

STRATEGIST IN PROFESSIONAL EDUCATIONAL SERVICES

*Management, Leadership & Governance
Assessment & Moderation
Monitoring & Evaluation
School-based Research
Coaching & Mentoring
School Improvement*

“Empowerment, Innovation and Excellence!”

**PROPOSAL
PROJECT TITLE:**

*Purple Tod 25+ Practical Coaching
FOCUS – School Management as Collective Instructional Leadership*

Presented By Purple Tod Consulting

To SCNPDI @ PDinformation@jet.org.za .

Concept Paper Instructions

A. Cover Page:

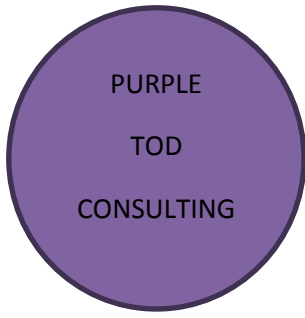
a. Name and address of organisation;
Purple Tod Consulting

b. Type of organisation (e.g., for-profit, non-profit, university, etc.);
For-Profit

c. Province and region covered or targeted;
Western Cape – able and willing to extend project Nationally as required – Eastern Cape, Limpopo and Gauteng

d. Contact point (lead contact name, relevant telephone number and e-mail address);
Selvin John Daniels (see attached CV)
Cell 0824636348 Landline 0216964608
admin@purpletod.co.za or s.daniels@vodamail.co.za

e. Signature of authorised representative of the organisation.



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B. Technical Information:

a. Concise title and objective of programme, project or approach;

PURPLE TOD 25HRS+ PRACTICAL COACHING – SMT AS COLLECTIVE INSTRUCTIONAL LEADERSHIP

b. This section includes two parts – i) a description of current programme or project activities and accomplishments; and ii) a description of the proposed partnership.

Partnership between Purple Tod Consulting and SADTU Western Cape – we implemented the Practical Coaching Model in four targeted schools with a focus on the SMT as collective instructional leadership. We have accomplished to completed the project in three schools (one high school and two primary schools with a total of 25 SMT members) from Setting the scene to the review over a period of 8-10 weeks meeting once a week at 14h30-17h00 for seven practical sessions. The following modules were included in the project

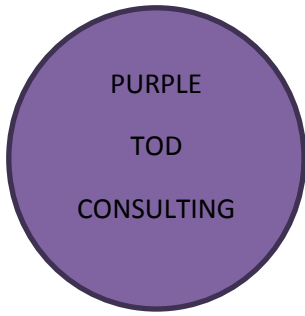
1. Introduction & Setting the scene – Coaching theory
2. Instructional Leadership – Theory
3. MBWA – Management-by-walking-about
4. Item-Error Analysis
5. School Monitoring & Evaluation
6. School Improvement – A conceptual model
7. School Orientation & Induction
8. Learner Discipline – DQ Model
9. Assessment of/for Learning
10. Role of home-school in L&T
11. Review

c. Description of existing/proposed programme:

Objectives and strategy;

Coaching SMT members of selected schools on “The Roles of the SMT as Collective Instructional Leadership” with focus on the following modules;

1. Introduction & Setting the scene – Coaching theory
2. Instructional Leadership – Theory
3. MBWA – Management-by-walking-about
4. Item-Error Analysis
5. School Monitoring & Evaluation
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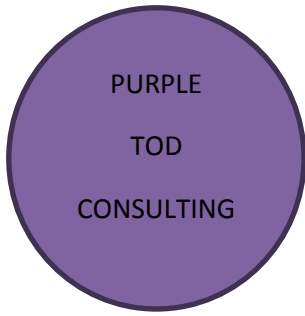
Assumptions about how the programme does or will bring about sustainable change;

Research suggests strongly that in poor communities strong and purposeful school leadership can make a huge difference in school improvement and improved learner attainment. Research further suggests that the focus of the efforts must be instruction and what happens in the classroom. Practical Coaching will focus on the performance of the SMT wrt school instruction and their sphere of influence notwithstanding their sphere of concern and its context.

Method of implementation: activities, timeline, costs and indicators of success;

- Practical Coaching – coach: coachee (sometimes also referred to as mentor: mentee) relationship
- See modules above
- Each SMT or school get a total of 40hrs of coaching cycle [25hrs direct contact: 15hrs of back office support]
- Project Plan – Focus on three Provinces – Eastern Cape/Gauteng/Limpopo
- Project Plan – 24 months cycle
- Coaches – Principal Coach & Three Provincial Coaches
- Phase 1 – Selection & Training of Provincial Coaches – 10 days
- Phase 2 – Internal & External Monitoring & Evaluation
- Phase 3 (i) – Each Provincial Coach = 8 terms = 32 school = 250-300 SMT members
- Phase 3 (ii) – Total Scope over 24 months = 100 schools = across 3 Provinces = 1000 SMT members = 4000 hrs
- Costs – exclude travelling & logistics & subsistence & external monitoring
- **OPTION 1 – FULL IMPEMENTATION [3-4 Coaches]**
- (i) – Selection & Training = 10 days = R 200 000.00
- (ii) – Implementation = 4000hrs R10 000 000,00
- Unit Costs = R100 000 per school over 8-10 weeks
- **OPTION 2 –PILOT [One Coach]**
- Implementation = 4 schools per term x 8 terms x 40hrs = 1280hrs R 3 200.000.00

[PROJECT CAN BE SCALED UP/DOWN IN LINE WITH REQUIREMENTS]



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Technical and administrative capabilities;

- Refer to attached CV of Principle Coach
- Visit Purple Tod Consulting website www.purpletod.co.za

Professional Development Points

- Level 1 = 20 PD points cycle
- Level 2 = 60 PD points cycle
- Level 3 = 30 PD points cycle – based on Portfolio of Evidence

Concept Paper Evaluation Criteria

The following addendums have been attached:

1. Credentials of Principal Coach
2. Practical Coaching Model
3. Modules
4. Report to SADTU WC