



Change is hard.



Companies that collapsed



Kodak

Had the solution...wouldn't change

Kodak invented the digital camera in 1975, but management hid it to protect film sales until competitors took over the market.



BLOCKBUSTER

Too big to fail

Blockbuster missed a chance to buy Netflix and kept its expensive late-fee store model instead of moving fast to the internet.

“Neither RedBox nor Netflix are even on the radar screen in terms of competition,” Jim Keyes, Blockbuster CEO in 2008



Borders Bookstores **“Partnered” with Amazon**

In 2001, Borders handed over its online order fulfillment and website operations to Amazon rather than building its own digital infrastructure. By the time Borders took its website back in-house in 2008, it had lost nearly a decade of direct customer relationship data and e-commerce development to its biggest competitor.

BlackBerry

Too good to fail...



BlackBerry's focus on physical keyboards and proprietary operating system left it unable to compete with other phone manufacturers' user-friendly interfaces and extensive app offerings. The company's delayed response to market trends and overconfidence in its existing product line contributed to its downfall.

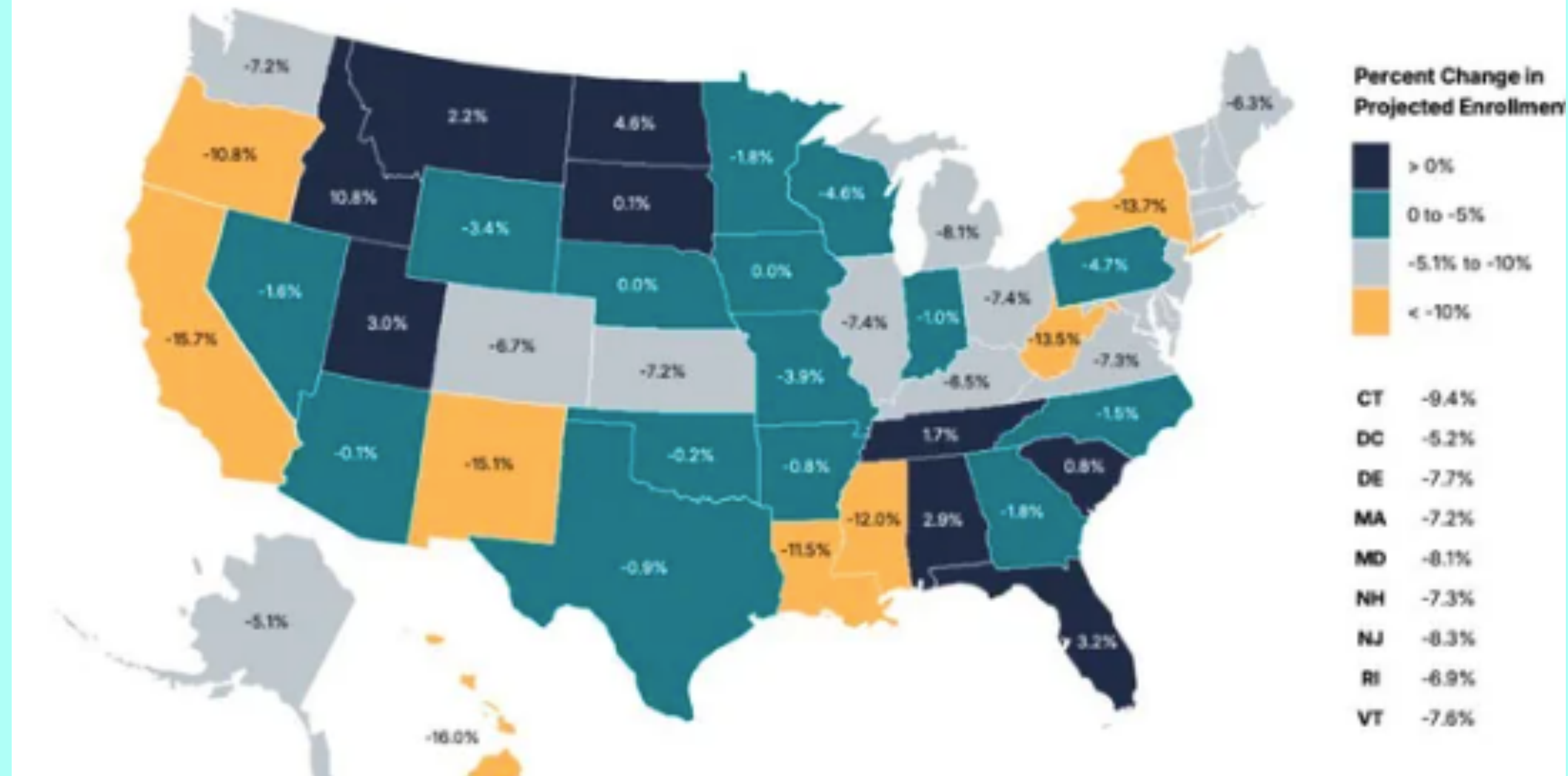


Walgreens/CVS

Closing 1,200 stores...

The traditional retail pharmacy model is crumbling. By ignoring the swift consumer shift toward home delivery, digital health apps, and nimbler competitors, these giants are facing massive, sweeping store closures.

Figure 2: The federal government projects that 40 states and the District of Columbia will experience K-12 public enrollment declines through at least FY31



Public Education is changing

Higher Education: The Academic “Blockbuster”

Higher education is structurally identical to these legacy businesses. For decades, universities operated as monopolies with a captive customer base. Now, they are facing a severe survival crisis because their business model has failed to adapt.

- **The Demographic “Enrollment Cliff:”** The traditional number of 18 year old college applicants has peaked and is now sharply dropping.
- **The AI Readiness Gap**—just like BlackBerry insisted users wanted physical keyboards while the world moved to touchscreens, universities are clinging to paper syllabi and lecture halls while students live in a digital reality.
- **Misalignment with the “Product” Value:** Employers are shifting rapidly toward skills-based hiring rather than checking for degree boxes.

How are corporations by-passing degrees?

Rather than waiting four years for universities to update their textbooks, corporations are creating fast-track, skills-first alternatives. They are treating traditional degrees as an inefficient middleman and building direct pathways to employment.

- **The Rise of "Employer-Backed" Credentials:** The Google Career Certificates program is the blueprint. It requires zero prior experience, costs a fraction of a college semester, and can be completed in under six months.
- **Corporate Universities and Apprenticeships:** Programs like the Amazon Technical Academy take non-technical internal employees (like warehouse workers) and transition them into software engineering roles through a rigorous, internal training pipeline.

Enrollment decline in Oregon

Oregon's total fertility rate has dropped to among the lowest in the nation, leading to smaller incoming kindergarten classes across nearly every major district, including Portland Public Schools, Salem-Keizer, and Beaverton.

Public K–12 enrollment dropped by 21,744 students in the 2020–2021 school year alone, followed by ongoing annual declines totaling a loss of more than 6% statewide.

A study by the Brookings Institution found that roughly 12% of Oregon school-aged children were unaccounted for in official state reporting—the highest percentage of any state in the nation.

Where are the children going?

- Parents moving their children away from traditional brick-and-mortar neighborhood schools are primarily utilizing three alternatives:
- 1) Homeschooling: 72% increase in the first two years of the pandemic and many permanently adopted home-based or hybrid co-op models.
- 2) Online & Virtual Charter Schools have seen a surge in enrollment as parents seek structured remote or self-paced instruction while keeping tuition free.
- 3) Private and Parochial Schools: Independent private schools, secular academies, and religious day schools saw widespread waiting lists and enrollment growth



Last year embraced change, and good things happened...

25-26 Achievements

@ Districtwide

- Launched CLOA and FLEX to support individualized learning & boost enrollment
 - Facilities, maintenance, and room improvements
 - Successful grant acquisitions: Seismic, RUS, COPS, and Summer School
 - Infrastructure investment: New transformer
 - Successful Classified Negotiation and Contract
 - New phone system
 - Technology, Maintenance, and Custodial ticket system
-

@ CLES (K-6)

- Greenhouse and upstairs classroom expansion (STEAM)
 - 68.5% Regular Attenders
 - MTSS & Math Initiatives
 - U-FLY Implementation
 - 3 Nationally Board Certified Teachers
 - Above national average in reading and math (MAPS Assessment)
 - Positive and supportive culture for learning
-

@ CLJr/Sr HS (7-12)

- Improved graduation tracking and rate (90%)
 - 65% Regular Attenders
 - CTE Expansion (several pathways, building completion)
 - Added electives: COBRA Class, AVID, Wayfinder, and YouScience
 - Behavior improvements and community college pathways
 - Stadium sound system upgrades
 - Test score improvements (50% proficient on 8th grade state test)
 - College credits earned per graduate (328 Total)
-



The best is yet to come!

26-27 Goals

441

Enrollment in June 2025

471

Enrollment in June 2026

497

Enrollment on Aug 31

We reversed
the transfer
rate by starting
new programs
and building
ones we have

56%

Regular Attenders in 25-26

This number is
our top priority to
improve...it is the
lead domino

67%

Regular Attenders in 25-26

90%

Three years from now...

What will help us go ***Onward & Upward*** in 26-27?

- Community connections to support student learning beyond the classroom
 - Strong implementation of Wayfinder
 - Improving our new website
 - Successful Certified Negotiation
 - Identifying key maintenance and facilities needs for a bond in the Fall of 2028
 - Strengthening our MTSS implementation and SPED supports
 - Focusing on OSAS instead of MAPS
 - Continually improving our curriculum implementations & formative feedback
 - On-going employee feedback and classroom coaching
 - Embracing the use of AI in the classroom
-

We can do hard things...



“I CAN DO
THINGS YOU
CANNOT,
YOU CAN DO
THINGS I
CANNOT;
TOGETHER
WE CAN DO
GREAT THINGS.”

-MOTHER TERESA

Change is hard.

CENTRAL LINN WELCOME BACK TO SCHOOL!