

# DAVID P. LANGFORD

## SUPERINTENDENT

### Proven Focus on Quality Learning and Management

**School system executive** offering strong reputation for leadership development, coaching, financial stewardship, growth, and stabilizing performance measures – heading substantial results across multiple districts. *Able to relocate.*

#### Student-Centric Innovation, Collaborative Change, & Improvement

School Performance & Turnarounds - Faculty & Staff Retention - Foundation Startup - Board Relations - Innovation  
Community & Parent Engagement - Teacher & Administrator Development - Student Development & Motivation  
Financial Management & Fundraising - Improvement Management - Leadership, Stakeholder, & Staff Relations

### Examples of Executive Influence & Impact in Schools

- **Learning Systems & Models:** Raised student achievement and educator awareness with Quality Tools and processes. **Led administrator / teacher coaching** and growth model development, using Capacity Matrices leveraging self-evaluation on topics important to educators – with projected rise in student achievement and growth.
- **Lasting Focus on Continual Improvement:** **Enabled turnarounds at multiple organizations**, bringing quality management principles into districts as an educational collaborator with renowned expert Dr. Deming. Championed educational improvements with transformations into high-performance school systems for disadvantaged students.
- **New Educational Concepts:** Pioneered revolutionary Continual Improvement concept, creating flagship school Mt. Edgecumbe serving disadvantaged / minority students (now attaining high college graduation rates).

**“During my tenure as superintendent** at Urbandale Community School District, David trained hundreds of our staff, worked with our school board, and provided coaching for teachers and administrators. As a result, **our students performed at a 17-year high in reading and math.**” - *Assistant Professor Education, Drake University*

### Leadership Career History

#### Ingenium Schools: **Superintendent**, 2016–2019

*Oversight of 24 Direct Leadership + 214 Indirect Reports, Plus \$20M Budget*

**Brought in to drive substantial transformation – achieving lasting improvement in student behaviors, teacher and principal retention, and new-school growth** with fresh learning and behavior approaches and stabilizing measures at schools serving high-needs population. Continually enhance revenue and profit results, attracting strong leadership and influx of new students by creating major shifts in thinking and management models centered on continual improvement. Heightened leadership performance, eliminating challenges with new learning and behavior philosophy; hired and promoted staff members, and sourced top leaders. Embedded social justice, community engagement, and leadership principles into training and curriculum.

#### Effective Student Achievement Models

- ▶ **New Information Management:** **Introduced online learning**, parent training and online coaching, plus created a Learning Experience Manager (LXM) instrumental in tracking student experiences and parent reporting. Incorporated continual parent-student feedback into curriculum management software for fast improvements.
  - Decreased behavior problems 87% with shifts in problem-solving, instruction models, and motivational approach.
- ▶ **Research Based:** Cultivated autonomy and motivation among students by integrating Quality Learning structure into school operations, building on neuroscience, motivation, quality management, psychology, and other research.

Ingenium Schools: Superintendent, Continued...

**Staff & Administration Development**

- ▶ **Leadership & Education Development:** Built Capacity Matrices enhancing educator decision-making abilities; trained all teachers, staff, and administrators in Quality Learning Tools and PDSA model built with Dr. Edwards Deming.
- ▶ **Strategic Plans & Implementation:** Championed first strategic planning process integrated with Wrike project management software; set Aims and Directions to shift management thinking for greater improvement.
- ▶ **Employee Engagement:** **Reached and maintained high 85%+ satisfaction levels**, building and leveraging Joy @ Work survey process based on intrinsic motivation concepts; designed methodology for stronger autonomy and support.

**Financial Oversight & Growth**

- ▶ **Cost-Saving Changes:** **Trimmed \$300k-\$400K annually** with new Financial Streaming program for tighter expense controls. Cut healthcare insurance ~\$500K yearly (with improved benefits) by putting benefits out for vendor bid.
  - Expedited procurement with first interactive Procurement System driving automated bidding, request, and approvals; ended budget obstacles including supply stockpiling, with rise in staff satisfaction from ease of use.
- ▶ **Charter School Launch & Renewals:** Created Ingenium Wings Independent Study and Clarion Charter Middle schools; managed 4-school, successful renewal process through LAUSD (a first) by educating district on school mission.
- ▶ **Revenue & Enrollment Growth:** **Brought gross revenue from \$12M to \$20M** with growth to 1,435 students (projected for ~1,600 in 2019-2020).
  - Secured \$2M in grants, collaborating with Chief Business Officer.
  - Eased enrollment challenges through dashboard tracking, daily stand-up meetings, and recruiting outreach in target areas.
- ▶ **New Foundation & Fundraising:** Spearheaded new organization poised to facilitate growth in supplemental funding.
  - Gained expertise in educational fundraising through Council for Advancement and Support of Education (CASE).

**Technology & Communication Improvements**

- ▶ **Technology & Information Access:** Established system-wide help desk, including vision for technology use and expedited access to procurement, automated bidding, suppliers, and curriculum information.
  - Launched dashboard system crucial to tracking performance and increasing productivity with fast insight on critical initiatives, status, and data; established zero-inbox practices.
- ▶ **Community Engagement:** Increased community involvement with live-streamed Board meetings and online meeting packets, driving rise in parent attendance with better information accessibility. Established video and audio podcasts.
- ▶ **Documentation Improvements:** Built enhanced Systems Documentation on Google docs platform, enabling retention for critical information across all schools – **preventing information loss and facilitating new-hire efficiency.**

**Incorporated New Methods For Across-The-Board Improvement**

*Profound Learning Experiences (PLE) Stimulating Discovery; The Learning Code (TLC) Based on Neurological Research  
Intrinsic Motivation (IM) Creating Motivational, Supportive, & Challenging Learning & Work Environments  
Continual Improvement (CI) Facilitating Change; System of Profound Knowledge (SoPK) Based on Deming Principles*

**Langford International, Inc.: President / CEO, 1992–Present**

**Launched and grew international consulting practice focused on continual improvement** in school systems, based on success at Mr. Edgecumbe High School and encouraged by Dr. Edwards Deming; supplied Quality Learning affecting success in education, business, and other organizations. Trained and coached educators in concepts behind learning transformation; consulted with K-12 school districts, universities, businesses, and governments: U.S. Naval Academy, Defense Systems Management College, Leander ISD, and international private, public and parochial schools.

Langford International, Inc.: **President / CEO; Advisory & Speaking Engagements**, *Continued...*

### Global Influence on Education & Learning Systems

- ▶ **Sustainable Improvement:** Built Quality Learning, Leadership, Student TEAM Training, and other consulting / coaching services **earning global recognition** for lasting change in school districts; set and fostered mission to improve learning systems by creating leaders motivated to effect improvement through innovation and communications.
  - Trained 50,000+ educators (US and Canada), plus 5,000+ educators in more than 1,000 schools in Australia.
- ▶ **Publications & Speaking Engagements:** Engaged as keynote speaker and consultant to major school districts on Systems Thinking, problem-solving, portfolio development, learning process documentation, and other subjects.
  - Developed publications (*Orchestrating Learning With Quality*, *Tool Time for Education*, *Tool Time for Business*, *Tool Time for Healthcare*, *Tool Time for LEAN*, and 24 Elements of the Learning Code) and tools (Consensogram, Code of Cooperation, P3T, and others).
  - **Featured in documentaries** including *Quality... Or Else* on PBS and the Deming Library.

**Mt. Edgecumbe HS:** **Director of Continual Improvement; Business & Technology Teacher**, 1985–1992

Created first boarding school nationwide in Sitka, Alaska as founding member, designing groundbreaking concepts around Quality Management to meet the needs of disadvantaged/native alaskan youth (including 60% social referrals from the state, and 80% with trauma and abuse backgrounds). Trained staff and students in Continual Improvement. Developed and taught 4-year business and technology curriculum. Handled fundraising, working with corporations to secure capital crucial to success. Instituted US, Japan, China and Canadian field trips.

### Continual Improvement Philosophy Driving School Turnaround

- ▶ **School Growth & Reputation:** Grew school to 320 students (now 600), **positioning school as flagship operation for educational innovation in Alaska**. Worked with staff to educate students in Japanese, Chinese, and Russian to focus on Pacific Rim culture.
  - Enabled acceptance into post-secondary university or training programs for 84% of graduates.
- ▶ **Deming Partnership:** Conferred with Dr. Edwards Deming on quality and continual improvement application in schools, expanding concepts to later consulting and coaching practice.

#### Previous Experience:

Arizona State University: **Technology Teacher**, Departments of School Administration & Supervision / Music

Klawock Public School, Alaska: **Music Teacher, K-12**

Lake & Peninsula School Districts, Alaska: **Music Teacher, K-12**

Superior Public Schools, Montana: **Instrumental Music Teacher, 5-12**

Central Washington University; Montana State University; University of Alaska: **Adjunct Professor**

## Education

**B.S. in Education (K-12)**, Montana State University, Billings, MT

**Masters in Educational Administration and Supervision**, Arizona State University, Tempe, AZ

## Affiliations & Honors

American Society for Curriculum Development (ASCD); American Society for Quality (ASQ); The Deming Institute

**2017 International Deming Medal Recipient** – American Society of Quality & Productivity

Honorary Advisory Board Member, Deming Institute, MSU-B College of Business

"At (our) school district, I saw firsthand the power of applying the principles David described. I saw student motivation, as well as success, soar—**both in classrooms and on state and national exams**. There have been very few experiences that have had such a long-lasting impact on my actions." - *Assistant Superintendent for Instructional Services*