



MARKETING THE COMMUNITY SCHOOLS STRATEGY

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AGENDA

- ▶ Community Schools are Smart Schools (Ryan Fox)
- ▶ Communicating your Initiative to Media and Other Audiences (Tod Hill)
- ▶ Local Examples (Brent Schondelmeyer, Deborah Salas)



Conventional School Model



Conventional School Model



Community Schools

WHY AND WHEN SHOULD WE UTILIZE STRATEGIC COMMUNICATIONS?

WHY?

- Deliver consistent messages
- Support your organization's objectives
- Reinforce positioning
- Accurately educate: you're the expert about your organization or field
- Express pride in what you do
- They will {cover the story/develop opinions/assess} with or without you

WHEN & HOW?

Timing

- Breaking News or Crisis
- Announcements of studies, large grants
- Other organization accomplishments

Media Communications

- Interviews (print & broadcast)
- Op-eds
- Social media

Internal Communications

- Staff Trainings
- Staff Events
- Board development

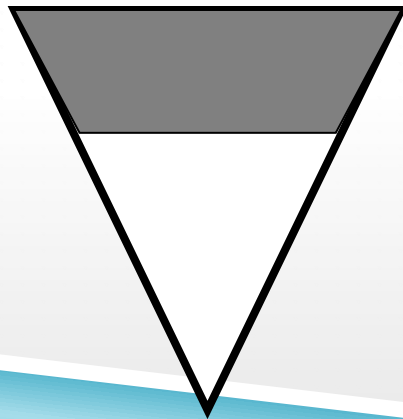
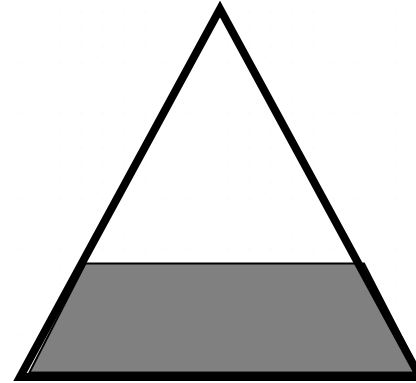
Fundraising & Networking Opportunities

- Presentations
- Proposals
- Small-Scale Events and Seminars
- Large-Scale conferences



SHIFTING YOUR PATTERN OF COMMUNICATION

Normal pattern of communicating starts with the least important point building to the most important.



Strategic communications requires the exact opposite pattern. Your message should be delivered and supported at least once in the first 20 seconds of every answer.

SETTING YOUR GOAL; SUPPORTING YOUR GOAL

STEP ONE: Identify Your Goal

- Funding?
- A new partnership?
- Policy change?
- Public awareness and support?

STEP TWO: Communicate messages that support your goal

YOUR GOAL:



ASSERT your strategic messages



YOUR GOAL

BRIDGE BACK to messages and avoid being lead off course



THE QUESTION BEHIND THE QUESTION

Every question usually attempts to understand three fundamental issues:

WHO ARE YOU?

- *What is your history?*
- *What is your mission?*
- *How do you operate?*

WHAT MAKES YOU UNIQUE?

- *How are you different from others in the field?*
- *How does it benefit or impact others in a unique way?*
- *How do you function in a unique way?*

HOW ARE YOU SUCCESSFUL?

- *How are you going to succeed?*
- *What are your strengths?*
- *What are the opportunities or challenges you are addressing?*

INTRODUCTION TO STRATEGIC COMMUNICATIONS

Each Question is an Opportunity...

Q	Q	Q
Q	Q	Q
Q	Q	Q

...to assert a message that supports your Goal

STRATEGIC MESSAGING

Strategic Messages

Three or four key messages that address those fundamental questions.

Assertions

Illustrate or illuminate those messages

Supports

Facts, anecdotes, statistics that support those assertions and provide context and content including:

- Facts
- Personal experiences
- Contrast and comparisons
- Analogies
- Expert opinions
- Definitions
- Statistics
- Examples



YOUR RIGHTS

You have the right to...

- Decline the question.
- Question the questioner.
- Establish parameters.
- Complete your thought.
- Stop and start answer again.
- Decline to speculate.
- Say what you came to say.
- {What you don't say is as important as what you do say.}

Don't wing it.



TEN COMMANDMENTS

1. **Be Yourself.**
2. **Be Like-able.**
3. **Be Enthusiastic.**
4. **Be Specific.**
5. **Be Correct.**
6. **Be Anecdotal.**
7. **Listen.**
8. **Be Cool.**
9. **Be Prepared.**
10. **“Bridge.”**

COMMUNITY SCHOOLS STRATEGIC MESSAGING

**Community Schools
are Smart Schools.**

**Community Schools
help students learn**

**Community Schools
build strong
communities**



COMMUNITY SCHOOLS ARE SMART SCHOOLS.

COMMUNITY SCHOOLS ARE AN INNOVATIVE 21ST CENTURY SOLUTION TO IMPROVE SCHOOL EFFECTIVENESS AND ENHANCE THE LIVES OF COMMUNITIES AND FAMILIES

Assertions

Community Schools crowd source and leverage human capital by combining proven historical approaches (like school nurses) with new ideas about networking and collaboration.

By connecting school and community resources, Community Schools are efficient and effective.

Supports

Programs that demonstrate this "back to the future" idea:

In Cincinnati, Ethel Taylor's center partners with more than four dozen agencies to offer mentoring, college help, mental health services and other programs. In 2009-10, the school, which has a 100 percent poverty rate, posted strong gains in math and reading and boosted its overall performance index score - a state measure of achievement - in all tested subjects at all tested grade levels.

[Ethel M. Taylor Academy Wins National Honor](#)

The Evansville Vanderburgh School Corporation worked with local organizations to build a web of support to nurture schoolchildren from "diaper to diploma. A local bank rents a building for \$1 a year to district administrators and leaders of community partners. It's now a one-stop shop for families seeking a range of services.

[Ed Week: School's A Community Effort in Indiana District](#)

In St. Paul, plans include a database so that service delivery partners "**will gain a holistic picture of children as they proceed along the service continuum.**" The program also includes building hubs throughout the community where parents can receive services and access information. [It Takes a Village: Community-based Solutions to Closing the Achievement Gap \(Minnesota\)](#)

Programs that demonstrate efficient & effective service delivery and positive impact:

Wraparound means bringing all of the interested parties who work on behalf of a child back into the same room, to coordinate the delivery of services that impede a student's ability to be successful in class. [In the Arms of Wraparound \(Today's OEA Cover story on SUN Schools\)](#)

While facing budget cuts, **the school maintained extracurriculars**, mentoring and truancy-prevention programs, tutors, and a host of other "extras" that help teachers focus on instruction and keep students coming to school. The secret? Robust community partnerships.

[Greater Involvement by Community and Staff Fills Gaps at Phil. School](#)

The Department of Education has recognized the effectiveness of the Community Schools approach in their guide to new funding strategies. [The Art of Leveraging Resources: Community Schools Highlighted by USDOE.](#)

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Assertions

In an era of tight public resources *Community schools are a great investment.*

Community schools offer a scale-able approach beyond Smart Schools to include smarter school districts, and smarter systems of community services, and ultimately, smarter communities.

Supports

Secretary of Education Duncan asserts that Community Schools leverage precious public dollars:

“Where schools truly become the centers of the community, great things happen.... we don’t have to do this ourselves as educators; you can bring in great nonprofits...The money I spent on this in Chicago was arguably the best money I spent because it was so highly leveraged. You had all these phenomenal partners coming in working collaboratively and collectively...*it’s about partnership, collaborating and understanding what our kids need today to be successful.*” Cited on the [Afterschool Alliance website](#)

Chicago leveraged millions of dollars: [The Million Dollar Value of Chicago Community School Partners](#)

Study of Chicago Community Schools showed that outside partner agencies brought more than \$25 million in services, programming and human capital – exclusive of any public funding ties to the community schools initiative.

Community Schools National Forum Study demonstrated that diversified funding in community schools leverages district dollars by a ration of 3 to 1. [National Forum Capacity Building Guide: Financing](#)

Case studies show how Community Schools lead to positive systems change

[Scaling Up Community Schools Case Studies](#)

COMMUNITY SCHOOLS HELP STUDENTS LEARN.

COMMUNITY SCHOOLS PROVIDE IMPACTFUL AND ENRICHING LEARNING EXPERIENCES THAT IMPROVE EDUCATIONAL OUTCOMES AND STUDENT ACHIEVEMENT.

Assertions	<p>By providing children an array of health and social support and broader, richer learning opportunities, <i>Community Schools lay the foundation for more enriching and impactful learning.</i></p>	<p>Community Schools have been proven to improve student outcomes.</p>	<p>Teachers feel they are more effective in Community Schools.</p>
Supports	<p>Addressing chronic absence: Oakland Takes on Chronic Absence Using Community Schools Model</p> <p>Oakland high school cut its chronic absence rate in half by using data smartly, creating systems to support students, coordinating interventions with staff and community partners, and building relationships.</p> <p>Food and nutrition programs: Philadelphia's Urban Nutrition Initiative Through student internships and peer education at local high schools, the Philadelphia Urban Nutrition Initiative teaches nutrition through in-school gardens that benefit the school and the broader community.</p> <p>Health screenings Extended Learning opportunities Service learning: Mentorship</p>	<p>In three years, Cincinnati Community Schools see a 42% improvement in academic outcomes Cincinnati Community Learning Centers Year in Review</p> <p>Hartford study shows steady increase in program participation and systems development necessary for improvements in student achievement. An Evaluation of Hartford Community Schools 2009-2011</p> <p>Community Schools improve results across entire school. Community School System Results</p> <p>Report shows Maryland Community Schools positively impact Kindergarten-readiness. Report on Student Progress at Judy Centers in Maryland</p>	<p>Thanks to the additional services provided by Community Schools, Teachers can focus on the classroom. Ways that Community Schools support effective teaching:</p> <ul style="list-style-type: none"> ▪ Reduce health-related issues Offering family programs ▪ The help of community partners and service providers, can free teachers to concentrate on instruction <p>•Teachers in Community Schools feel a greater sense of support for their efforts.</p> <p>•Teachers and Teachers unions see the value in Community Schools and are taking leadership roles in their development.</p>

COMMUNITY SCHOOLS BUILD STRONG COMMUNITIES.

COMMUNITY SCHOOLS ARE DESIGNED TO MEET THE NEEDS OF INDIVIDUAL COMMUNITIES, STRENGTHENING BOTH COMMUNITIES

Assertions	<p>Community Schools engage their communities in creating vibrant schools that support families and students.</p>	<p>Working with shared leadership, Community Schools contribute to the overall health and development of the community.</p>	<p>Recognizing the vital role of parents and families in the education of children, <i>Community Schools strengthen families by providing vital services and programs.</i></p>
Supports	<p>Community engagement process that helped to inform the development of a Community School:</p> <p>In Tulsa, the public schools and a host of early learning, post-secondary education and health care providers came together to build a continuum of solutions. Tulsa Promise Neighborhood</p> <p>Community Schools tap into the unique attributes and needs of a community:</p> <p>In Cincinnati, a failing school in one of the poorest neighborhoods was turned around, Cincinnati's Oyler Elementary Finds Winning Formula to Fight Poverty</p> <p>There is no single blue print for a Community School. The National Forum provides guidelines and best practices to help schools meet their community's unique needs.</p>	<p>Learning Garden responds to and builds community:</p> <p>In San Francisco, Tenderloin School families asked if a garden could be built into the school. The Learning Garden is a gorgeous space that provides a hands-on experience of how things grow and what plants need to thrive. Staff works with the teachers to connect the garden to classroom activity. Bay Area Women and Children Center's and Tenderloin Community School partnership</p> <p>School-based health clinic serves all Delaware Community Schools Expand Health Resources</p>	<p>Examples of parent and family-focused programs offered at Community Schools include:</p> <p>Family nights; English as a Second language classes; Parenting classes; parenting support groups.</p> <p>In Chicago's Logan Square, a Community School catalyzes a Parent-Mentor program key to school improvement. New Book Highlights Logan Square Neighborhood Association Parent-Mentor Program</p> <p>In Bethlehem, PA the Community School's After-school programs attracted greater parental involvement. Broughal Middle School After-school Programs Thriving</p>



Community Schools

are smart schools which adapt to the physical, social, emotional and educational needs of our kids.

[watch video >>](#)



[Connect with us](#)



LOCAL-LEVEL EXAMPLES

Brent Schondelmeyer

Local Investment Corporation – Kansas City

LOCAL-LEVEL EXAMPLES

Deborah Salas

Community Schools Collaboration

South King County, Washington

YOUR FEEDBACK IS VITAL

Please take a few minutes to complete a short survey on the webinar, the content, and its effectiveness.

<http://tinyurl.com/9kh8973>

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If you would like a copy of the graphic and messaging guide, please contact Ryan Fox at foxr@iel.org.