

Q&A with Stefan Kohler, CEO of Kickboard providing a Culture Implementation System for K-12 Schools and Districts that improves Student Behavior, Attendance, Learning and Classroom Management



Stefan Kohler
Chief Executive Officer

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Interview conducted by:
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“There are companies that have software applications that collect data on disciplinary events but Kickboard is presently the only company that integrates both an education software platform with evidence based professional development in a complete culture implementation system.”

- Stefan Kohler

CEO CFO: *Mr. Kohler, would you give us some background on Kickboard™?*

Mr. Kohler: Kickboard was founded seven years ago by Jen Medbery who continues to lead our product development and strategy. Kickboard partners with hundreds of K-12 schools and districts to facilitate their climate and culture initiatives and positively impact student achievement, attendance, discipline, and more. Kickboard is a unique combination of technology and services. Our school culture system helps educators simplify behavior management. Kickboard's technology collects real-time behavioral events throughout the student's day.

CEO CFO: *Are there certain types of schools, locations and sizes that pay more attention to their culture and are likely to engage with you? Who is the typical customer?*

Mr. Kohler: Kickboard supports public school districts including charter schools. Over ninety five percent of the districts and schools we partner with are Title 1 schools. Of those schools, the majority are over seventy five percent free or reduced-price lunch and seventy five percent minority. These schools are in mostly urban areas in which students are coming from difficult socio-economic situations. Under these conditions, many of Kickboard's schools that focus on culture result in significant non-academic and academic gains. These important gains are why many Title I schools pay particular attention to school culture.

CEO CFO: *What goes into determining what a school culture should be, what the focus should be? How do you help schools perhaps identify that before you can even start to help them with a solution?*

Mr. Kohler: We first help the school and its leaders define a vision for excellent school culture. Kickboard's Advisory Board Member, Dr. Kent Peterson, would define school culture as the set of norms, values and beliefs, systems and ceremonies that make up the persona' of the school. Kickboard then advises the school on which specific systems to put in place to support their school's' mission and vision of culture. While each school is different, we recommend that schools promote the following elements: consistent expectations for student behavior school wide, that recognize and celebrate students' positive choices, that support teachers in fostering positive relationships with students, and a focus on equity to eliminate disparities in disciplinary action.

CEO CFO: *How do you implement your program?*

Mr. Kohler: In partnering with a school or district, Kickboard first supports the leadership in the definition and implementation of a school-wide culture plan that includes the development of a mission and vision focused on culture. We then help in the selection of school-based culture teams that are responsible for the implementation plan. Part of the team's responsibility is to determine the behaviors they want to focus on, setting up behavior matrices for consistent student expectations and data collection, and then the professional learning of teachers and administrators on how to input, collect, and analyze the real-time behavior data in order to take effective action toward improvement. We support and train leadership on how to utilize the information in their Professional Learning Communities to ensure sustainability.