



National **SAM** Innovation Project

Summary: *Annual SAM Team Performance Assessment 2025*

Overview

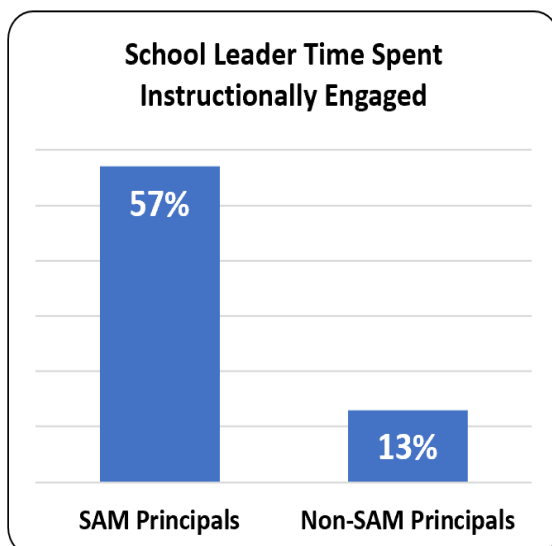
The National SAM Innovation Project (NSIP) supports school leaders in shifting from managerial tasks to instructional leadership through the **SAM process®** and **TimeTrack®**. The focus is on improving teaching and learning outcomes by connecting leadership time with teacher and student performance. SAM leaders use rubrics and TimeTrack® data to assess where they are in the process.

Everything leads to this question: *Can you connect time spent with an individual, group or project with improved practice/outcomes?*

Key Outcomes

- SAM principals spend *two times* more time in classrooms than non-SAM principals.
- SAM principals spend *three times* more time in feedback conversations with teachers than non-SAM principals
- SAM principals spend *four times* more time focused on improved teaching and learning than non-SAM principals.
- 95% of SAM principals can connect their time with improved teacher practice.

Data from the annual SAM Team Performance Rubric Assessment and



TimeTrack® records demonstrate SAM principals spent *57%* of their time instructionally engaged during the 2024-25 school year. *The longer a SAM principal participates in the process, the higher the instructional time.* Leaders who have advanced to the highest performance level spent 73% of their time instructionally engaged.

National studies have determined principals *who do not do the SAM process* spend between 13% and 25% of their time instructionally engaged. (Grissom, Loeb, & Master, Policy Studies Associates)

TimeTrack has been a life changer. It has made me visually conscious about which teachers I need to observe, which teachers need feedback, and which teachers I need to follow up with to see the implementation of the feedback shared. With TimeTrack, I can ensure feedback is scheduled and I am able to prepare for quality feedback for my teachers. Additionally, I can determine additional supports I need to schedule time for in order to ensure the quality of teacher feedback is high leverage.

~Jasmira Caceres, Principal, PS/MS 161, New York City, New York

School leaders in 91 districts in 22 states overwhelmingly praise the SAM Process and TimeTrack® tool for transforming their professional practice. Key themes include:

- **Collaboration & Data Use:** Working closely with SAMs and using data dashboards improves decision-making and collaboration. Principals express appreciation for the clarity and insight TimeTrack® provides.
- **Increased Reflection & Intentionality:** School leaders find the SAM process makes them more reflective about their time, helping them stay focused on instructional leadership and purposeful use of their day.
- **Improved Teacher Support:** TimeTrack® helps identify which teachers need more attention, ensuring equitable and effective support. SAM principals credit TimeTrack® for helping them provide better feedback and follow-up.
- **Enhanced Productivity & Organization:** TimeTrack® functions as a dynamic calendar and task manager, aiding in prioritization, scheduling, and rescheduling. Users highlight its ability to prevent anyone from “falling through the cracks.”
- **Strong Endorsements:** Veteran principals wish they had implemented SAM earlier in their careers and advocate for expanding its use district-wide.
- **Professional Growth:** Users describe the process as life-changing, aiding their development as leaders and allowing them to better support colleagues.

- **Participation:**

- 771 active TimeTrack® users (100% assessment participation)
- 858 total users across 91 districts in 22 states
- Average participation length: 2.9 years

- **Instructional Time: *4 X More***

- SAM principals spent **57%** of their time on instructional leadership, four times more than non-SAM principals.
- Highest rubric level users reached **73%**



- **Observation & Feedback:**

- **129 hours/year** spent seeing instruction, *two times more* than non-SAM principals
- **53 hours/year** on instructional feedback, *three times more* than non-SAM principals
- Time spent and feedback quality increased with rubric level

- **Impact:**

- **95%** connected their time use to improved **teacher practice**
- **92%** connected it to improved **student performance**
- **90%** aligned their work with school improvement plans

I love my TimeTrack. It has helped me become a more focused instructional coach. It has helped me identify which teachers I need to spend more time with and has allowed me to make more of a widespread impact across the building. Comparing data with others as merged data allows means we recognize individuals who need more support. I couldn't do this without SAM.

~Alice Fuglsang, instructional coach, Indian Hills Jr. High School, West Des Moines, Iowa

Rubric Performance

- **Rubric 1:** 4 levels indicating growth in using TimeTrack® to support instructional goals
 - Most users (38%) at level 1.2
 - **Rubric 2:** Advanced users (130 of 216 eligible progressed)
 - Top-level (2.3) users showed highest engagement and impact
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Coaching & Support

- Users received an average of **7 coaching visits/year**
 - Support included reflective questioning, TimeTrack® review, and daily meeting observations
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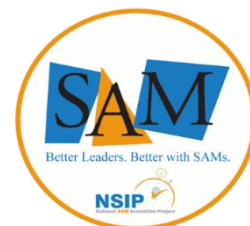
Demographics

- Top states by participation: **Georgia, New York, Illinois, Missouri**
 - New SAM teams trained: **171** in 2024–25
 - Active users have gradually shifted toward higher rubric levels over four years
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To access the full report: <http://bit.ly/44MbQ8t>

To request SAM service: <http://bit.ly/45VP7Ia>

- ChatGPT was used in a second draft of this summary.
- Information on service fees, training and support can be found on the next two pages.



Getting Started

For each SAM team the initial training is done in an all-day in-person session or optional on-line, two-hour session. By the end of the session the leader's TimeTrack® is in place and the team is ready for the SAM Daily Meeting the next day. Each team is introduced to the advanced features of TimeTrack®. A SAM Implementation Specialist is assigned to support the team online for the next two weeks. We make sure the process is easy and comfortable. When implementation is complete, a Time Change Coach is assigned to provide weekly support.

SAM services include:

1. Subscription for use of TimeTrack® cloud-based software at each school site for the principal and other leaders in the school the principal supervises
2. Subscription for use of NoteTrack® cloud-based software at each school site for the principal and other leaders in the school the principal supervises
3. Subscription for use of First Responders® cloud-based software at each school site for the principal and other leaders in the school the principal supervises.
4. Subscription includes access to online and in-person technical support for TimeTrack®, NoteTrack® and First Responders®, as needed, each school site.
5. Initial training, in person, all-day or online.
6. Implementation support, ten days at each school site, online during the SAM Daily Meeting; more, as needed.
7. Monthly online coaching, two-hours, each school site, online.
8. Weekly online coaching review of TimeTrack® with email and/or phone feedback, online.
9. Subscription, professional development, The Marshall Memo
10. Subscription, professional development, The Main Idea
11. Online professional development sessions; SAM Talks, featuring national speakers; access, NSIP HD recordings and support materials from past conferences annual national conference.

The National SAM Innovation Project was founded in 2005 with support from the Wallace Foundation. NSIP is a non-profit, 501c3 corporation and the sole source provider for The SAM Process. NSIP provides services directly to districts, schools and states. Districts and schools use Title 1, Title II, school improvement, teacher leadership, Professional development, grants, general funds and private grants to pay for SAM services. *To request SAM service:* <http://bit.ly/45VP7Ia>

Save the Date! 19th Annual National **SAM** Conference

Fort Lauderdale, Marriott Harbor Beach Resort

January 14, 2026 ~ January 18, 2026

Registration opens Labor Day

Content: All-day preconference workshops; Four keynote sessions featuring national and international authors and presenters focusing on school leadership and school improvement; 32 breakout sessions featuring SAM teams and regional/national presenters.

Must be a SAM team member to attend.

Take a look at what a SAM conference is like: <https://bit.ly/4cxGEw7>



To access the full SAM Team Performance Assessment Report for 2025:

<http://bit.ly/44MbQ8t>

To request SAM service: <http://bit.ly/45VP7Ia>

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