★ Designing a sustainable compensation model for staff
- ★ Finding less expensive means to deliver services
- ★ Refinancing outstanding debt
- ★ Funding energy efficiency projects for long-term savings

Long-Range Facilities Planning

District to Seek Community Input on Additional Facilities Projects

In 2013 the SDNB Board of Education approved an \$18 million Long-Range Facilities Plan to address facility needs. Projects that support safety, academics and energy efficiency are being funded with the District's operating budget, fund balance, and borrowed funds through the energy efficiency revenue limit exemption (Act 32).

Projects already approved in the plan include all SDNB schools receiving:

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

While projects will be completed at all schools, New Berlin Eisenhower is receiving the most updates:

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

Then:

Cost to build New Berlin High School: \$2.4 million

A brand new building to accommodate 1,200 students – New Berlin's first high school – opened its doors in September 1961. Six years later amid booming population, construction began on a second high school, New Berlin Eisenhower, which opened in 1969.



Now:

New Berlin High School, now New Berlin West, underwent a major renovation from about 2000 to 2007, adding a performing arts center, field house with indoor track and tennis courts, an upgraded relocated library, a new 10-classroom wing and renovated bathrooms and workout facilities. In 2014, New Berlin Eisenhower is being renovated.

A PHONE AND ONLINE SURVEY (9/19 – 10/3) WILL ALLOW RESIDENTS TO WEIGH IN ON UNFUNDED FACILITIES PROJECTS:

- ★ Installing air conditioning at Poplar Creek and Orchard Lane Elementary
- ★ HVAC upgrades at New Berlin West
- ★ Replacement of exterior doors at New Berlin West, Poplar Creek and Orchard Lane Elementary
- ★ Replacing the pool at Eisenhower
- ★ Adding gym space at Eisenhower

Answer the call or visit www.nbexcellence.org for a survey link to provide your opinion!





Expect
Excellence
School District of New Berlin
4333 S. Sunnyslope Road
New Berlin, WI 53151 (262) 789-6200



MARK YOUR CALENDAR - COMMUNITY EVENTS

Visit the calendar at www.nbexcellence.org or call 262-789-6200 for more info

- ★ September 19-October 3: Community Poll on Facilities Projects. Phone poll to select residents; voluntary survey at www.nbexcellence.org for those who don't receive a call.
- ★ College & Career Parent Series: Visit www.nbexcellence.org/district/ccr-events.cfm for more info
- ★ September 26: Eisenhower Homecoming Game
- ★ October 3: West Homecoming Game
- ★ November 11: Annual District Veteran's Day Program
- ★ November 12: Business & Community Partnership Breakfast
- ★ December 5-6: Annie Jr. Musical - Ike
- ★ December 5-7: Oklahoma Musical - West
- ★ March 20-21: Discover New Berlin Expo

BOARD OF EDUCATION MEETINGS: Held biweekly, Mondays at 7 p.m. in the New Berlin West Idea Center. Also streamed online for viewing.
MORE INFO: www.nbexcellence.org/district/board-meetings.cfm

ANNUAL NOTICES: Located at www.nbexcellence.org/district/annualnotices.cfm



FEEDBACK: Questions, Opinions & Ideas welcome at feedback@nbexcellence.org