



For Immediate Release

State And Business Leaders To Enhance Urbandale's Professional Development Day

In addition to over 50 Urbandale staff members, leaders throughout the state will facilitate workshops focusing on tactics for building a culture of continual improvement

URBANDALE, Iowa – February 11, 2014 – For over four years, the [Urbandale Community School District](#) has been integrating Quality and Continual Improvement (Q/CI) theories and practices throughout the district with the ambitious goal of transforming education. At the core of this transformation is a commitment to supporting teacher leadership and growth, thus the district will kick off its third-annual mid-year professional development day, referred to as Cabin Fever Day, on Monday, February 17, 2014 at Urbandale High School from 8:00 a.m. to 4:00 p.m. The day's program includes nearly 60 workshops facilitated by staff members, business leaders and education visionaries from across the state. The district extends an invitation to all metro business, education and community leaders looking to gain insight about transforming organizations, fostering sustainable change and building a culture of continual improvement.

"Cabin Fever Day is an excellent example of continual improvement in action," said Dr. Doug Stilwell, Superintendent, Urbandale Community School District. "We solicit feedback from attendees each year in order to improve the overall learning experience for the day. Having some of our state's key leaders and executives facilitating workshops is a testament to the value of Q/CI across all organizations."



Attendees will have the opportunity to select from a diverse range of forward-thinking, relevant and applicable workshops built upon the strategic foundation of continual improvement. Sessions such as 'Baldrige in Everyday Language' and 'Employability Skills' facilitated by Bridgestone Corporation Continuous Improvement Manager, Scott Burgmeyer, 'Everyday Math eSuite Technology' facilitated by McGraw-Hill Consultants and 'High Standards and Continuous Improvement' facilitated by Scott Raecker, former State of Iowa Representative and current Executive Director at CHARACTER COUNTS! In Iowa and the Institute for Character Development at Drake University.

“Urbandale students and parents know that quality and continuous improvement is a focus in our schools. They may not know that Urbandale educators walk the talk when it comes to continuous improvement,” said Raecker. “Cabin Fever Day provides the opportunity for our Urbandale educators to focus on their own professional development—learning about cutting-edge opportunities to help our students excel in college, career and citizenship readiness.”

The day concludes with a student showcase demonstrating the impact that Q/CI has had on student engagement and learning. To view the complete program guide for Cabin Fever Day 2014, download or bookmark the Cabin Fever Day app by going to:

<http://teamapp.mobi/cabinfeverday> To learn more about how Urbandale is transforming education, download the [district brochure](#) and visit <http://showcase.urbandaleschools.com/>

About Urbandale Community School District

The Urbandale Community School District includes portions of Des Moines and Urbandale, Iowa. The district serves over 3,900 students in six elementary schools, one middle school and one comprehensive high school. The Urbandale district supports an increasingly diverse student population where 50 languages are spoken. Building on the existing foundation of excellence in education, Urbandale is transforming education throughout the district. By implementing innovative [Quality/Continual Improvement](#) strategies that create learning environments that more fully engage, challenge and motivate students, Urbandale is taking transformation from theory into practice. Urbandale prepares students for becoming lifelong learners and is a school district that brings learning to life for everyone. To learn more, visit: www.urbandaleschools.com

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