

YOU IN ACTION NEWSLETTER

Education At Its Best

October Issue, 2000



FOCUS ON THE ISSUES

A contradiction in views: MASH and the Middleton High School expansion

There's an irony surrounding the two building projects that have been set in motion since the May referendum. The \$30.9 million Middleton High School expansion and the construction of the Middleton Alternative High School, represent two opposing schools of thought on how to provide the best learning environment for children.

At a time when the wave of the future is smaller schools (between 500-900 for high schools), the Middleton-Cross Plains School District is following the wave by building the Middleton Alternative High School. The MASH program is tailor-made for students who have difficulties with attendance or completing the regular curriculum requirements of Middleton High School.

What works for

these students is more personal attention (15 students to a teacher); a concentration on individualized academic learning; and up-to-date progress reports between teachers, parents and counselors.

Joan Leannah-Brumm, a teacher at MASH, described the benefits of the program in an article the *Middleton Times-Tribune* (August 10, 2000), "**The teachers take an interest in you as a person,**" she said. "**We develop a relationship with the students and we are in close contact with the parents,**" she added. The effectiveness of the MASH program is exactly what leading educational researchers have been finding effective in innovative high schools throughout in the country.

See page, 3 MASH

DID YOU KNOW?

There are 1,442 high schools in the nation that are larger than 1,800.

Only 11 of these schools are in Wisconsin.

None of these schools, within the state, are in suburban areas.

(Findings, as of 1997, from the Common Core of Data Annual School and District Census of the National Center for Educational Statistics.)

- who is the audience?
- how would they know they're it?

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title doesn't fit content
design isn't distinctive or memorable
October Issue 2000

Education At Its Best

photo is poorly cropped, ominous looking + not identified



FOCUS ON THE ISSUES

- appears as headline but should be a logo

A contradiction in views: MASH and the Middleton High School expansion

- tab space too large

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- point size of text too large

text confusing + poorly written

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why bold?

doesn't fit MASH acronym in headline

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What works for

See page, 3 MASH

□ hanging dead whitespace

should be laid out more cleanly as a graphic element

Weak layout sample with critiques noted

Learning space

newsletter October, 2000

**focus
on the
issues**

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program is exactly what leading educational researchers have been finding effective in innovative high schools throughout the country.

And more leaders are making decisions about the best environment for high school students by listening to this cry for smaller schools.

While the administrators and school board members in the Middleton-Cross Plains school district see the value of starting a MASH program, they are simultaneously making a choice to move in the opposite direction with the expansion of MHS, to accommodate between 1500-1700 students.

please see FOCUS page 3

Inside the Classroom "Education by Remedy" by Carol Bly

I was once addressing a class of teenagers at Milton Academy in Massachusetts. A boy raised his hand and asked, "Would you please explain that last part over again in some other words, so I can decide whether I have totally missed the point or if you are doing fuzzy thinking." We all laughed—and I explained it over. We had laughed together because he did three things that students regularly in small classes can do: he spoke courteously; he spoke frankly (very frankly); and he asked for what he needed to know. He took charge of that moment of his education.

I felt wistful because what came to my mind was the tens of millions of American kids who sit in such large classes that they can't ask a teacher any question requiring a thoughtful reply. They can't develop a trustful, courteous relationship with their teachers because there are too many people for anything but minimal teacher attention to any individual. They can't speak frankly because no one has taught them how. The reason that no one has taught them how is that their teachers don't know how because they, too, were educated in mass groupings.

please see INSIDE page 5

Improved student redesign

we - color change spells another word unintentionally

Learning space

logo is distinctive - will serve to "brand" the newsletter

newsletter October, 2000

↳ could use space to ID the audience

meaning of word plays out visually

graphic element attracts readers

focus on the issues

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we - indents too far
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text is readable as sans serif but could also run as serif

White space serves to draw attn to main story

Pg does not include photos but type treatments serve as "art"

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we - needs smart quotes

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we - this whitespace does give balance but detracts by drawing the eye away from important content

dominant question - new feel is quite modern but does this fit with the audience?