

MONDAY MESSAGE

FROM DR. MCFARLAND



Impact on Purpose

January 8, 2018

Happy New Year, and welcome to 2018. I hope that you are returning refreshed, rejuvenated and ready to make a significant impact with the opportunity you have been given.

During the break, I returned to Jasper and spent more time than usual catching up with a couple of my cousins and fellows with whom I grew up. Several of them were home for the holidays, and many extended their time at home due to a funeral of one of our classmates. It is a sad reality that it is often sickness or death that causes all of us to pause and reconnect with friends from 20 years ago.

We decided to meet up after the services at the little league baseball field where we spent many summer days and evenings. It was a sad but joyous occasion because we all had a chance to reconnect and take a trip down memory lane. As we were wrapping up and getting ready to return home, my friend Kenneth, who is a minister, asked us all to grab hands in a circle and allow him to pray. It was a powerful prayer and what I specifically remember is him praying that we all would **commit to living lives of impact on purpose.**

I thought about this phrase **impact on purpose** for several days and decided this would be the defining phrase that I would commit to for 2018, and I challenge the entire Crowley ISD team to consider using it. **Impact on purpose** is a phrase that I believe adequately captures the focus and intentionality that will be required for each one of us to be successful.

My focus and expectation is that everyone in the organization is engaging in purposeful behaviors that will ensure that our students perform at the highest possible level. Regardless of your role in the organization, I challenge you to be deliberate about making a positive impact and being a positive force of goodwill in your span of influence. My goal is to ensure that regardless of where a student attends school in Crowley ISD that they will attend a school that has met and exceeded the state standards in spite of the challenging circumstances. In order for this to occur, we must keep our nose to the grindstone, focused on the work of ensuring that our students are receiving our absolute best.

I am convinced that organizational success is all about the people, their level of commitment and the intentionality with which the work is done. The curriculum and assessment systems, instructional tools, intervention programs and daily instructional practices we are putting in place are designed on purpose to ensure that the daily effort exhibited in classrooms, on the campus and at central administration will result in increased student learning.

I recently engaged in a conversation with other superintendents about what is necessary for district success in challenging circumstances. What I have found was that just about everyone is doing the same things in concept as we are attempting to do in Crowley. **We are not the exception in our intentions.** Most of the district leaders communicated the same intentions we have, and most of them discussed their use of data and the assessments to drive instruction.

After this conversation was over, I continued to contemplate this point about not being the exception as it relates to our intentions. If we are really not the exception and everyone has similar intentions, then maybe good intentions are only a part of the answer?

I spent the majority of my personal reading and study time over the break investigating the connections between intention, actions, impact and purpose. **I discovered that intentions are positive, but they become much more powerful, productive and predictive when they are combined with deliberate action that leads to planning of focused and purposeful learning experiences with measurable results.**

When we commit to living a life of **impact on purpose**, it really means that we have clarified the outcomes we desire and commit to taking purposeful actions to produce them. The work will not be easy, but it will be necessary, impactful and significant.

With something to think about, I'm Mike McFarland, asking you to join me in doing what is necessary to ensure that the students, families and community we serve are positively impacted on purpose.

Dr. Michael D. McFarland
Superintendent, Crowley ISD