



**COLUMBUS
CITY SCHOOLS**

DEPARTMENT OF ENGAGEMENT

LINK | ALIGN | GROW


DEPARTMENT OF ENGAGEMENT

STRATEGIC PLAN AND OVERVIEW

PRESENTED TO THE
COLUMBUS BOARD OF EDUCATION
NOVEMBER 6, 2019


ALESIA GILLISON
CHIEF ENGAGEMENT OFFICER


STRATEGIC GOALS

 **Academic Performance**
 Each of our students reaches their full potential and graduates prepared to attend college, serve in the military, start a business, or enter the workforce.

 **Culture and Climate**
 Our district creates safe, student-centered, innovative learning environments.

 **Strategic Engagement**
 Our District is accountable to our communities and stakeholders, and confidence in our district and our schools is maintained through strategic, responsible, and transparent leadership.

 **Talent Management**
 Our district recruits, develops, and retains world-class educators and staff.

 **Strategic Engagement**
 Our district is accountable to our communities and stakeholders, and confidence in our district and our schools is maintained through strategic, responsible, and transparent leadership.

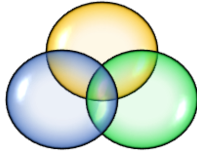
1. Develop a recruitment plan that allows the District to attract talented and highly-qualified teachers and staff.

2. Reimagine the District’s professional development program that will engage and energize our teachers and staff and create a Culture of Learning in Columbus City Schools.

1. Establish a culture across the District and within our schools where families and community stakeholders are meaningfully engaged and welcomed as partners in our work.

2. Engage a consultant to lead the District through an educational visioning and strategic planning process in order to refine and create goals, values, and priorities that will guide our work for the near and longterm future.





WORKING DEFINITIONS

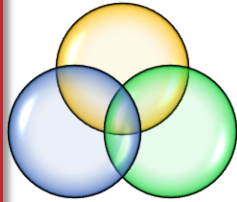
FAMILY AND COMMUNITY ENGAGEMENT

A full and equitable partnership among families, educators, community partners and business stakeholders to promote children's learning and development from Pre-K through High School.

PARTNERSHIP

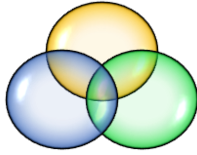
A cooperative and collaborative relationship between people or groups who agree to share responsibility for achieving a specific goal.





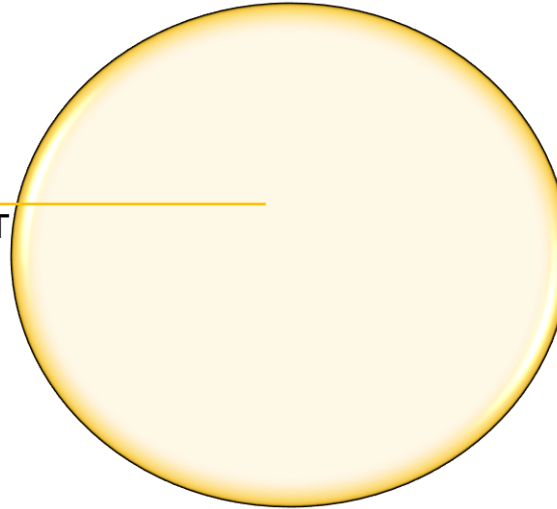
UNDERSTANDING THE **WHY**





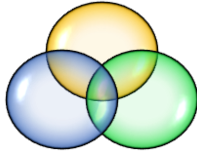
OVERLAPPING SPHERES OF INFLUENCE

SCHOOL
STUDENT ENGAGEMENT



Student success is supported
by the resources provided through
engagement directly at **SCHOOL.**

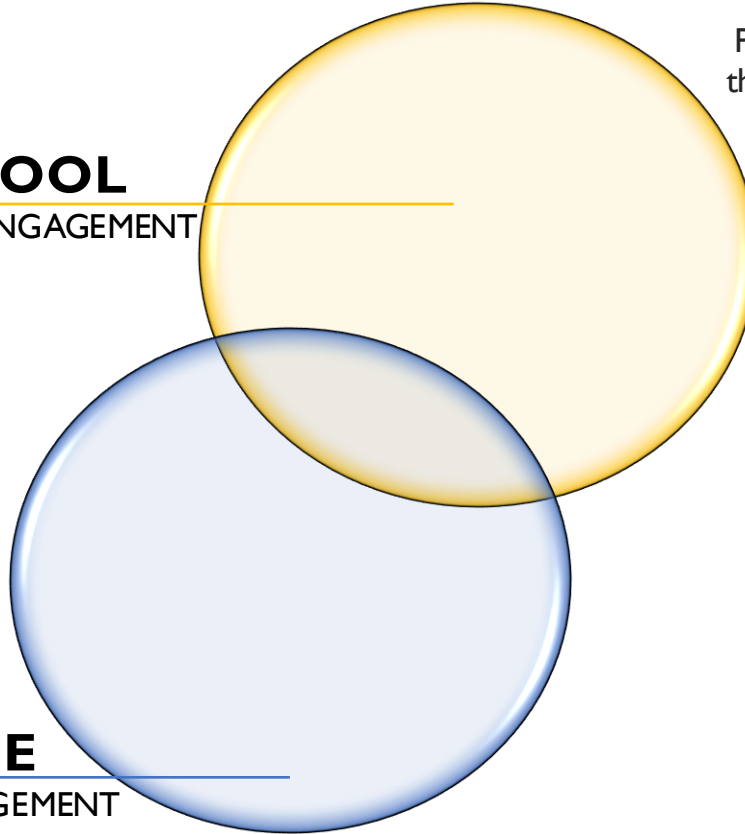




OVERLAPPING SPHERES OF INFLUENCE

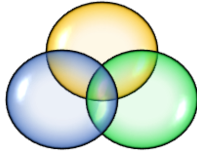
SCHOOL
STUDENT ENGAGEMENT

HOME
FAMILY ENGAGEMENT



Parents want to help their children do their best, so support of the family and the supports that can be found at **HOME** is also critical to success.





OVERLAPPING SPHERES OF INFLUENCE

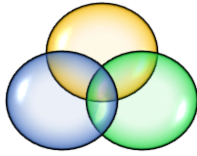
SCHOOL
STUDENT ENGAGEMENT

HOME
FAMILY ENGAGEMENT

COMMUNITY
STAKEHOLDER ENGAGEMENT

Mobilization of our partners and stakeholders throughout the **COMMUNITY** maximizes resources to support both students and families.



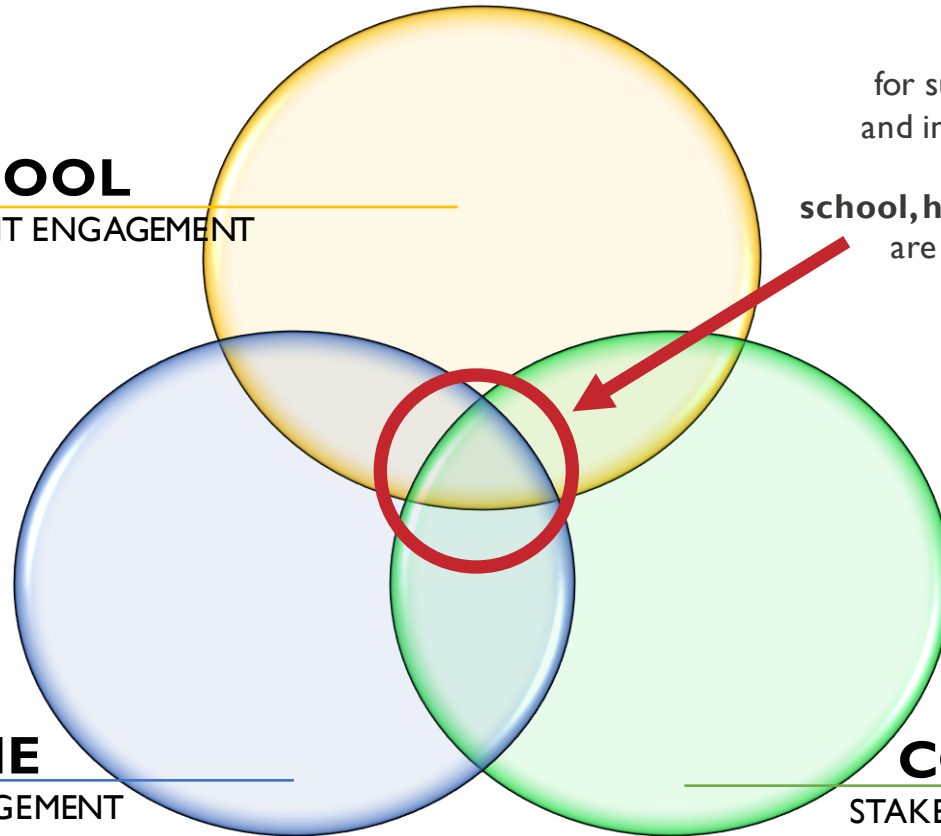


OVERLAPPING SPHERES OF INFLUENCE

SCHOOL
CHILD/STUDENT ENGAGEMENT

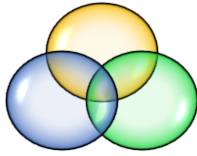
HOME
FAMILY ENGAGEMENT

COMMUNITY
STAKEHOLDER ENGAGEMENT



A child's opportunities for success in the classroom and in life are best supported when engagement from **school, home, and community** are connected and overlap.





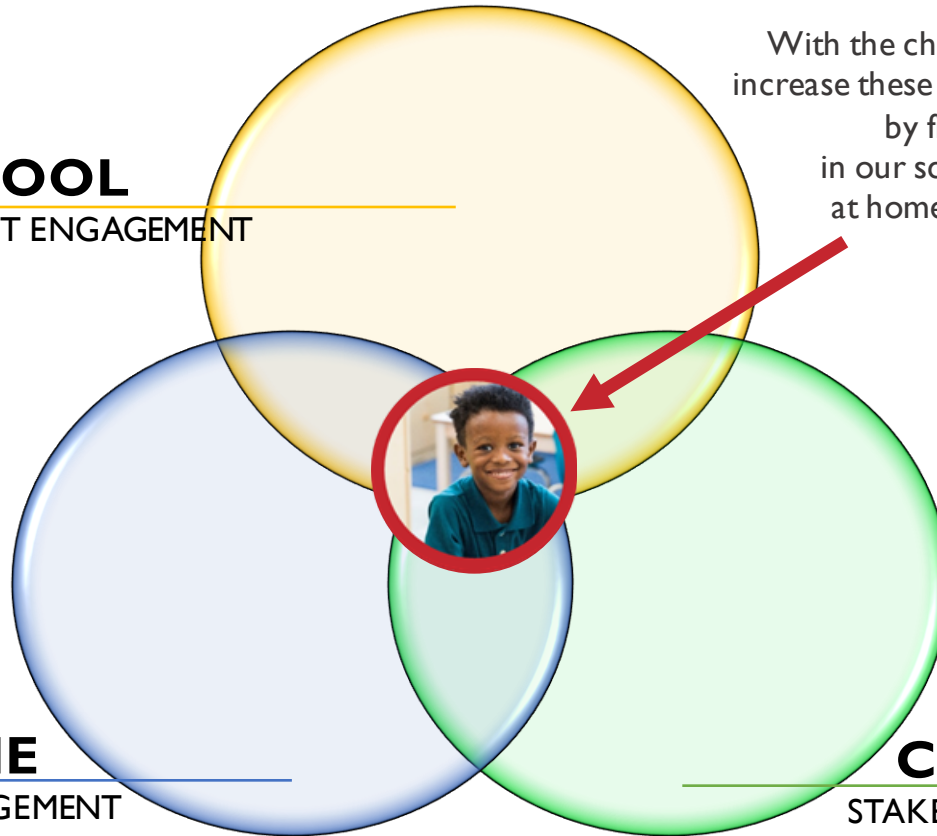
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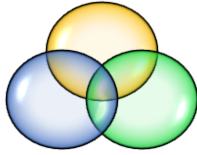
SCHOOL
CHILD/STUDENT ENGAGEMENT

HOME
FAMILY ENGAGEMENT

COMMUNITY
STAKEHOLDER ENGAGEMENT

With the child at the center, we can increase these resources and supports by first **LINKING** learning in our schools with engagement at home and in the community.



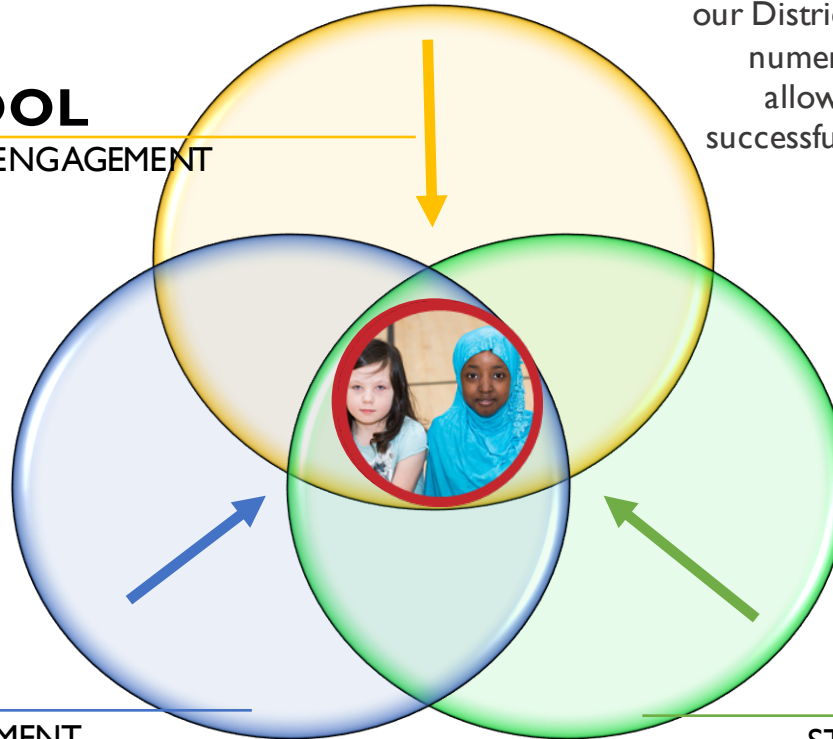


OVERLAPPING SPHERES OF INFLUENCE

SCHOOL
CHILD/STUDENT ENGAGEMENT

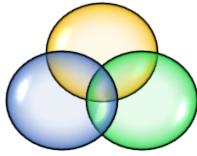
HOME
FAMILY ENGAGEMENT

COMMUNITY
STAKEHOLDER ENGAGEMENT



ALIGNING those resources to match our District priorities (such as literacy, numeracy, graduation, and climate) allows us to further increase that successful overlap and better support achievement and growth.





OVERLAPPING SPHERES OF INFLUENCE

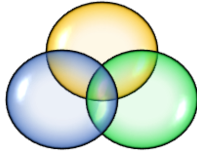
SCHOOL
CHILD/STUDENT ENGAGEMENT

HOME
FAMILY ENGAGEMENT

GROWING those resources
also increases the potential for
that successful overlap
and more support for
student achievement
and growth.

COMMUNITY
STAKEHOLDER ENGAGEMENT

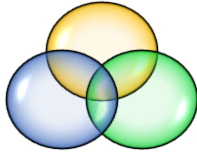




MISSION OF ENGAGEMENT

The Department of Engagement will **link, align, and grow** our District's **school, home, and community** supports and resources to maximize student achievement and growth.





GOALS OF ENGAGEMENT

GOAL 1: LINK

Establish a culture across the District and within our schools where families and community stakeholders are meaningfully engaged and welcomed as partners in our work.

STRATEGIES INCLUDE:

- Developing a comprehensive strategic engagement plan that addresses all types of partners including families, students, businesses, non-profit organizations, and faith based organizations.
- Engaging in an asset mapping/mobilization exercise to identify inequities, gaps and overlaps of services, resources within our schools/regions.

Linking at our **Faith-Based Literacy Night**
at New Salem Baptist Church.



ENGAGE to EMPOWER: Literacy Night

WEDNESDAY, DECEMBER 4 (6:00 P.M. – 8:00 P.M.)

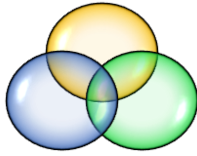


COLUMBUS
CITY SCHOOLS

**OAKLEY FULL GOSPEL
BAPTIST CHURCH**

3415 El Paso Drive, Columbus, OH 43204

GO TO
www.ccssoh.us/RSVP
TO SIGN UP



GOALS OF ENGAGEMENT

GOAL 2: ALIGN

Implement a process to align District Partnerships with District priorities to support student academic achievement and emotional growth and to provide parents/families with the tools and resources to support their child's academic growth and development.

STRATEGIES INCLUDE:

- Collaboratively set performance metrics aligned with school and District student achievement and developmental goals.
- Quarterly and annually evaluate current major partners based on performance metrics collaboratively set in beginning of year.

College Application and Scholarship Workshop
with I Know I Can.



ENGAGEMENT IN ACTION

Reach Higher:
All Seniors In
with I Know I Can.

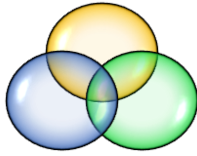


CLASS OF 2020 PLEDGE:

I commit to focus on my education to ensure that I graduate from high school and be prepared to attend college, serve in the military, or start a career.

I promise to be ALL IN!





GOALS OF ENGAGEMENT

GOAL 3: GROW

Grow our school, home and community partnerships by developing the infrastructure to create sustainable partnerships that link family and community engagement to student academic growth.

STRATEGIES INCLUDE:

- Develop and maintain a partnership registry and protocols.
- Strategically identify and mobilize successful partnerships to expand their capacity to serve more children and families.
- Enlist ALL staff in Engagement by providing research based professional learning and coaching on effective engagement strategies with Family Ambassadors, teachers, administrators, and families.

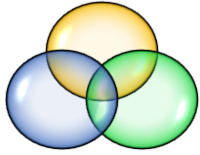
Free Transportation to the
Spruce Run Family Education and Fun Day.



ENGAGEMENT IN ACTION

English-Language Learners Family Listening Tour.

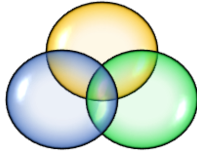




MAJOR ENGAGEMENT EFFORTS FOR 2019-2020

MAJOR PROJECT I: **ASSET MAPPING AND MOBILIZATION**





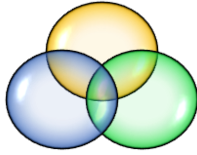
MAJOR ENGAGEMENT EFFORTS FOR 2019-2020

MAJOR PROJECT I: **ASSET MAPPING AND MOBILIZATION**

OUR CHALLENGE:

- **Hundreds of community partners** support academic and non-academic needs in our schools.
- The District doesn't have best measure of **how current resources are linked or aligned**.
- Nor do we have a good scope of the **size, impact, or equity** of our current engagement efforts.





MAJOR ENGAGEMENT EFFORTS FOR 2019-2020

MAJOR PROJECT I: **ASSET MAPPING AND MOBILIZATION**

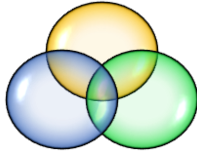
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OUR OPPORTUNITY:

- **Asset-Based Planning:** Build our Engagement Strategy knowing what assets we already have.
- **Community-Building:** Establish a culture across the District and within our schools where families and community stakeholders are meaningfully engaged, recognized, and appropriately appreciated.
- **Capacity-Building:** Grow our resources by providing the tools to create sustainable partnerships that link family and community engagement to student academic growth.





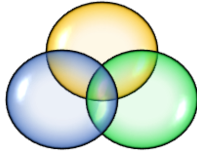
MAJOR ENGAGEMENT EFFORTS FOR 2019-2020

MAJOR PROJECT I: **ASSET MAPPING AND MOBILIZATION**

SO WHY ARE WE MAPPING? IN SHORT:

- **PRODUCE** a tangible display of the supports and resources (assets) available to our students and families.
- **MEASURE** and **MOBILIZE** what our community has available to best support our students and their families.





ASSET MAPPING AND MOBILIZATION

STARTING WITH THE BASICS

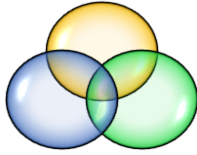
(WORKING WITH FISHER COLLEGE OF BUSINESS AT THE OHIO STATE UNIVERSITY)

- RECOGNIZE and DELINEATE assets
 - ✓ Define what a “partnership asset” is (partner, vendor, service provider).
 - ✓ Determine which partnerships will be counted (inside school, in community).

- MAP and RECORD the assets
 - ✓ Create inventory of organizations and stakeholders serving students/families.
 - ✓ Record types of organizations, services being provided, students impacted.
 - ✓ Quantify the quantitative/qualitative impacts of these supports.

- MOBILIZE assets and relationships
 - ✓ Identify gaps or overlaps in support within each school.
 - ✓ List out new or additional resources needed to equitably help all students/families.

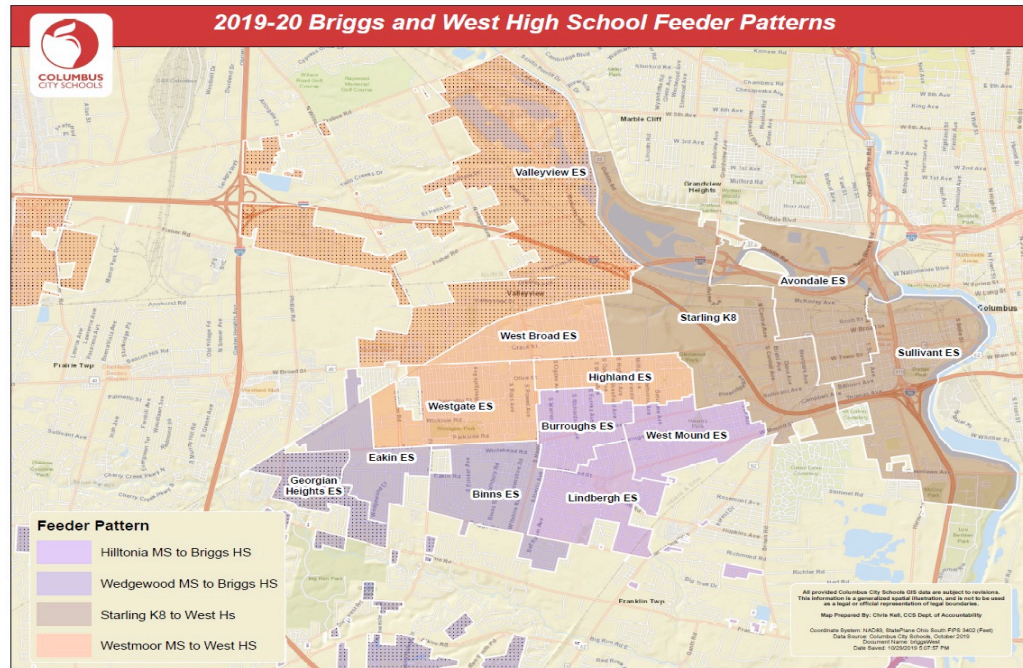


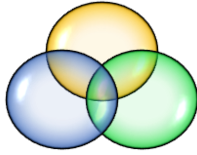


ASSET MAPPING AND MOBILIZATION

BUILDING OUT THE PROCESS

- Defining our “study area.” (Region I)
- Selecting the assets we want to identify and data we want to collect.





ASSET MAPPING AND MOBILIZATION

BUILDING OUT THE PROCESS

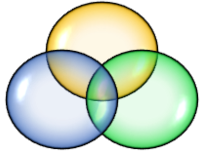
- Defining our “study area.” (Region I)
- Selecting the assets we want to identify and data we want to collect.

- Identifying any previous asset mapping activity.
- Detecting potential barriers to the mapping effort.
- Developing a plan to collect new information.

- Determining how we use the information to mobilize additional supports.
- Pinpointing other needs going under-served in study area.

LAUNCH DATE: Winter 2020

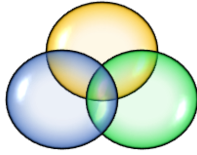




MAJOR ENGAGEMENT EFFORTS FOR 2019-2020

MAJOR PROJECT 2: **STRATEGIC ENGAGEMENT PLAN**





MAJOR ENGAGEMENT EFFORTS FOR 2019-2020

MAJOR PROJECT 2: **STRATEGIC ENGAGEMENT PLAN**

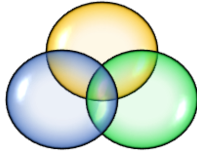
NEEDS ASSESSMENT

- Traditional needs approach to identifying gaps in engagement
- Meeting of District leaders/staff, families, community coming together.
- Discussion focused on challenges, opportunities in the school community.
- Benefit from work of outside consultant combined with on-going family engagement/feedback.

- Aligned with work on District's Academic Visioning efforts and Long-term Strategic Plan.

LAUNCH: Winter/Spring 2020

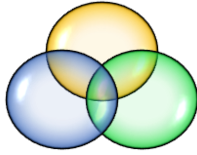




MAJOR ENGAGEMENT EFFORTS FOR 2019-2020

MAJOR PROJECT 3: NATIONAL NETWORK OF PARTNERSHIP SCHOOLS (NNPS)





MAJOR ENGAGEMENT EFFORTS FOR 2019-2020

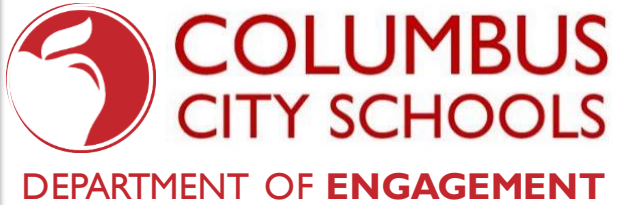
MAJOR PROJECT 3: **NATIONAL NETWORK OF PARTNERSHIP SCHOOLS (NNPS)**

COLLABORATION WITH THE OHIO STATE UNIVERSITY,
JOHNS HOPKINS UNIVERSITY AND OHIO DEPARTMENT OF EDUCATION

- First urban district in Ohio to be part of nationally-recognized work on School, Family, and Community Partnerships.
- Evidenced-based approach to implement and sustain inclusive, goal-linked engagement.
- Build upon Mapping/Mobilization in Region I, connected to School Improvement Plans.
- Include professional development, “Handbook for Action” by expert Dr. Joyce Epstein.

LAUNCH: Spring 2020

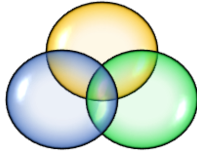




ENGAGEMENT IS NOT
ONE-TIME, ONE-AND-DONE, OR
ONE-SIZE-FITS-ALL.

ENGAGEMENT IS
ON-GOING, EVERY DAY,
EVERYONE'S RESPONSIBILITY





ENGAGEMENT EFFORTS EVERY DAY

HOME

- 66 Family Ambassadors assigned.
- Elementary Ambassadors partnering with Reading Coaches and Instructional Assistants.
- High School Family Ambassadors training on Graduation Pathways/Requirements.
- Launch of the Parent Academies (TBA)

SCHOOL

- More than 250 mentors trained and matched with more than 400 students.
- Launch of 9th grade Mentoring Effort at Linden-McKinley and West High Schools.
- Launch of new 7th and 8th grade Mentoring at Berwick K-8.

COMMUNITY

- Huntington Bank Get Real Financial Literacy Program
- PNC/COSI Grow Up Great Grants for Early Childhood Learning
- Columbus Rotary/CCS Service Above Self (High School and Middle School)
- “AMP It Up” with IMPACT Community Action
- Partnership Convocation and Partnership Pledge/Registry





**COLUMBUS
CITY SCHOOLS**

DEPARTMENT OF ENGAGEMENT

WE ARE

LINKING ENGAGEMENT TO LEARNING.

The Department of Engagement is **LINKING, ALIGNING, AND GROWING** our District's school, home, and community supports and resources to maximize student achievement and growth.

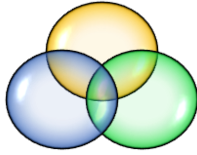
LET'S GET ENGAGED!

- Partnership Convocation (3700 South High Street) - November 12
- English-Language Learners Family Listening Tour (Cassady Elementary) - November 12
- Spruce Run Free Family Fun Day - November 16
- Faith Based Literacy Night at Oakley Full Gospel Baptist Church - December 4

#CCSEngage

www.ccsosoh.us/engagement





DEPARTMENT OF ENGAGEMENT TEAM

ENGAGEMENT LEADERSHIP

Alesia Gillison
CHIEF OF ENGAGEMENT

Scott Varner
EXEC. DIRECTOR OF STRATEGIC PARTNERSHIPS

Felicia Sinkler
ADMINISTRATIVE SUPPORT

HOME

Seneca Bing, Gherima Woldemariam
FAMILY & COMMUNITY ENGAGEMENT COORDINATORS

Family Ambassadors Corps

SCHOOL

Keisha Hunley-Jenkins, Greg Gillum, Steve Stevenson
OFFICE OF STUDENT MENTORING INITIATIVES

COMMUNITY

Krista Bower
BUSINESS PARTNERSHIPS COORDINATOR





**COLUMBUS
CITY SCHOOLS**

DEPARTMENT OF ENGAGEMENT

LINK | ALIGN | GROW