COMPANY INFORMATION:

*Highest Ranking Official:*  
Dr. James R. Veitenheimer,  
Superintendent  

*Contact Person:*  
Cherryl Paul, Director of Continuous Improvement & Professional Learning  
623-445-4906  
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*Type of work:*  
Deer Valley Unified School District educates over 34,000 students in Preschool through Twelfth grade at 37 schools. DVUSD is committed to supporting new to the district certified hires in learning and applying the Baldrige framework into the work setting through a 15-hour Systems Course.

*Workforce:*  
1,787 Teachers  
1,529 Support Staff  
110 Administrators  
3,382 Total Employees  

Deer Valley Unified School District  
“Training New Certified Employees to Maintain a Continuous Improvement Culture”

**TESTIMONIAL OF VALUE OF THE PERFORMANCE EXCELLENCE AWARD PROGRAM**

In Deer Valley Unified School District’s challenging, complex and competitive educational environment, we are proud to be using the Baldrige Criteria for Performance Excellence as a systems approach to continuous improvement. We have utilized data, state and national benchmarks to align our organizational priorities and integrate our improvement efforts and, through the examiner feedback provided by Southwest Alliance for Excellence, increased our effectiveness. This process is an excellent example of Deer Valley’s commitment to a culture based on practicing continuous improvement principles resulting in graduating lifelong learners who will successfully compete, lead and positively impact the world.

Sincerely,  
Dr. James R. Veitenheimer  
Superintendent

**HIGHLIGHTS OF ORGANIZATION**

Quality and Performance Results:  
- DVUSD measures and tracks the process with feedback from the plus/deltas and online surveys.  
- After each class, the facilitators immediately review the feedback from the plus/deltas ensuring enhancements to the course occur in real time.  
- The process measures new certified hires, in their environment, with a defined Continuous Improvement Learning Walk rubric.  
- DVUSD maintains an “A” rating in Arizona’s A-F accountability system and demonstrates improving AIMS scores which may be to the process. The results support a process contributing to continuous improvement across a broad range of dimensions including encompassing Baldrige framework system, history, and the district strategic plan.
Process

- DVUSD uses the Systems Course to embed and refine continuous improvement principles. The Systems Course is paired with an internal assessment, Continuous Improvement Learning Walks, to verify the knowledge from the Systems Course is effectively transferred into classroom practice; thus supporting excellent integration of the process.

- The process demonstrates excellent deployment with a systematic approach, from hire to annual contract renewal, and continuous cycles of evaluation and improvement.

- The process clearly identifies key requirements for the process with adequate in process measures. The Systems Course is aligned and integrated throughout the organization with the stakeholder needs addressed.

- Continuous Improvement Learning Walks are built into the process allowing for application of learned continuous improvement principles and identification and sharing of best practice throughout the DVUSD; thus enhancing the overall success of the organization.

- Using a systematic approach to continuous improvement with a focus on enhancing employee practices which result in increased student performance. The learning of the Classroom Continuous Improvement process for newly hired employees requires integration into the regular work of several school functions and levels. There are multiple opportunities for significant and meaningful change through training, coaching and collaboration.

- DVUSD leads with its 5-year strategic plan; excellence in student learning through a guaranteed and viable curriculum is the first key strategic priority. The Systems Course focuses on professional development based on the needs of learners with congruence to system goals and objectives. The process contributes to assisting course participants in implementing a systems approach to continuous improvement. With an increased awareness of the accurate implementation of PDSA short learning cycles, new certified veteran hires improve the quality of their instructional practices which positively impact student learning results; ultimately making DVUSD a desirable district for families to send students.