



Santa Clara County  Office of Education

# Debbie Boer and Linda Gore Paraeducator Recruitment Video

Champions for Leadership  
June 11, 2013

# Professional Development Goals

Linda Gore

- Acquire new leadership skills and enhance talents
- Personal growth
- Network with colleagues and build relationships
- Contribute to Classified Personnel Services and the SCCOE



# Professional Development Goals

Debbie Boer

- Learn and develop the qualities of an effective leader
- Identify an area of improvement
- Advance project management skills
- Complete Meyers-Briggs Type Indicator® assessment



# Project Goals

- Improve Paraeducator recruitment and retention
- Represent the importance of the position and duties involved



# Project Goals

- Develop a short-form recruitment video
- Support Goal #5:

SCCOE will be the premier employer in Santa Clara County with an organizational culture that supports employee success



# Project Roll-out

## Tracking Tasks and Managing Constant Change

	Task	Assigned To	Start	End	Dur
	Special Education Para Educator Short-form video		9/27/12	7/1/13	191
1	Story boarding completed	Jason Sholl and Rachel Z.	3/1/13	4/5/13	26
1.1	Determine classroom locations	Debbie and Linda	3/1/13	4/5/13	26
1.2	Determine cast	Debbie and Linda	3/1/13	4/5/13	26
1.3	Contact cluster principal for permissions	Linda Gore	3/5/13	3/20/13	12
1.4	Draft general story line	Debbie and Linda	3/29/13	3/29/13	1
2	Feasibility report completed		9/27/12	1/31/13	86
2.1	Get SPED Director approval	Debbie and Linda	9/27/12	9/28/12	2
2.2	Speak to Riju Krishna	Debbie and Linda	12/11/12	12/11/12	1
2.3	Speak to Sherry Warp	Debbie and Linda	12/13/12	12/13/12	1
2.4	Speak to Linda Aceves	Debbie and Linda	1/31/13	1/31/13	1
2.5	Speak to Philip Gordillo	Debbie and Linda	12/21/12	12/21/12	1
2.6	Speak to Jason Scholl	Debbie and Linda	12/18/12	12/18/12	1
3	Release form completed		2/11/13	4/1/13	35

# Accomplishments/Successes

- Developed a statement of work
- Obtained buy-in and support from leaders within the organization
- Created collaborative opportunities
- Expanded knowledge of project management and implementation



# Accomplishments/Successes

- Experienced video production process
- Attended all nine monthly CFL seminars
- Accomplished video with the support of our award-winning Digital Design and Media Services team





# Key Learnings

- Breakdown tasks and timelines into manageable segments
- Allow ample time in the event of unforeseen circumstances
- Teamwork and networking can achieve extraordinary results
- No project is isolated to one area



# “The Final Cut”

## Paraeducators

### The Backbone of the Teaching Team





# Special Thanks

- **Creative team** – Jason Sholl, Lindsey Wong, Jeremy Smith and Rachel Zlotziver
- **Cast members:** Nancy Guerrero, Dr. Laurene Beto, Mike Cobb, Joanne Haas, Nicole Espitia, Richelle Mirto, Jonathan Guy
- **Magnificent students in Special Education!**



# Special Thanks

- Dr. Kelly Calhoun and Kathy Sealana
- Kirsten Sarginger and Sheila Lopez
- **Project Champions** – Linda Aceves, Dr. Kelly Calhoun, Philip Gordillo and Nancy Guerrero
- **Special Education team** – Riju Krishna and Sherry Warp

