Making the Case for Community Schools

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Coalition for Community Schools
April 12, 2017
Agenda

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- What Is a Community School?
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- Take Action for FY 2018 Federal Budget
- The Community Schools Messaging Guide
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About the Coalition for Community Schools

• Established in 1997
• Housed at the Institute for Educational Leadership
• Alliance of over 200 national, state and local organizations
• Our partners span the sectors of education K-16, youth development, community planning and development, family support, health and human services, government and philanthropy as well as national, state and local community school networks
Many partners, one vision
Coalition Vision and Mission

• **Shared Vision**: Schools are centers of flourishing communities where everyone belongs, works together, and thrives.

• **Mission**: To unite school, community and family for young people’s success.
Growing Systems of Community Schools

This map represents all places, including places with national models such as Communities in Schools, Children’s Aid Society, Beacons, University Assisted Community Schools, and Yale Schools of the 21st Century.

x3.0 number of places scaling up systems of community schools than in 2007.
COMMUNITY SCHOOLS FRAMEWORK

KEY

The community school framework puts students at the center.

- Supporting students are key opportunities: powerful learning, integrated health and social supports, and authentic family and community engagement.
- Undergirding these opportunities are a set of collaborative practices: shared ownership for results, strategic community partnerships, resource coordination, data-driven planning, and inclusive leadership.
- Capacity-building supports nurture these collaborative practices: coaching for continuous improvement, all-stakeholder leadership development, and professional learning.
- All of these gears are driven by stakeholder engagement and participation.
- Community schools are nurtured by relational trust among stakeholders, a sharp focus on equity for all students, and a continuous improvement process designed to enhance performance and improve results.
- Results: college, career and civic-ready students; strong families; and healthy communities.

IEL Institute for Educational Leadership
Coalition for Community Schools
Loading Across Boundaries
Other Features of Framework Brief

• How Community Schools Support New Provisions in ESSA
• How States Can Support Community Schools
• Community School and Initiative Exemplars
• Resources
How to Use This Brief

For ESSA state and local planning:
• Share this brief with the person at your state DOE leading ESSA planning
• Ask for a meeting to talk about community schools as a strong strategy for school improvement and student learning
• Share this brief with your superintendent and school board and aim to schedule a similar meeting

As a conversation starter:
• Share this brief with your colleagues and networks far and wide
• Pick 5 people in your network/community and share the new graphics and framework with them in-person to start or continue a conversation
How Stakeholders Are Using the Brief

• Pam Smith, Special Assistant to the Secretary of Education, Pennsylvania Department of Education

• Laura Eliot, Middle School Success Director, United Way of Asheville & Buncombe County
Take Action on FY 17 and 18 Budgets

• President Trump’s proposed budget for FY 2018 eliminates or severely cuts many programs that support youth and families and community schools
• And funding for Full-Service Community Schools ($10 million) is at-risk for FY 2017

We must stand together against these cuts—Take Action
Take Action on FY 17 and 18 Budgets

We also encourage you to:

1) Call your Senators and Congressperson and urge them not to cut these programs

2) Join with other advocates for youth and families in your community and state and advocate to your members of Congress together

3) Visit the district offices of your members of Congress to share this message in-person (or call them)

4) To advocate more for 21st Century Community Learning Centers, follow the Afterschool Alliance and share their messages
INTRODUCTION TO COMMUNITY SCHOOL MESSAGING

Messaging you can use to tell your school story
Community Schools Messaging

New Tagline for the Coalition

Partnering so students learn and thrive
Elevator Speech

A Community School is a public school – the hub of its neighborhood, uniting families, educators and community partners; providing all students with top-quality academics, enrichment, health and social services, and opportunities to succeed in school and in life.
CORE MESSAGES

We believe every student should encounter community schools that are:

- Partnering for better learning
- Hyper-local
- Pushing the fact they are a proven approach, updated for a new era
How can the field use the messaging?

- Use in interviews when speaking with local TV and print media
- Use the messaging to talk about community schools in presentations, speeches and community roundtables
- Make sure stakeholders and supporters use the language in their promotional materials
- In meetings and discussions with legislators
- On your organization’s website and social media graphics
USING SOCIAL MEDIA TO PUSH MESSAGING
Why Social Media is a Powerful Tool for Spreading Community School Messaging

• **Twitter** is a great resource for quick updates (140 characters or less). Twitter has 313 million total monthly engaged users so be sure to post impactful and linkable content, photos or short video clips. Include hashtags that correlate with the campaign or connect to a larger conversation that supports community schools.

• **Facebook** has over 1.86 billion monthly active users, so be sure to create compelling content free of character limit restrictions. Posts should be used to share quotes, articles, longer video clips and photos. Be sure to include hashtags that correlate with the campaign or connect to a larger conversation that supports community schools.
CRAFTING A MESSAGE

What is a message and how do we use it?
USING MESSAGING

Messages are a way for you to:

• Frame your work through values
• Engage hearts and minds
• Tell people a story
• Share both challenges and solutions

Compelling messages follow Head, Heart, Ask:

• Head: use common sense supported by data.
• Heart: tell stories with emotional content
• Ask: for partnerships, for funding, for leadership, for support.

TIPS & TRICKS

To tailor your organization’s messages, interview your stakeholders, staff, students, parents, community pillars and partners to incorporate their vision.

Asking their opinion will help strengthen your case and increase the likelihood they will agree with and share your messages.
SHARE YOUR STORY
Building and sharing a narrative that will resonate with your audience
CRAFTING YOUR NARRATIVE

What is a narrative...

Your narrative is your story. It is the foundation for your content, whether that content is focused on partnership appeal or an elevator pitch to a stranger at a conference. You should adjust your narrative based on your focus, the audience you are speaking with and the appeal you are making.

A narrative should:

• Illustrate your opportunities and challenges
• Speak to your audiences’ shared values
• Include proven and effective language
• Connect your cause to a solution
• Highlight the impact of your work
• End with a call-to-action
MESSAGE vs. NARRATIVE

Before crafting your narrative, it’s important to understand the difference between a message and a narrative.

A message...
Is a short, simple idea that helps to communicate your point and, when combined with other messages, forms a narrative.

A narrative...
Is your story. A combination of several key messages, tailored for the person you are speaking to, a narrative is the story that drives your schools mission.
MAKE THE ASK

Making the call to action is the most important element of your message - but it is often excluded.

• Lead with the conviction that change can happen now
• Position their support as part of the solution by describing the impact of their partnership
• Speak to transforming individual lives and also broader societal change
• Highlight connections to issues such as health, family and Education
REMEMBER: MESSAGES WORK IF YOU USE THEM

Use the messages

- Find the voice to represent your school
- Get and stay on message
- Have the patience to repeat yourself
- Keep it up!

MORE INFORMATION

Visit: www.communityschools.org

Contact: LJ Wilson, Communications Coordinator, wilsonl@iel.org

View the Entire Messaging Guide: Messaging Guidelines PPT
Community Schools Messaging Guidelines Feedback

• Katie Casstevens, Administrative Supervisor of Community Schools, Austin Independent School District
Other CCS Resources and Events

Resources
• Community School Standards
• Messaging Guidelines

Events
• June 5: Community Schools Awards Symposium, 2-4:30 pm, Washington D.C.
• June 6: Community Schools Advocacy Day

#CSAdvocates #communityschools
Thank you!

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COMMUNITY SCHOOLS FRAMEWORK

COLLEGE, CAREER & CIVIC-READY STUDENTS
HEALTHY COMMUNITIES
STRONG FAMILIES
POWERFUL LEARNING
INTEGRATED HEALTH & SOCIAL SUPPORTS
AUTHENTIC FAMILY & COMMUNITY ENGAGEMENT
OPPORTUNITIES

COLLABORATIVE PRACTICES
STAKEHOLDER ENGAGEMENT
RELATIONAL TRUST
EQUITY
CONTINUOUS IMPROVEMENT
CAPACITY BUILDING SUPPORTS