



Building Culture, Academic Systems, and Accountability

The Smackover-Norphlet School District Strategic Playbook



Zone 1: The Geography



**Consolidated
District in
South
Arkansas
covering
Smackover,
Norphlet, and
Mt. Holly**

Zone 2: The Campuses



**Smackover
Elementary (K-4)**

**Norphlet Middle
School (5-8)**

**Smackover High
School (9-12)**

Zone 3: The Numbers

1,100

Students K-12

53%

Free and Reduced

20

Average Class Size | Avg 90 per class

+60

Average School Choice into the
district over the last 3 years



#WEAREONEFAMILY

Saddle Up. Let's Ride.



A Tradition of Winning Across the Board



Athletics

State Champion Cheer
(Back-to-Back-to-Back)

State Runner Up in Girls Golf

State Semi-Finalist in Softball

State Quarter Finalist in Baseball
and Football

Jr. High Conference Champs in
Basketball



Academics & Clubs

Superior Ratings in Band and
Choir

State Honors in FFA and FBLA

State and National Honors in
HOSA

2 Students invited to the
Governor's Scholastic Honors Day



District & Faculty

District Letter Grade of B

26 Recipients of Merit Pay
(24-25)

32 Recipients of Merit Pay
(25-26)

Videoplayback.mp4



Recognizing the Mechanics of a Home Run



Key Takeaway: We must highlight our great moments and individuals to begin a culture shift.

CULTURE

The shared set of beliefs, values, customs, behaviors, and artifacts. It is a learned way of life passed down through communication, institutions, and social learning that dictates how we interact and solve problems.

A positive school culture is hard to explain, but you instantly know it when you see it. It is created by stream school intentional actions that make...

...students want to learn there.

...teachers want to teach there.

...leaders want to lead there.

...and you want to be there.

— Leader Lisa Romano

**YOUR SCHOOL IS
WHAT YOU CREATE.**

The Culture Ecosystem Matrix

Administration & Staff	The Community	The Students
Carry the torch & live for the brand	Share community goals, traditions, and values	Buy in to their own future & invest beyond their fun thing
Create Academic Pride	Support District goals and direction	Desire to be the best
Support all stakeholders		Support administration and teachers
Celebrate and THANK every chance	Be open	THANK every chance they get
Get community involved beyond a donation	Show up and be involved	
Be present, visible, and involved		Get involved & seek out help
Be willing to do the extra		

Culture in Action: The Event Strategy

Academic Rallies



Elevating academics to athletic status.

SHS Reading Tailgate,
K-2 & 3rd-4th Atlas
Testing Pep Rallies

District Spirit & Tradition



Building the
#WeAreOneFamily brand.

Neon Pep Rally, Spirit
Groups, Smooth
Decorator events

Community Stewardship



Involving the community
beyond a donation.

Christmas Food Support
Program, SES Career Day

What does building culture look like?

<https://thebuckarooblog.wordpress.com/2025/09/02/neon-pep-rally/>

<https://thebuckarooblog.wordpress.com/2024/11/25/shs-reading-tailgate/>

<https://thebuckarooblog.wordpress.com/2025/12/16/christmas-food-support-program-requests-being-accepted/>

<https://thebuckarooblog.wordpress.com/2025/10/03/spirit-groups/>

<https://thebuckarooblog.wordpress.com/2025/10/27/well-lit/>

<https://thebuckarooblog.wordpress.com/2026/04/28/ses-3rd-4th-graders-gear-up-with-atlas-testing-pep-rally/>

<https://thebuckarooblog.wordpress.com/2026/04/15/k-2-students-prep-for-atlas-with-pep-rally/>

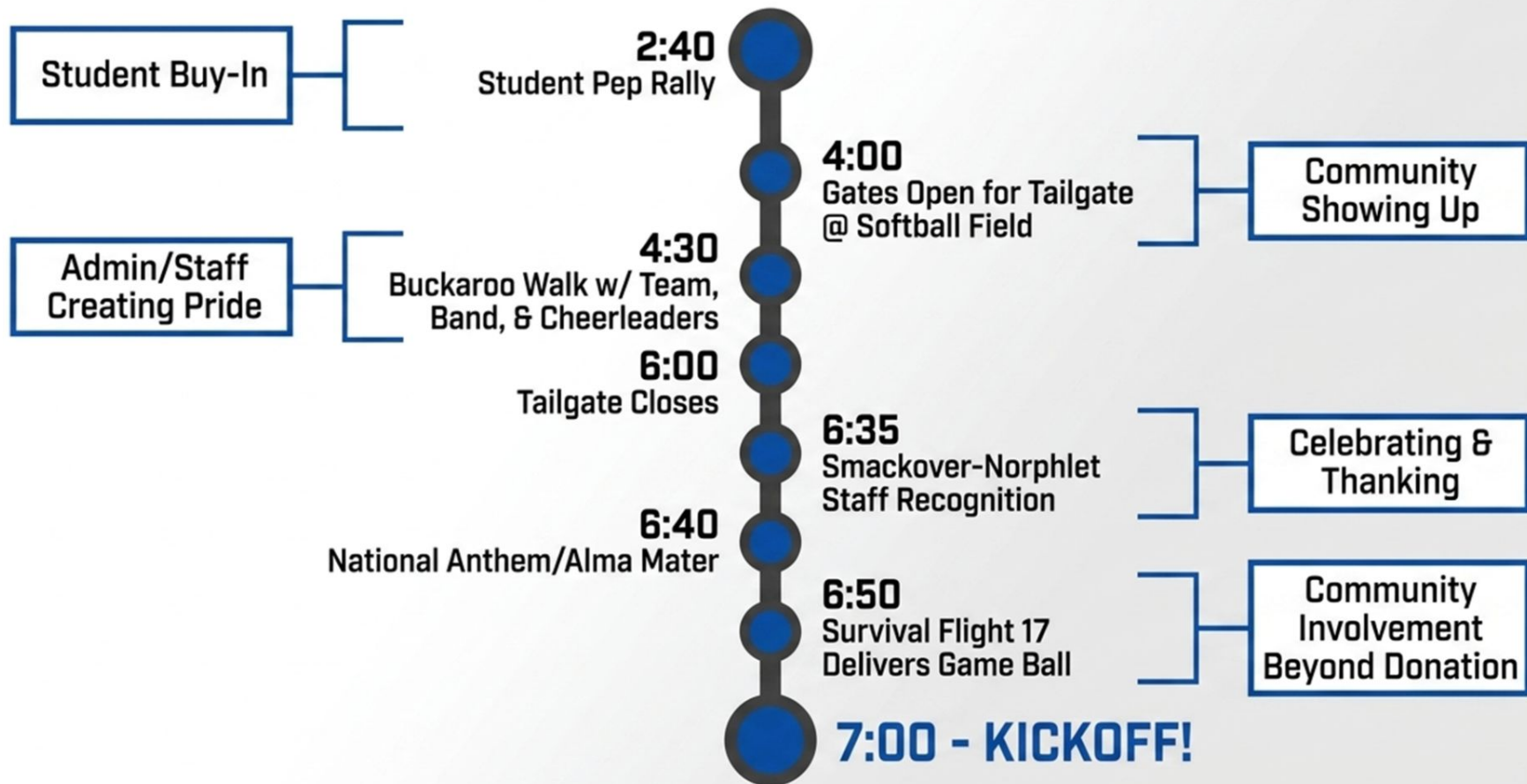
<https://thebuckarooblog.wordpress.com/2026/04/04/celebrating-easter-2/>

<https://thebuckarooblog.wordpress.com/2025/10/25/thank-you-buckaroos/>

<https://thebuckarooblog.wordpress.com/2025/10/22/smooth-decorator/>

<https://thebuckarooblog.wordpress.com/2026/02/23/save-the-date-ses-career-day-april-10/>

Deconstructing a Tradition: The Gameday Ecosystem



Extending the Blueprint Beyond the Campus

True school culture doesn't stop at the property line. Events like the Oil Town Festival represent the ultimate community buy-in.

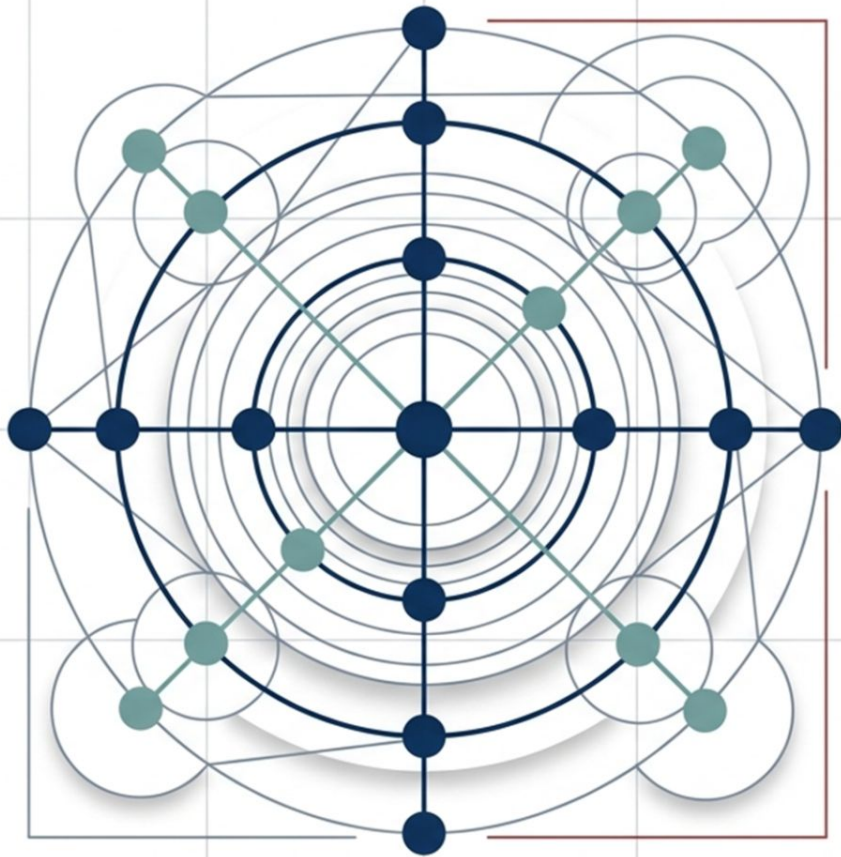


Sharing Community Goals & Traditions

Executing shared regional identity through events like the Miss Oil Town Pageant and the Drill Bit Toss.

Involvement Beyond a Donation

Driving true stewardship via local sponsorships and providing Free Family Fun for the district.

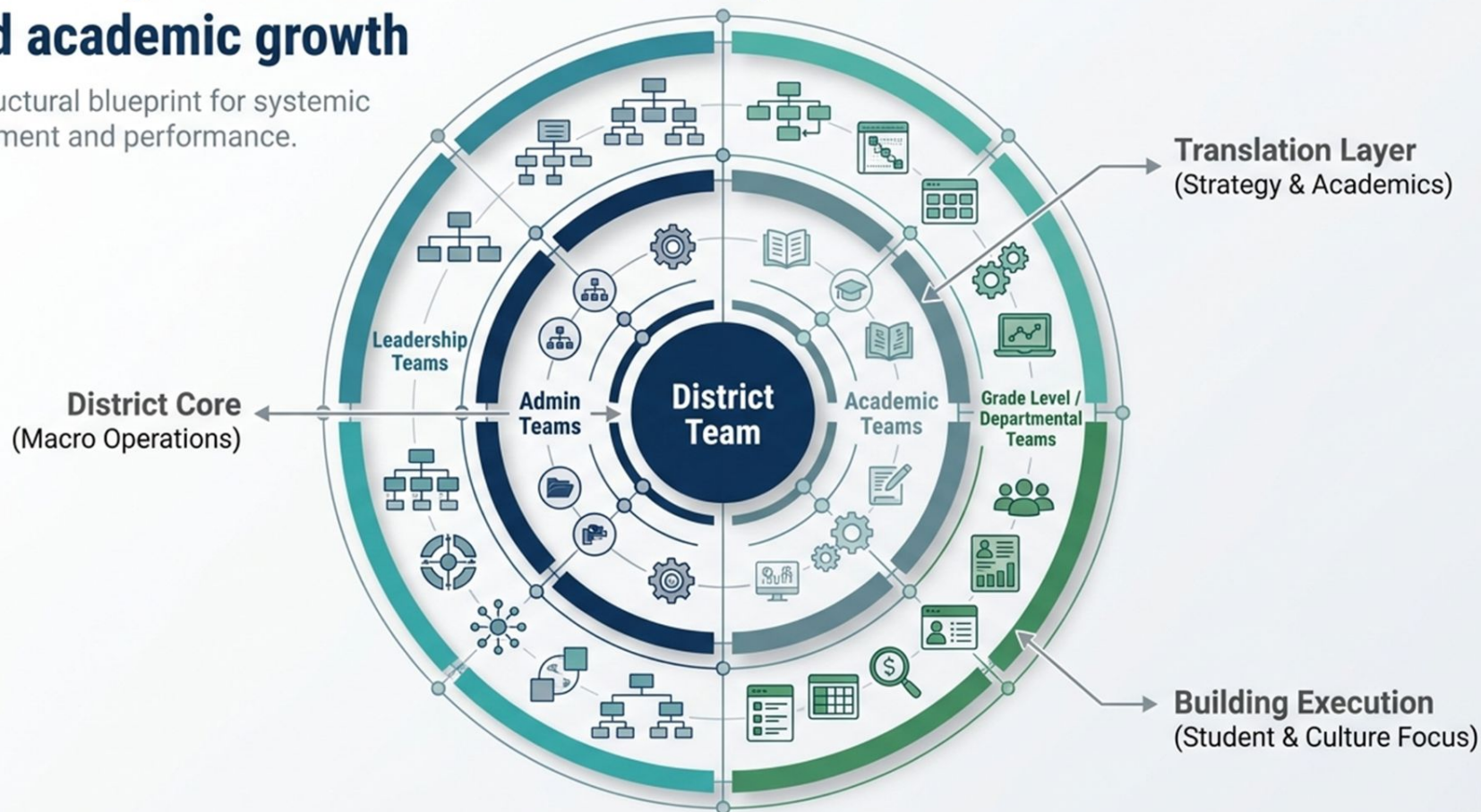


The Organizational Engine

A structural blueprint for academic systems, team rhythms, and distributed accountability.

Five integrated teams drive district operations and academic growth

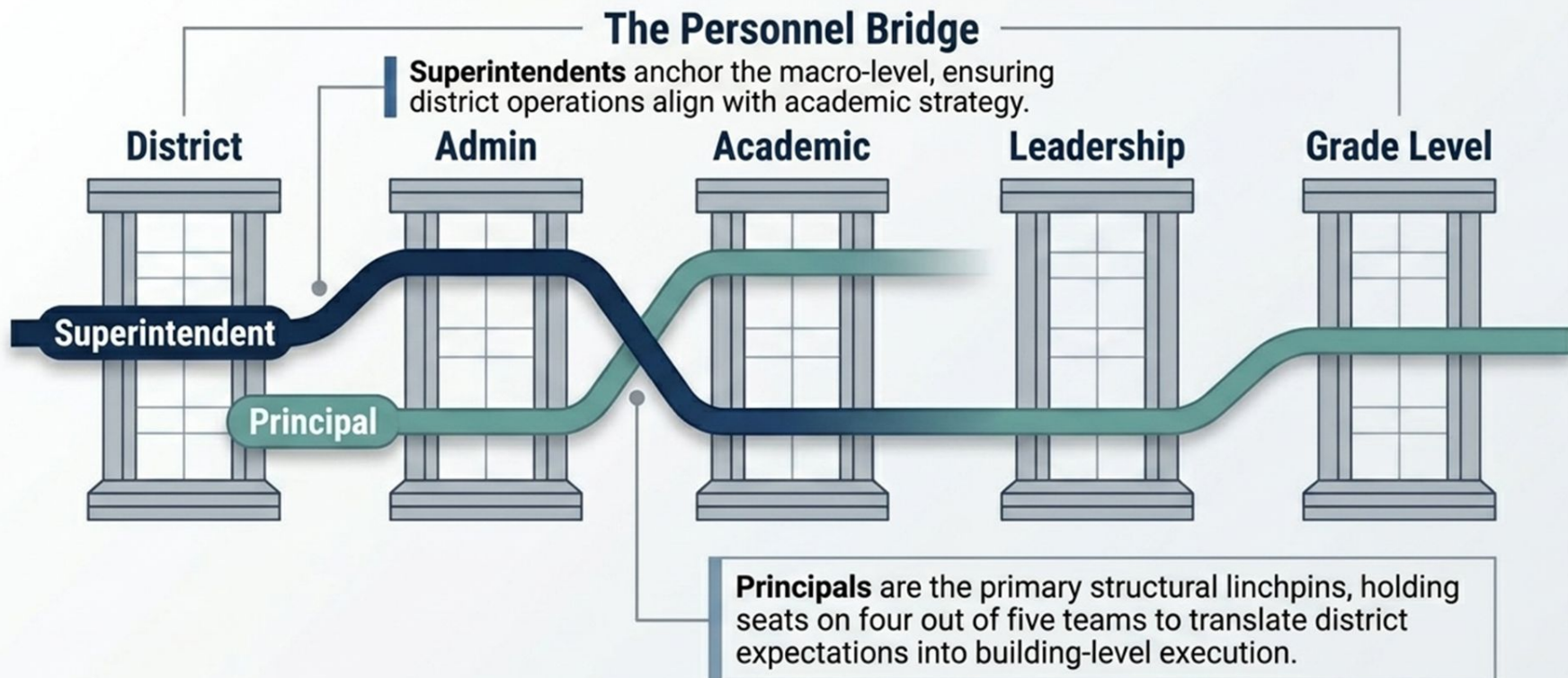
A structural blueprint for systemic alignment and performance.



The rhythm of business clearly separates operations from academics

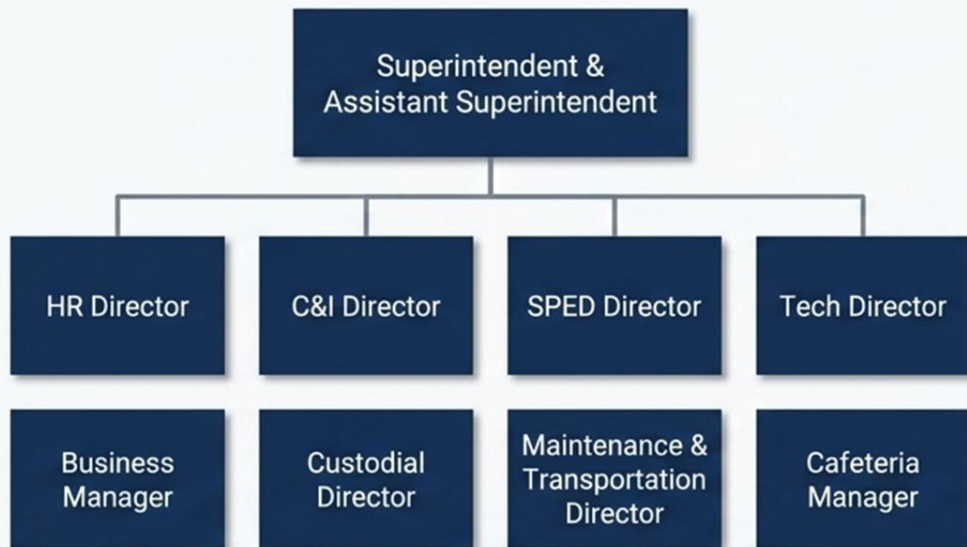
Team	Cadence	Core Focus	Key Outputs
District Team	Bi-Weekly	District Ops & Finance	Board Prep, Budgets, Law Changes
Admin Teams	Monthly or As Needed	Building Ops & Expectations	Procedures, Staffing, TESS
Academic Teams	Every 30 Days	Pure Academic Growth	Curriculum Maps, Pacing Guides, SIPs
Leadership Teams (1 per building)	Monthly	Building Culture & Issues	Handbooks, Grading, Attendance
Grade Level / Department Teams	Weekly	Student-Focused Execution	Lesson Plans, Data, Testing

Key leaders act as structural bridges across multiple teams



The District Team manages macro operations and regulatory compliance

PERSONNEL NODES



FOCUS TAGS

[Large Expenditures]

[Board Meeting Items]

[State & Federal Deadlines]

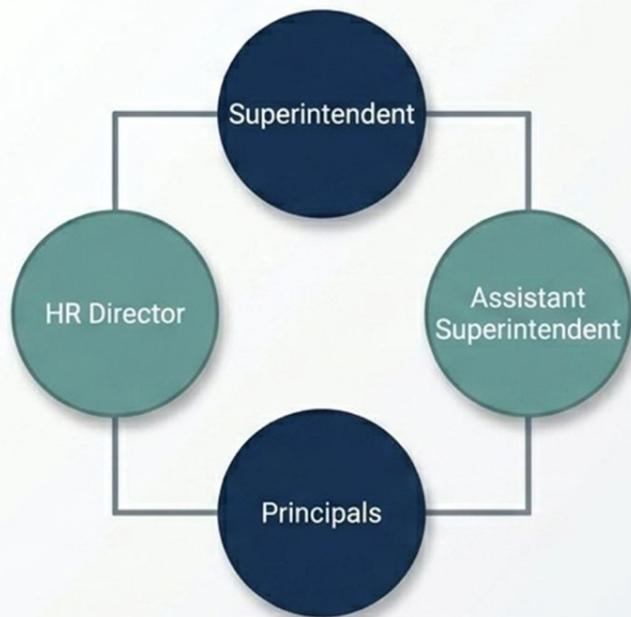
[Law Changes]

[Staffing]

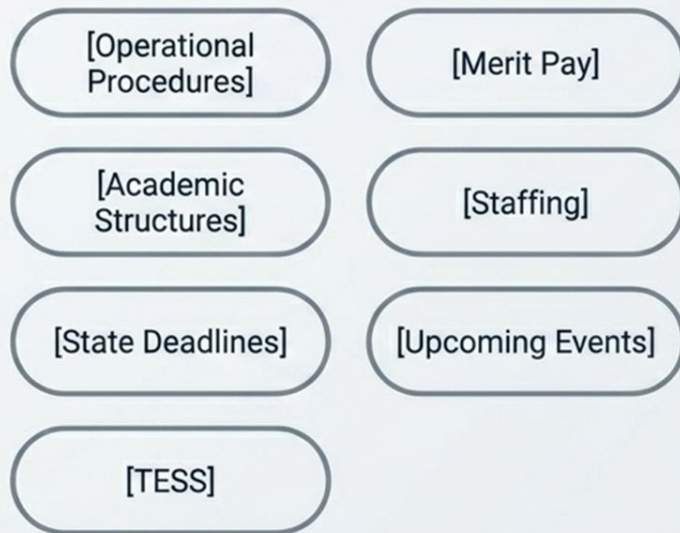
[Trip Requests & Campus Activities]

Admin Teams align operational procedures across all buildings

Personnel Nodes



Focus Tags



Academic Teams operate under a strict mandate for academic growth only

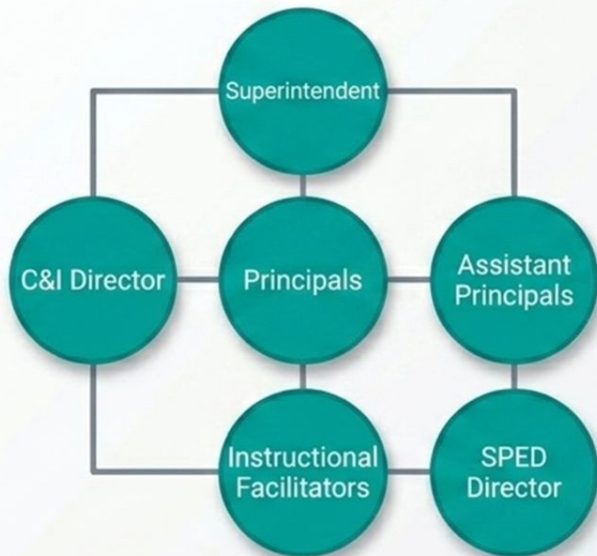


Academic Growth



Housecleaning Items, Birdwalking, Side Conversations

Personnel Nodes



Focus Tags

[Curriculum Maps]

[Pacing Guides]

[AR Learning Standards]

[30-60-90 Plans]

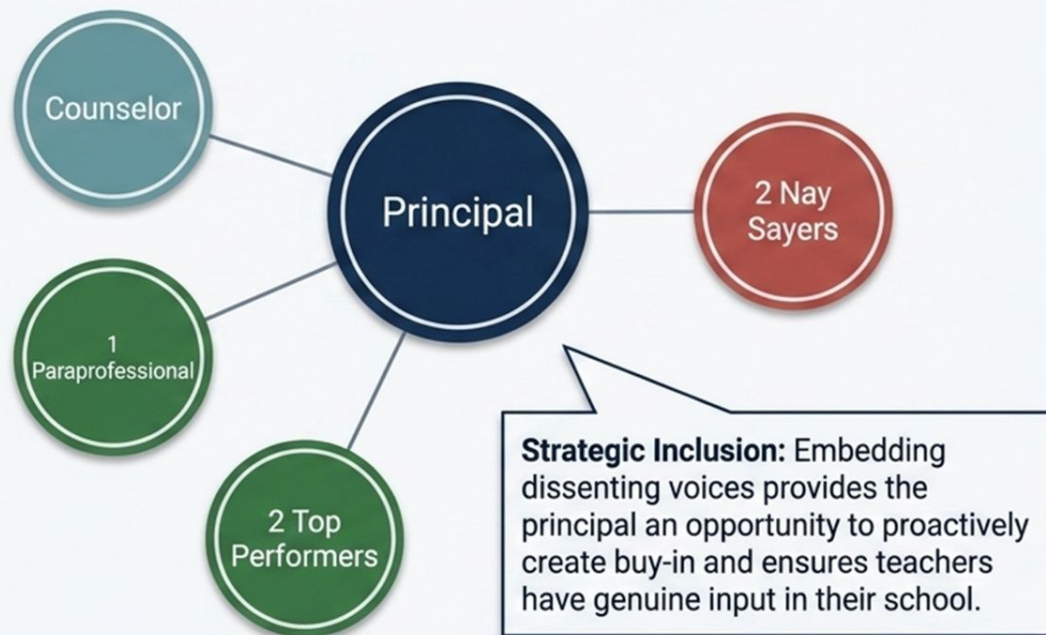
[Student Improvement Plans]

[Walk-Throughs & Observations]

[Evaluations]

Leadership Teams engineer cultural buy-in through diverse representation

Personnel Nodes



Focus Tags

[In-House Issues]

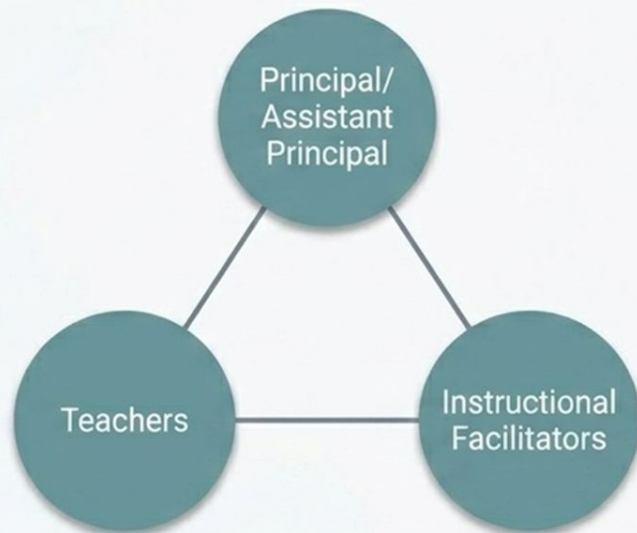
[Grading & Attendance]

[Handbooks]

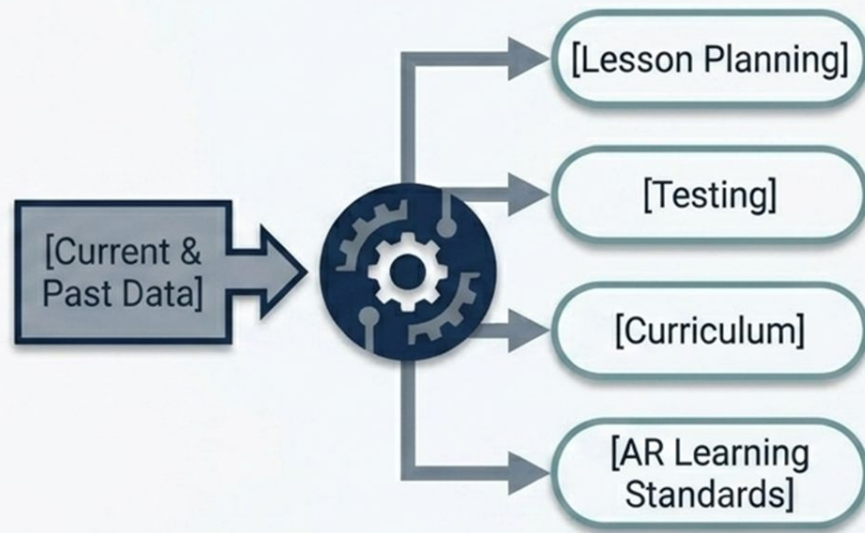
[Procedures]

Grade Level Teams focus exclusively on immediate student outcomes

Personnel Nodes

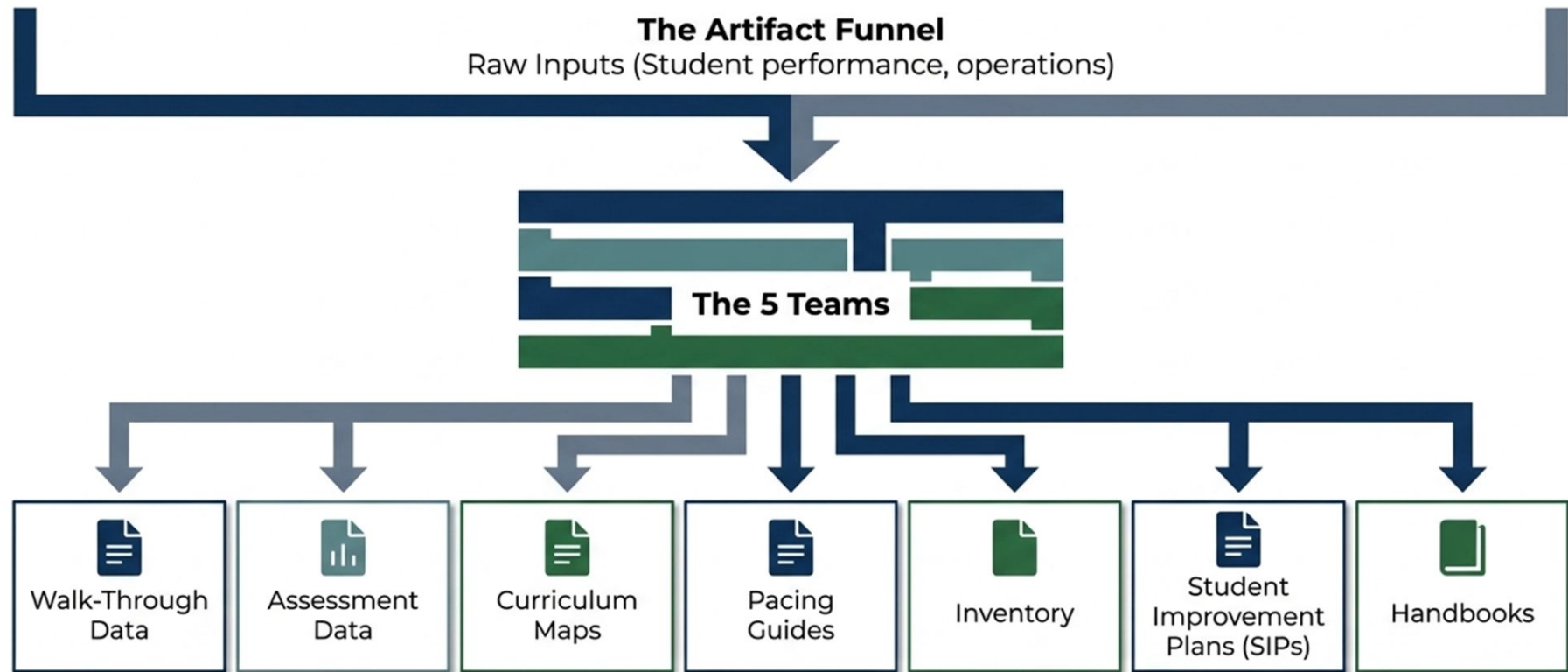


The Data Engine



Teams process raw data into actionable artifacts to prove progress

[ACCOUNTABILITY]



Every team member is responsible for a specific artifact. These documents are turned in to the team leader, principal, or superintendent to provide hard data on progress toward team goals.

Individual accountability requires bringing solutions, not just data

[ACCOUNTABILITY]

The Accountability Loop

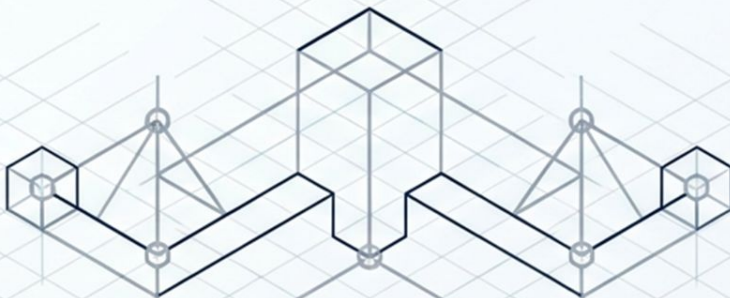


Accountability is the key. Team leaders cannot provide all the information or documentation needed. This distributed responsibility forces systemic growth for all team members.



SNSD Academic
Operating System

Accountability and Artifacts of Growth

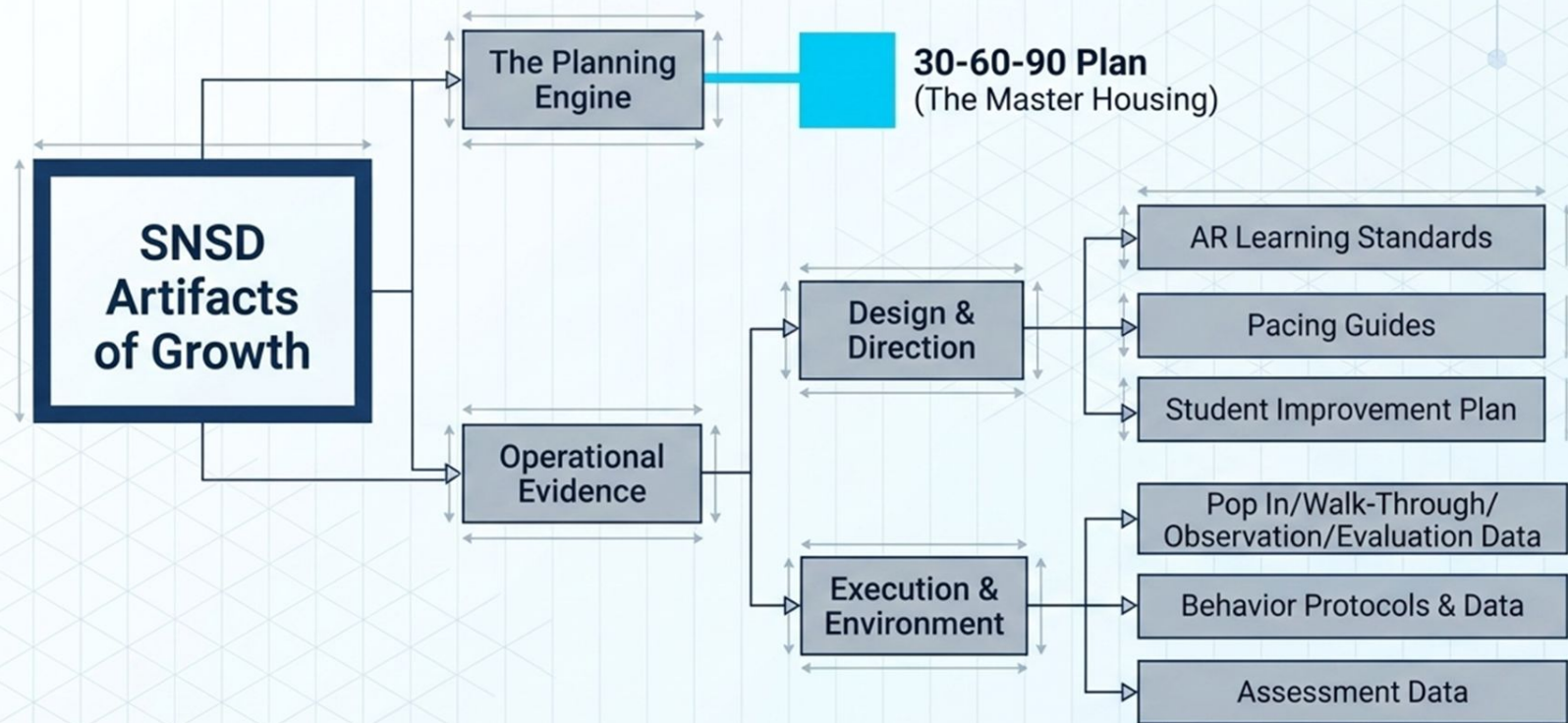


Five Load-Bearing Pillars for Academic Progress

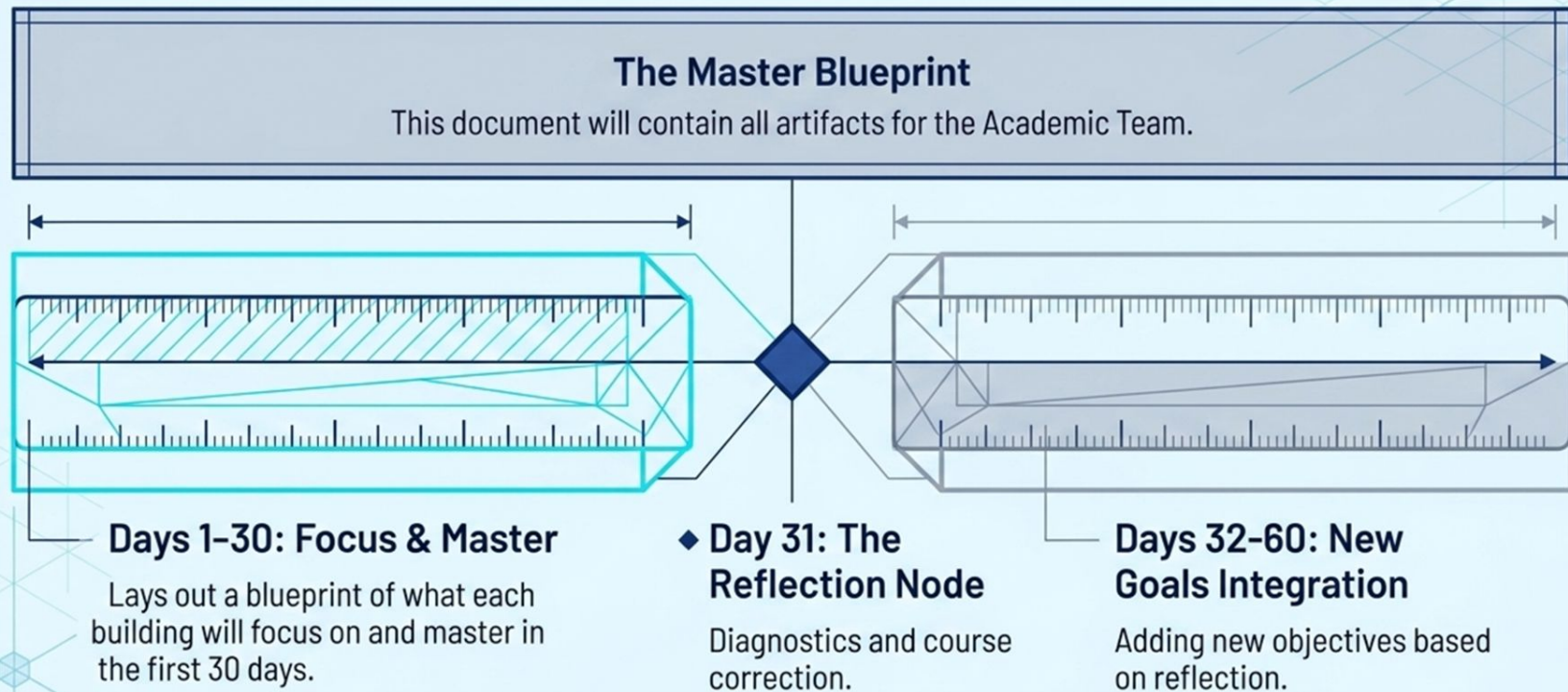


All Artifacts will be supporting documents for our **5 Pillars for Academics**.

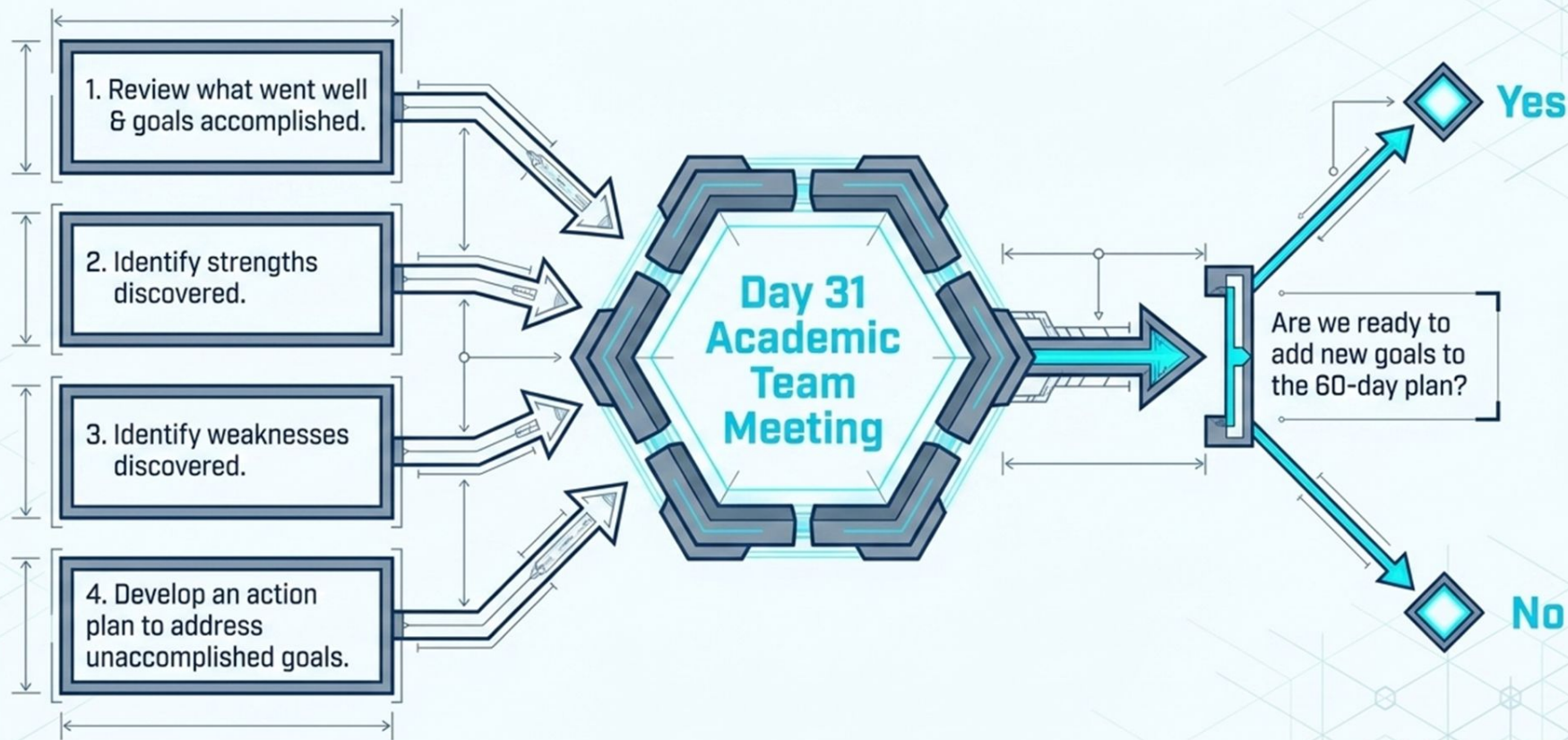
The Architecture of Evidence



The Accountability Engine: The 30-60-90 Master Plan



The Day 31 Pivot: Diagnostics and Course Correction



Design & Direction Artifacts

AR Learning Standards



Foundational targets

Pacing Guides



Timeline for standard mastery

Student Improvement Plan



Static Plan

Words on a page or a copy and paste from last year.



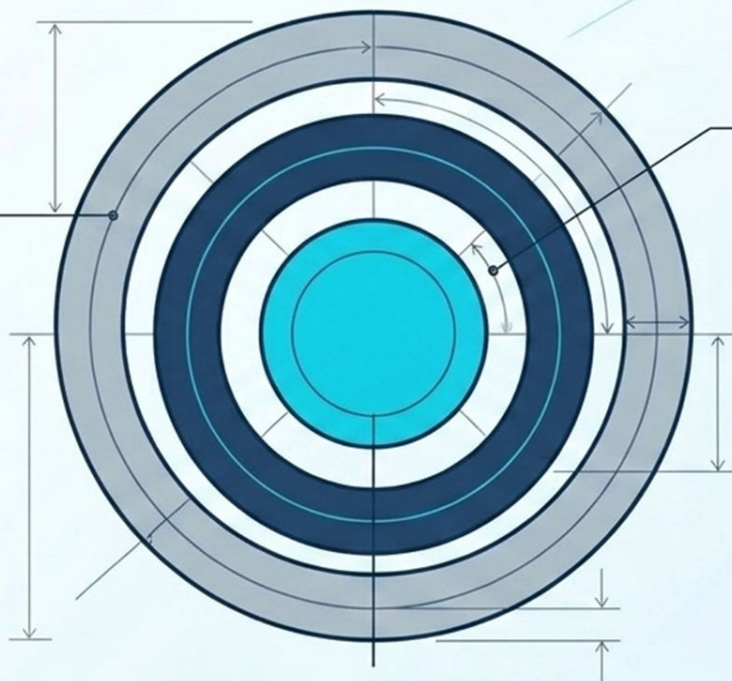
Living Artifact

Actively driving daily instruction and intervention.

Execution & Environmental Evidence

Behavior Protocols & Data

The cultural environment
necessary for learning



Pop In, Walk-Through, Observation, Evaluation Data

The execution of
instruction within that
environment

Assessment Data

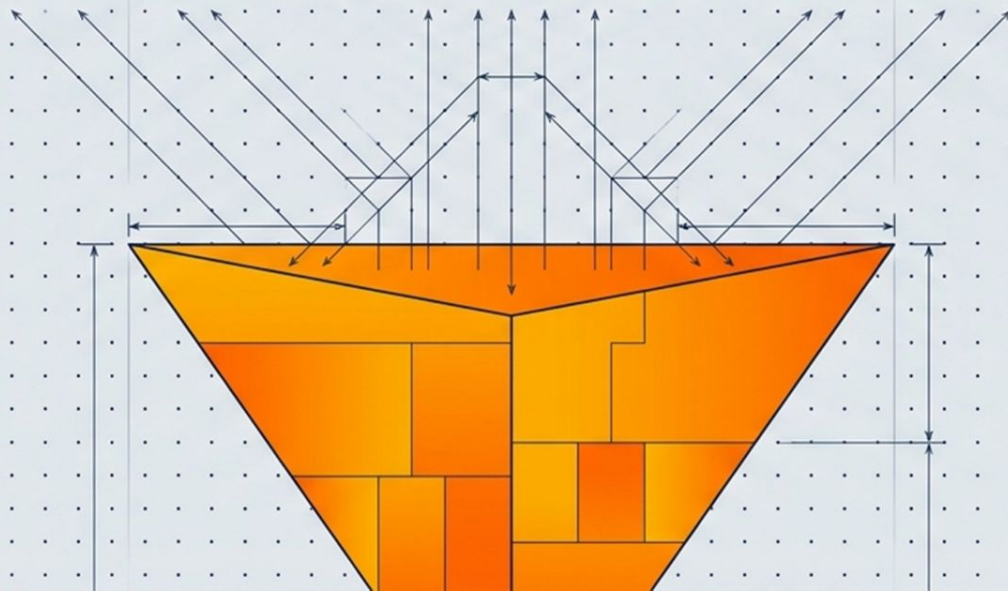
The measurable outcomes of
environment and execution

The Synthesis Matrix: Mapping Evidence to the Pillars

	30-60-90 Engine	Design Artifacts (SIP/Standards/Pacing)	Observational/Cultural Data
Instruction		✓ Pacing	✓ Walk-Throughs/Evaluations
Assessment		✓ AR Standards	✓ Assessment Data
Curriculum		✓ Pacing Guides, Learning Standards	
Communication	✓ Meeting rhythms	✓ SIP	
Behavior			✓ Behavior Protocols

When the 30-60-90 plan houses these artifacts correctly, every pillar is reinforced with actionable data.

ARCHITECTS OF GROWTH: SUPERINTENDENT SUPPORT & DISTRICT LEADERSHIP



The Foundational Mandate of District Leadership

Visible

A constant presence across district campuses.

Accessible

An unwavering open door to all stakeholders.

Inclusive

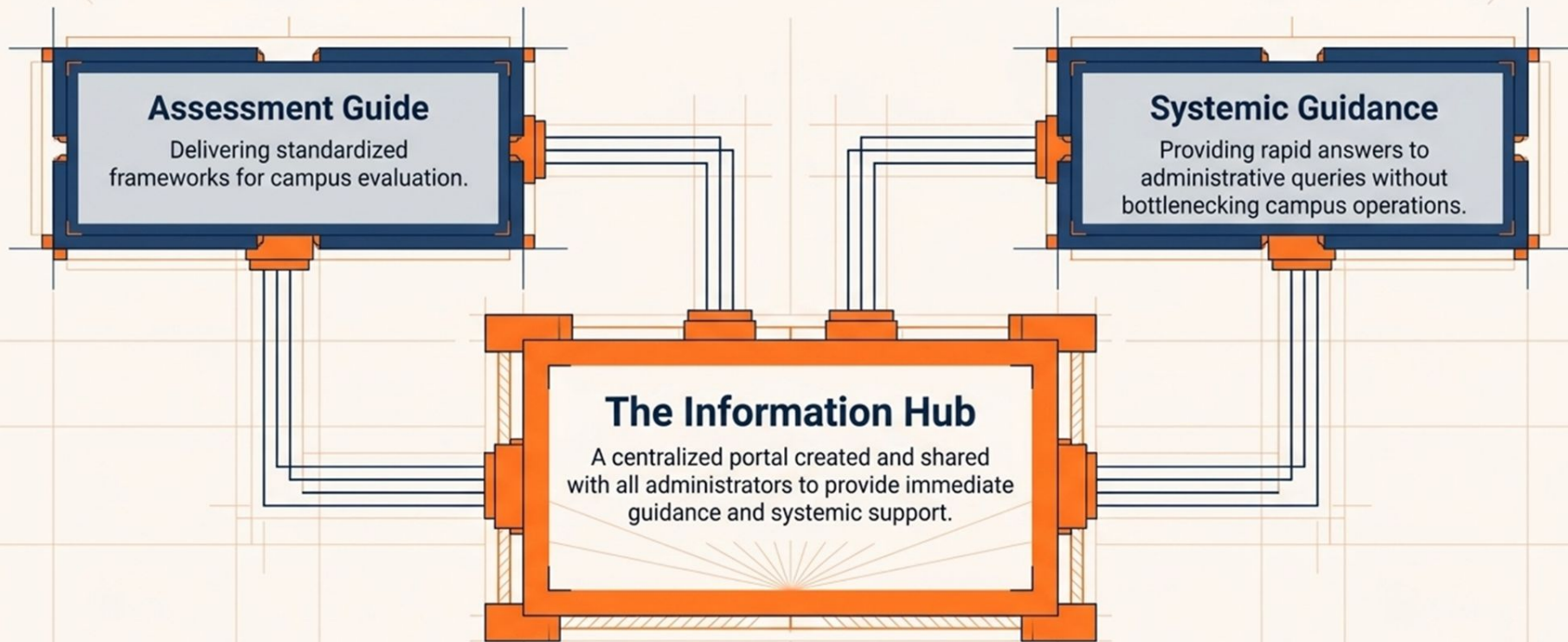
Fostering team-oriented growth and collaboration.

Transparent

Clear communication of district operations and expectations.

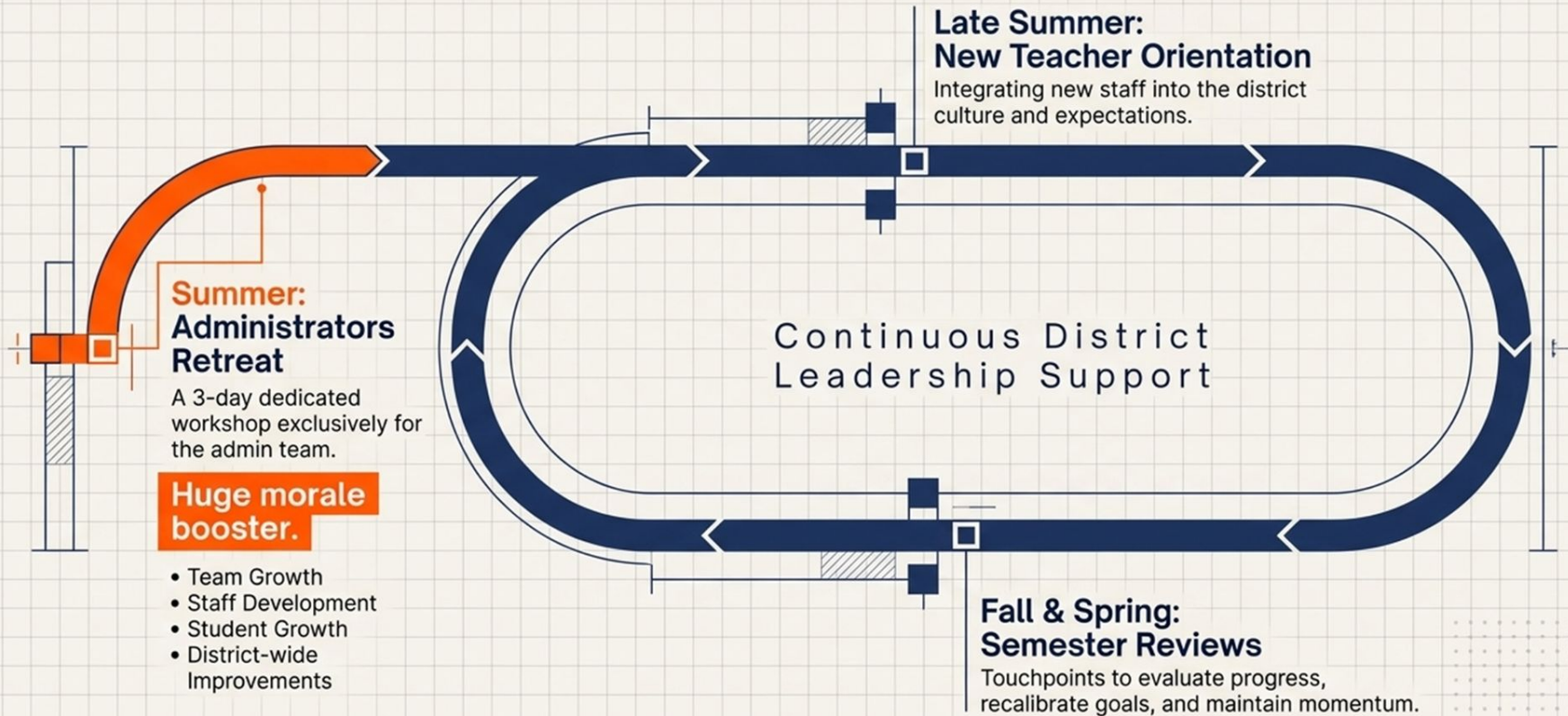
"All decisions are mine, but are reviewed and processed by the team."

Structural Support: Equipping the Administrative Team



Equipping leaders with the exact tools they need, precisely when they need them, without bureaucracy.

The Annual Cycle of Professional Growth



The Servant Leader in Action



Start my day in the cafeteria with elementary breakfast



Attend team meetings



Present at all events



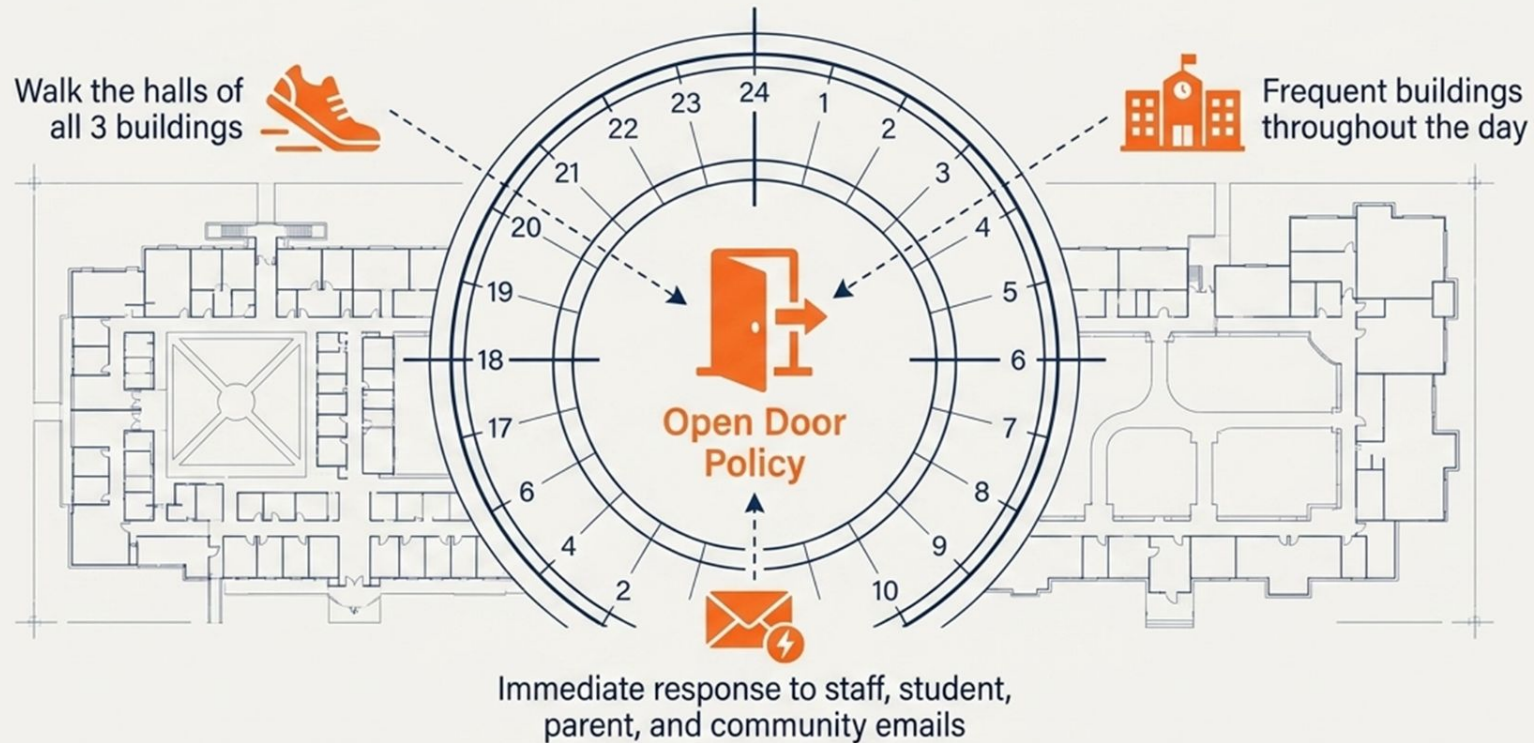
Drive the bus



Clean Buildings & Stadiums

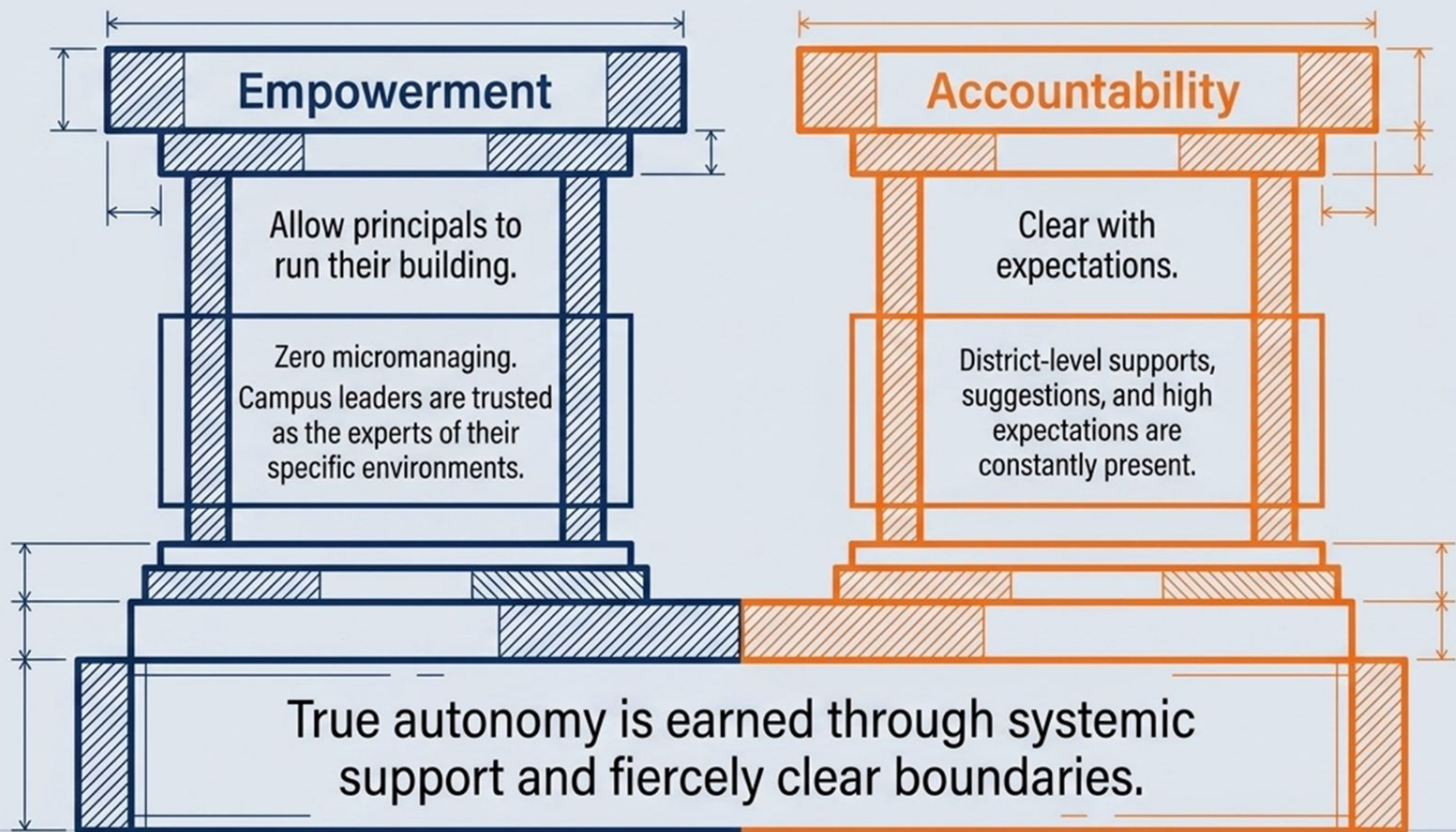
Leadership is found at every level of the district's operations. A foundational leader refuses to ask staff to perform tasks they are unwilling to do themselves.

A Footprint of Unwavering Accessibility



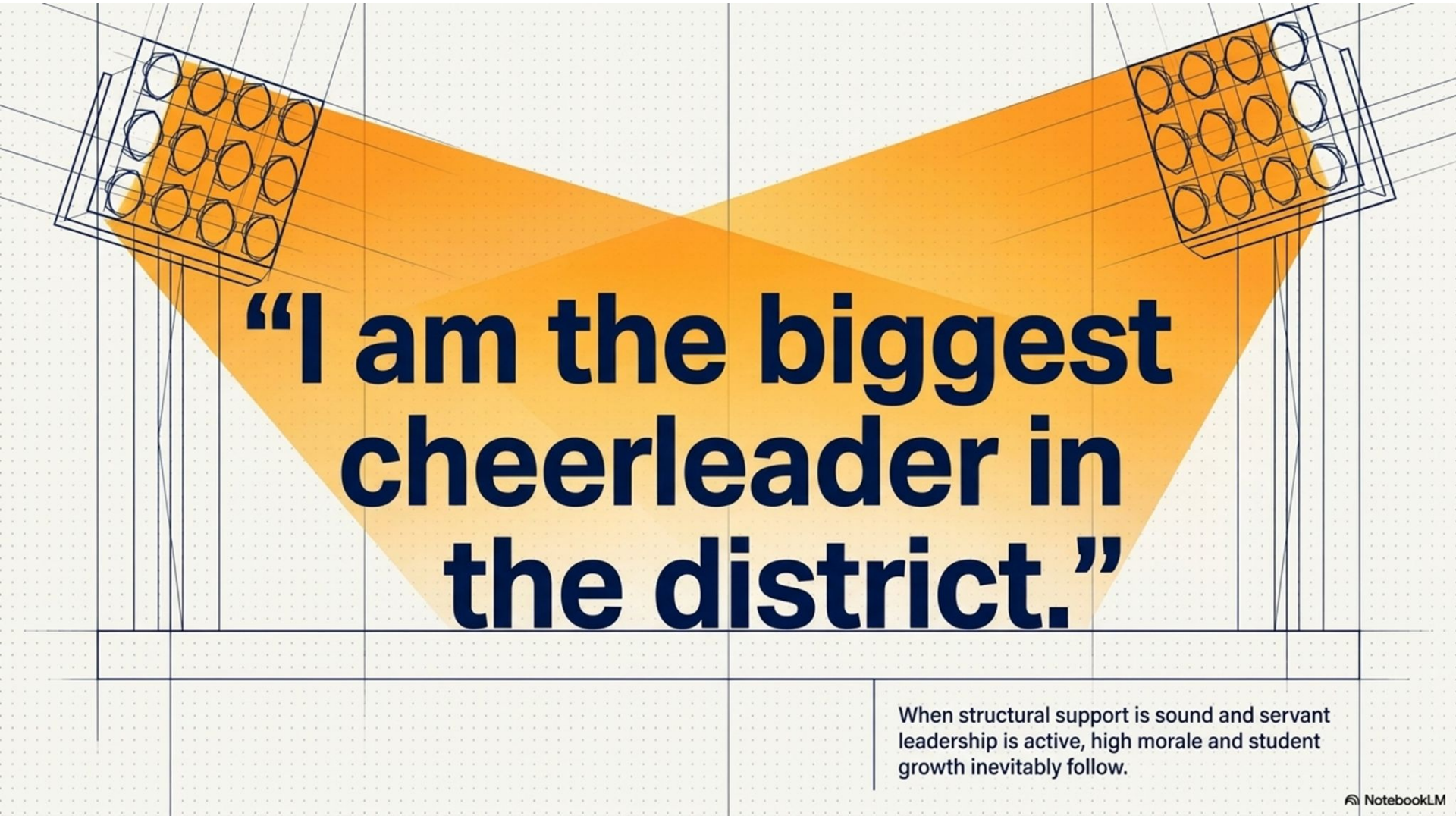
Visibility is not just being seen; it is being available at the exact moment support is required.

The Balance of Empowerment and Accountability



Cultivating District-Wide Transparency





**“I am the biggest
cheerleader in
the district.”**

When structural support is sound and servant leadership is active, high morale and student growth inevitably follow.