

# RETURN ON INVESTMENT

## of a Community School Coordinator:

A Case Study



Michelle Bloodworth, PhD  
Anna Horner



# What's Next...



A web-based data system that offers the following **value principles**:

- Efficiency and consistency
- Accuracy and credibility
- Contribution and comparison
- Maximize usefulness of data



# From data to dollars



## Key Features:

- Step-by-step guide
- Central data repository
- Secondary sources
- Calculations & Queries
- Reporting tools



# From data to dollars



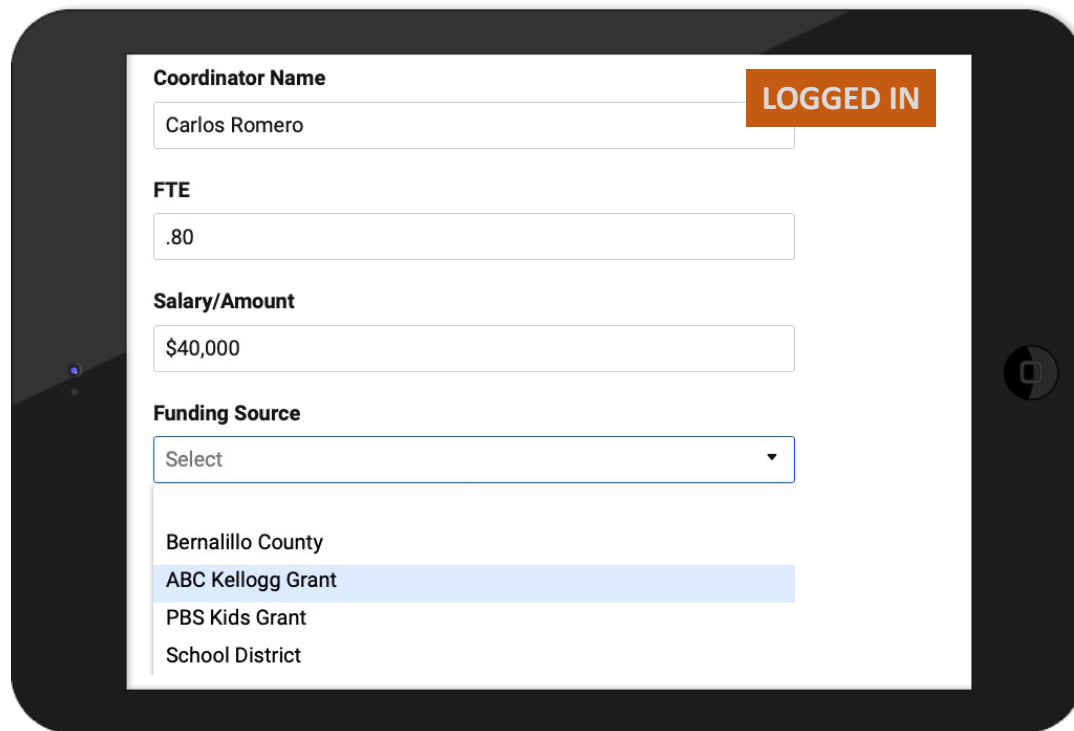
## Key Features:

- Step-by-step guide
- Central data repository
- Secondary sources
- Calculations & Queries
- Reporting tools

Use chat to provide feedback!



# Step-By-Step Guide



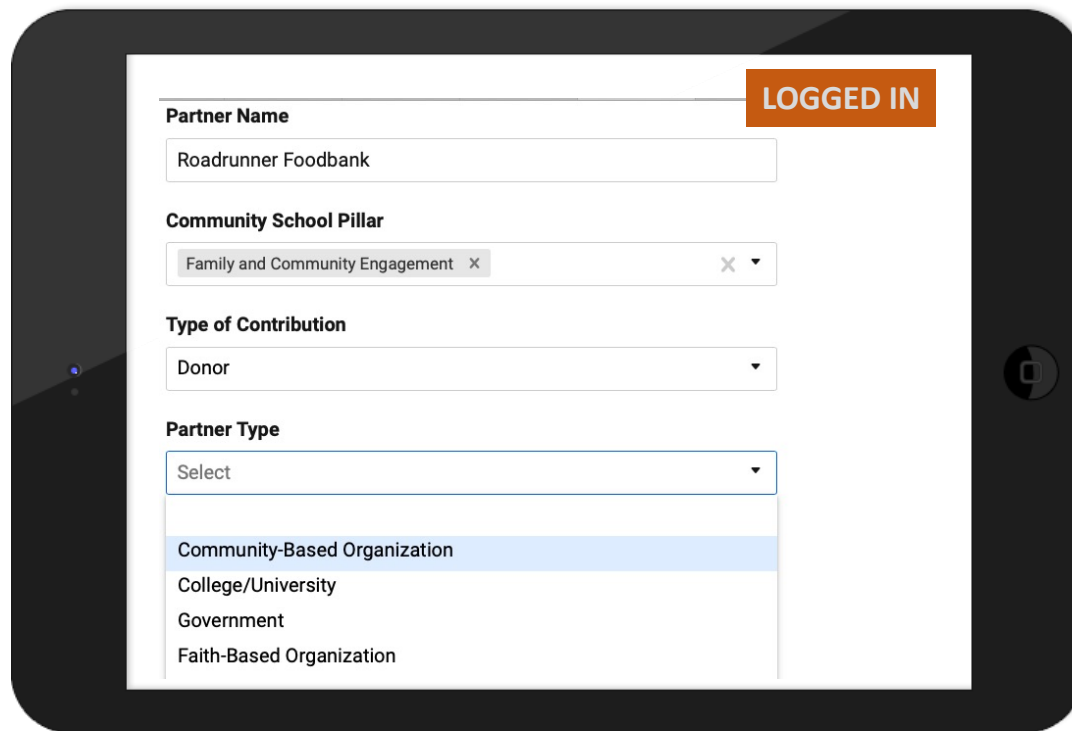
The image shows a tablet screen with a web form. The form has the following fields and options:

- Coordinator Name:** A text input field containing "Carlos Romero". To the right of this field is an orange button labeled "LOGGED IN".
- FTE:** A text input field containing ".80".
- Salary/Amount:** A text input field containing "\$40,000".
- Funding Source:** A dropdown menu with "Select" as the current selection. Below the dropdown, a list of options is visible:
  - Bernalillo County
  - ABC Kellogg Grant (highlighted in blue)
  - PBS Kids Grant
  - School District

## Parts | Profiles | Forms

- Schools and Networks
- People (Coordinators)
- Programs
- Partners
- Contributions

# Step-By-Step Guide



**LOGGED IN**

**Partner Name**  
Roadrunner Foodbank

**Community School Pillar**  
Family and Community Engagement x

**Type of Contribution**  
Donor

**Partner Type**  
Select

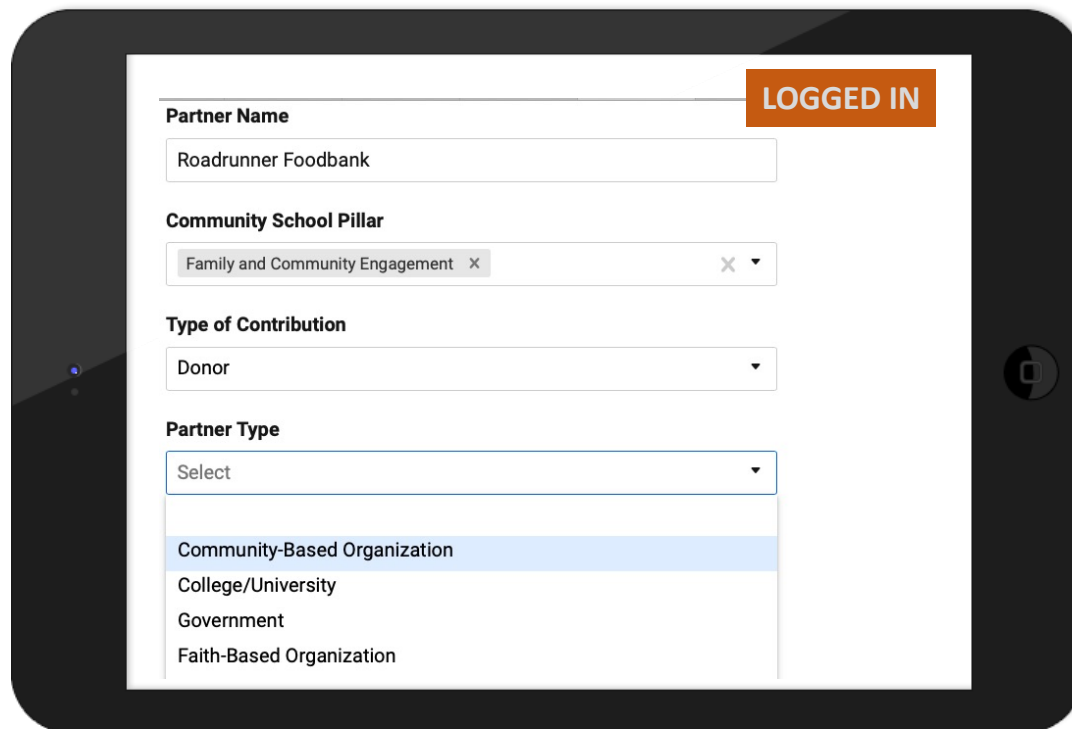
- Community-Based Organization
- College/University
- Government
- Faith-Based Organization

## Parts | Profiles | Forms

- Schools and Networks
- People (Coordinator)
- Programs
- Partners
- Contributions

- **Collect details for each**
- **Recommendations & options**
- **Form relationships across**
- **Capture story**

# Step-By-Step Guide



**LOGGED IN**

**Partner Name**  
Roadrunner Foodbank

**Community School Pillar**  
Family and Community Engagement x

**Type of Contribution**  
Donor

**Partner Type**  
Select

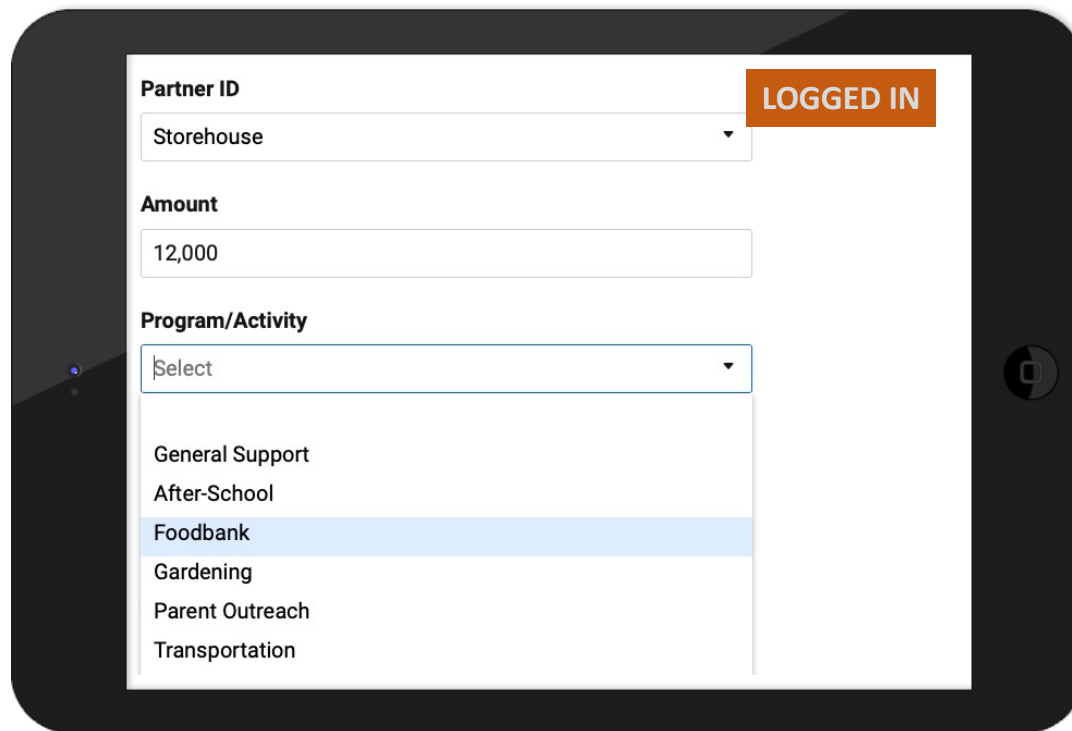
- Community-Based Organization
- College/University
- Government
- Faith-Based Organization

## Parts | Profiles | Forms

- Schools and Networks
- People (Coordinator)
- Programs
- **Partners**
- Contributions

- **Collect details for each**
- **Recommendations & options**
- **Form relationships across**
- **Capture story**

# Step-By-Step Guide



Partner ID

Storehouse

Amount

12,000

Program/Activity

Select

- General Support
- After-School
- Foodbank
- Gardening
- Parent Outreach
- Transportation

LOGGED IN

## Parts | Profiles | Forms

- Network/Schools
- People (Coordinator)
- Programs
- Partners
- Contributions

- Collect details for each
- Recommendations & options
- Form relationships across
- Capture story

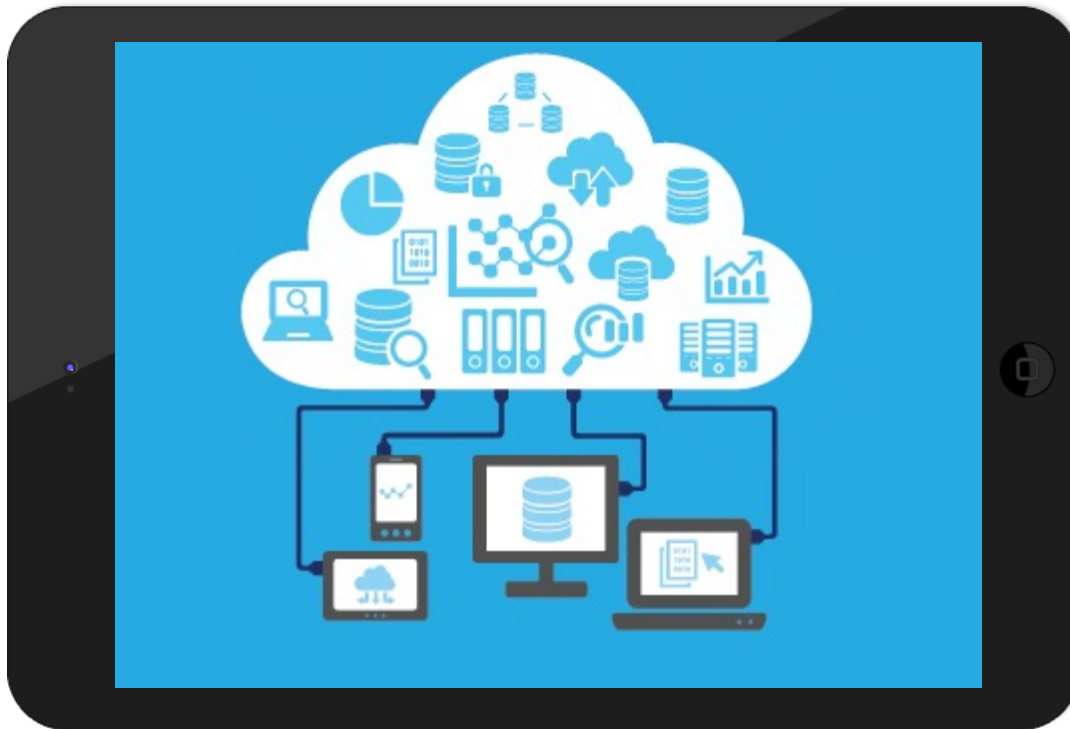
# Central Data Repository



## Benefits:

- Data are safe and secure
- Year to year
- Multi-user access

# Central Data Repository



## Benefits:

- Data are safe and secure
  - Year to year
  - Multi-user access
- 
- ✓ **Efficiency and consistency**
  - ✓ **Contribution and comparison**

## Secondary Sources

**School Details (2018-2019 school year)**

**County:** Bernalillo County [schools in county](#)

**Locale:** City: Large (11)

**Magnet:** No

**Title I School:** –

**Title I School-Wide Program:** –

**Total Students:** 499

**Classroom Teachers (FTE):** 33.00

**Student/Teacher Ratio:** 15.12

**Enrollment Characteristics (2018-2019 school year)**

**Enrollment by Grade:**

	KG	1	2	3	4	5
Students	81	74	73	83	96	92

**Enrollment by Race/Ethnicity:**

	American Indian/ Alaska Native	Asian	Black	Hispanic	Native Hawaiian/ Pacific Islander	White	Two or More Races
Students	24	8	5	211	†	220	31

**Enrollment by Gender:**

	Male	Female
Students	272	227

**Free lunch eligible<sup>1</sup>:** 148

**Reduced-price lunch eligible<sup>1</sup>:** 32

**Directly certified<sup>2</sup>:** 112

Note: Details may not add to totals.

Note: Details may not add to totals.

Including:

- School Data
- Labor Rates
- Volunteer Rates

# Secondary Sources

Including:

- School Data
- Labor Rates
- Volunteer Rates

- ✓ Efficiency and consistency
- ✓ Accuracy and credibility
- ✓ Contribution and comparison

	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005
US Total	\$25.43	\$24.69	\$24.14	\$23.56	\$23.07	\$22.55	\$22.14	\$21.79	\$21.36	\$20.85	\$20.25	\$19.51	\$18.77	\$18.00
Alabama	\$22.65	\$21.92	\$22.28	\$21.22	\$20.84	\$20.50	\$20.47	\$18.26	\$18.06	\$17.70	\$16.84	\$16.10	\$15.71	\$15.00
Alaska	\$27.88	\$27.45	\$27.80	\$27.51	\$26.59	\$26.50	\$25.49	\$21.96	\$21.69	\$21.38	\$20.11	\$18.92	\$17.94	\$17.00
Arizona	\$24.83	\$24.51	\$23.57	\$22.83	\$22.37	\$22.52	\$22.25	\$20.08	\$19.71	\$19.48	\$18.70	\$18.05	\$17.48	\$16.75
Arkansas	\$20.49	\$20.01	\$19.66	\$19.14	\$19.31	\$18.93	\$18.23	\$16.77	\$16.48	\$16.24	\$15.38	\$14.84	\$14.08	\$13.25
California	\$29.95	\$29.09	\$28.46	\$27.59	\$26.87	\$26.34	\$26.01	\$24.75	\$24.18	\$23.42	\$22.62	\$21.96	\$21.14	\$20.25
Colorado	\$28.02	\$26.78	\$25.97	\$25.96	\$25.68	\$25.10	\$24.23	\$22.43	\$22.03	\$21.62	\$20.85	\$20.08	\$19.32	\$18.50
Connecticut	\$31.05	\$30.24	\$29.29	\$27.77	\$26.79	\$26.43	\$26.92	\$28.26	\$27.77	\$26.98	\$26.49	\$26.03	\$24.77	\$23.75
Delaware	\$25.38	\$25.45	\$23.20	\$21.37	\$20.22	\$20.29	\$20.44	\$23.02	\$22.34	\$21.88	\$21.13	\$20.77	\$20.47	\$19.75
District of Columbia	\$41.72	\$39.45	\$39.17	\$38.77	\$39.86	\$38.69	\$37.11	\$34.04	\$33.61	\$32.79	\$31.80	\$30.40	\$28.96	\$27.50
Florida	\$24.04	\$23.33	\$22.70	\$22.08	\$21.61	\$21.24	\$20.86	\$18.85	\$18.66	\$18.40	\$17.68	\$17.13	\$16.72	\$16.00
Georgia	\$25.78	\$25.15	\$24.39	\$23.80	\$23.26	\$22.25	\$21.42	\$20.77	\$20.38	\$19.94	\$19.18	\$18.78	\$18.06	\$17.25
Hawaii	\$26.87	\$25.40	\$23.80	\$23.33	\$23.14	\$22.16	\$21.67	\$18.14	\$18.08	\$17.94	\$17.16	\$16.47	\$15.89	\$15.00
Idaho	\$22.14	\$21.83	\$21.10	\$20.97	\$20.21	\$19.92	\$19.89	\$16.13	\$15.93	\$15.57	\$14.98	\$14.68	\$14.33	\$13.75
Illinois	\$26.89	\$26.02	\$25.95	\$25.34	\$24.74	\$24.08	\$23.73	\$23.19	\$22.77	\$22.34	\$21.85	\$21.11	\$20.29	\$19.50
Indiana	\$24.13	\$23.73	\$23.38	\$22.69	\$22.34	\$21.56	\$20.87	\$18.33	\$18.04	\$17.61	\$17.16	\$16.54	\$16.19	\$15.50
Iowa	\$23.41	\$22.73	\$22.95	\$22.25	\$21.75	\$20.93	\$20.14	\$17.55	\$17.22	\$16.77	\$16.21	\$15.51	\$15.00	\$14.25
Kansas	\$23.35	\$22.56	\$22.14	\$22.02	\$21.64	\$20.88	\$20.65	\$18.45	\$18.13	\$17.80	\$17.28	\$16.54	\$16.01	\$15.25
Kentucky	\$21.42	\$21.17	\$21.38	\$21.16	\$20.29	\$19.68	\$19.58	\$17.91	\$17.65	\$17.37	\$16.52	\$15.92	\$15.46	\$14.75
Louisiana	\$22.76	\$22.30	\$22.77	\$22.67	\$22.73	\$22.13	\$21.75	\$19.33	\$19.06	\$18.71	\$18.02	\$16.90	\$16.31	\$15.50
Maine	\$23.12	\$22.53	\$21.61	\$21.31	\$20.54	\$20.10	\$20.11	\$17.03	\$16.84	\$16.53	\$15.89	\$15.16	\$14.68	\$14.00
Maryland	\$28.65	\$27.50	\$26.79	\$26.64	\$26.41	\$25.43	\$24.82	\$23.05	\$22.77	\$22.32	\$21.20	\$20.42	\$19.69	\$18.75
Massachusetts	\$32.15	\$31.17	\$29.88	\$29.00	\$27.82	\$27.00	\$26.11	\$27.43	\$26.84	\$26.18	\$25.56	\$24.54	\$23.37	\$22.25
Michigan	\$24.85	\$23.91	\$23.67	\$23.54	\$22.96	\$22.13	\$21.59	\$20.63	\$20.07	\$19.79	\$19.55	\$18.98	\$18.56	\$17.75
Minnesota	\$28.15	\$27.58	\$26.40	\$25.20	\$24.83	\$24.31	\$23.59	\$21.91	\$21.62	\$20.90	\$20.55	\$19.65	\$18.72	\$17.75
Mississippi	\$19.70	\$19.81	\$19.85	\$19.51	\$19.60	\$19.35	\$18.86	\$15.58	\$15.43	\$15.28	\$14.66	\$13.93	\$13.55	\$12.75
Missouri	\$23.96	\$23.21	\$21.57	\$21.31	\$21.30	\$21.17	\$20.91	\$19.00	\$18.80	\$18.57	\$18.16	\$17.11	\$16.54	\$15.75
Montana	\$23.09	\$22.42	\$21.04	\$20.44	\$19.89	\$19.64	\$19.34	\$15.73	\$15.28	\$14.89	\$14.24	\$13.61	\$13.00	\$12.25
Nebraska	\$24.01	\$23.40	\$22.25	\$21.51	\$20.62	\$20.13	\$20.04	\$17.10	\$16.86	\$16.67	\$15.96	\$15.35	\$14.79	\$14.00
Nevada	\$22.61	\$21.85	\$21.51	\$20.98	\$19.81	\$19.05	\$18.97	\$18.97	\$18.82	\$19.00	\$18.65	\$18.11	\$17.30	\$16.50



# Calculations: ROI Report

## Key Features:

- Tables
- ROI
- Comparisons

Sample from Year 1 Data Table

LOGGED IN

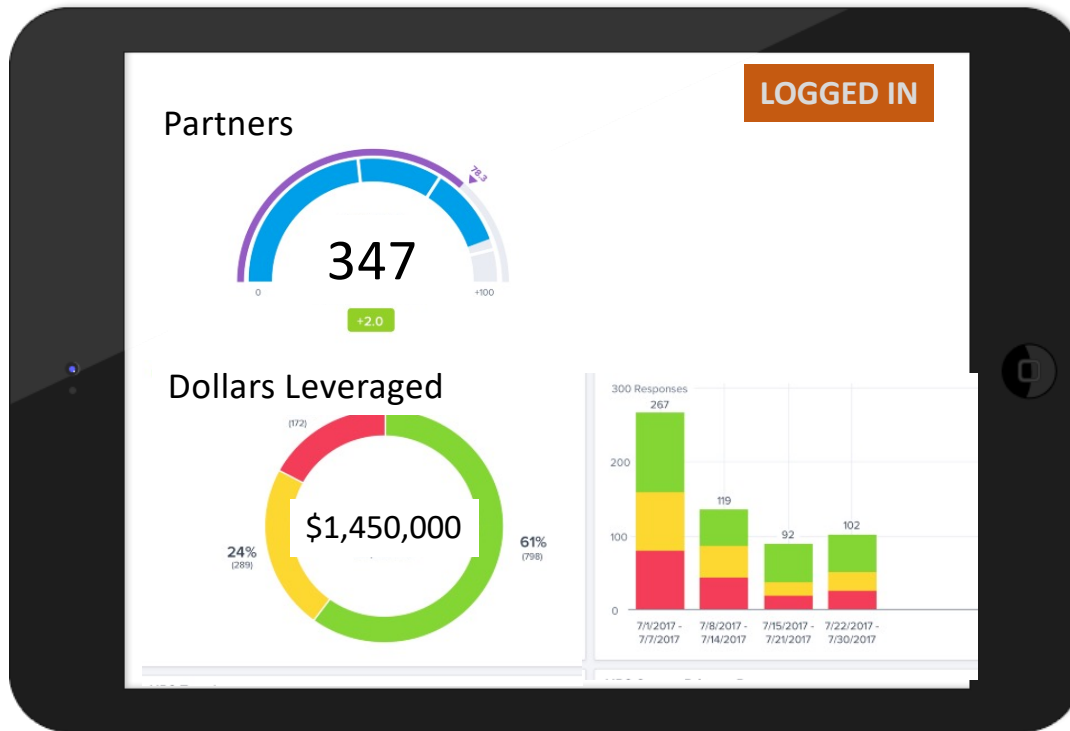
Category of Benefit	Name of Benefit	Type	Partner	Funding Source	Isolation Category	Total Value	Attribution	Isolated Value
Alignment	Community School Council	In-Kind	MMES Community	N/A	1	\$965	100%	\$965
Early Childhood	Neighborhood Leadership Academy	In-Kind	UNM Family Development Program	Kellogg Foundation	2	\$1,500	0%	\$ 0
Expanded Learning	Sandia Science Club	In-Kind	Sandia Labs	Sandia Labs	1	\$3,868	100%	\$3,868
Family Engagement	PAC Meeting for Parents	In-Kind	CEPR	CEPR	1	\$247	100%	\$247

$$\text{ROI} = \frac{\$1,202,736 - \$148,258}{\$148,258} \times 100 = 711\%$$

ROI by Year

Year					ROI
1	\$15,793 - \$9,500	x	100	=	66%
	\$9,500				
2	\$196,531 - \$21,237	x	100	=	825%
	\$21,237				
3	\$408,823 - \$25,897	x	100	=	1,487%
	\$25,897				

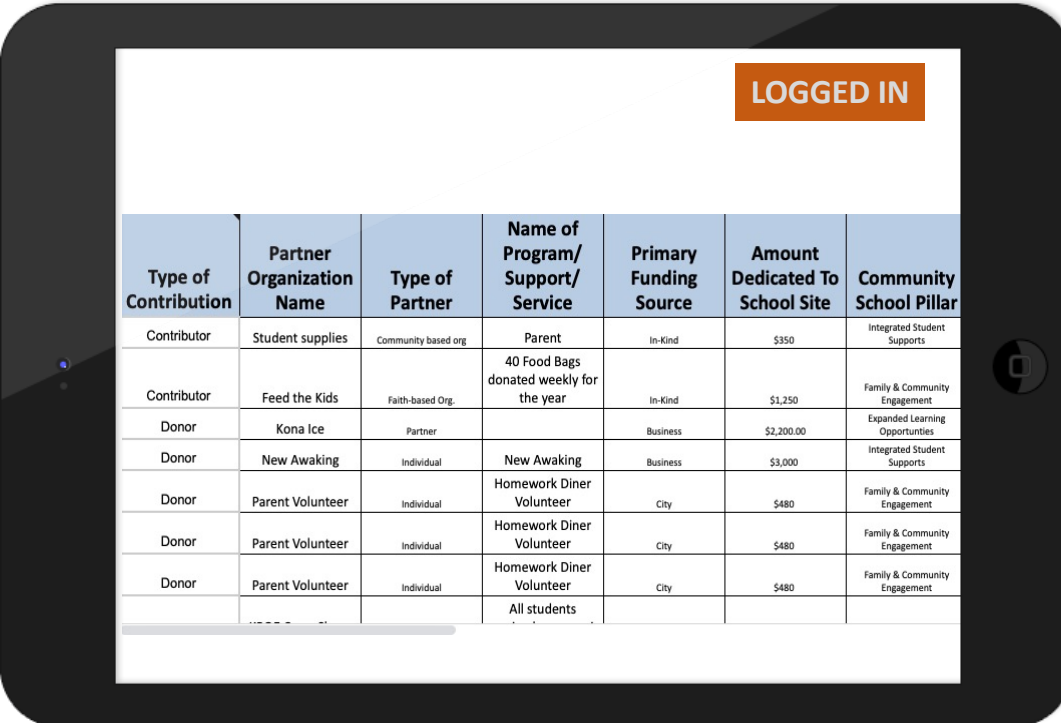
# Other Reporting



Site | Network | State | National

- Dashboards
- Registries
- Custom queries

# Other Reporting



Type of Contribution	Partner Organization Name	Type of Partner	Name of Program/Support/Service	Primary Funding Source	Amount Dedicated To School Site	Community School Pillar
Contributor	Student supplies	Community based org	Parent	In-Kind	\$350	Integrated Student Supports
Contributor	Feed the Kids	Faith-based Org.	40 Food Bags donated weekly for the year	In-Kind	\$1,250	Family & Community Engagement
Donor	Kona Ice	Partner		Business	\$2,200.00	Expanded Learning Opportunities
Donor	New Awakening	Individual	New Awakening	Business	\$3,000	Integrated Student Supports
Donor	Parent Volunteer	Individual	Homework Diner Volunteer	City	\$480	Family & Community Engagement
Donor	Parent Volunteer	Individual	Homework Diner Volunteer	City	\$480	Family & Community Engagement
Donor	Parent Volunteer	Individual	Homework Diner Volunteer	City	\$480	Family & Community Engagement
			All students			

Site | Network | State | National

- Dashboards
- Registries
- Queries
- Needs assessments
- Manage programs/resources
- Support partnerships
- Advocacy and funding

# Back to value...



A web-based data system that offers the following **value principles**:

- Efficiency and consistency
- Accuracy and credibility
- Contribution and comparison
- Maximize usefulness of data



# From data to dollars



## Timeline:

- Developing prototype (now)
- Beta testing late summer
- Pilot testing in the fall
- Ready to scale in 2021



# Who's coming with me?



## Timeline:

- Developing prototype (now)
- Beta testing late summer
- Pilot testing in the fall
- Ready to scale in 2021



# Who's coming with me?



## Timeline:

- Developing prototype (now)
- Beta testing late summer
- Pilot testing in the fall
- Ready to scale in 2021

