



*Investment Partner in Renaissance 2010*

2009 New Ventures in Education Seminar:  
**Building Partnerships: Community Outreach and Engagement**

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*Creating a New Market of Public Education*

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# Building early awareness of your proposed school in the community will strengthen your school model and ensure its success

- ▶ Build political support, so that resources are less likely to be pulled from building the school to address political “ fire drills” at opening
- ▶ Build “buzz” for student recruitment *to* ensure strong enrollment
- ▶ Identify needs of students in time to refine plan to meet these needs
- ▶ Identify community “hot points” at a a time when they are more easily addressed
- ▶ Open doors to additional resources/partnerships that can strengthen the school
- ▶ Build quorum of parents and community members that can work on communicating support for the school

# Generating student interest increases your ability to start your school on day one with an engaged student body

- ▶ Students start the first day on equal footing with one another – students starting later in the year often struggle to adjust/catch-up
- ▶ Allows you to start establishing the culture before school opens
  - Open houses
  - Orientations for both parents and students. Do them early and often
- ▶ Allows you to better prepare for the students you will serve
- ▶ Allows the school to start from a position of financial strength – revenue is determined on a per-pupil basis

## Careful planning can also translate engagement into ongoing parent involvement early in the school

Types of Engagement	NLCP Examples
<b>Induction</b>	<ul style="list-style-type: none"> <li>▶ April orientation and parent retreat at a local college for all incoming freshmen parents</li> <li>▶ Veteran parents actively participate in new parent orientation – authentic transmission of school culture and mission</li> </ul>
<b>Volunteer</b>	<ul style="list-style-type: none"> <li>▶ Classroom volunteers</li> <li>▶ Fieldtrip chaperones</li> </ul>
<b>Events</b>	<ul style="list-style-type: none"> <li>▶ Honors Convocation</li> <li>▶ Half-Cap Ceremony</li> <li>▶ Sporting events</li> <li>▶ Peace Rallies</li> <li>▶ Expressive arts</li> <li>▶ College fairs</li> </ul>
<b>Academic Review</b>	<ul style="list-style-type: none"> <li>▶ Participation in twice yearly Student Led Conferences (replacing Progress Reports)</li> <li>▶ Active participation in Phoenix Rising selection – (“practice” for college)</li> <li>▶ Report Card Pickup</li> </ul>
<b>Ongoing Feedback &amp; Input</b>	<ul style="list-style-type: none"> <li>▶ Board and committee participation</li> <li>▶ Parent satisfaction surveys</li> </ul>
<b>Transition Support</b>	<ul style="list-style-type: none"> <li>▶ Mandatory FAFSA and college application workshops</li> <li>▶ Parenting support</li> </ul>

# Doing your homework to understand the community is critical to the team's credibility and to optimizing the school's academic program

## How to Identify Student Needs

- ▶ Research historical academic performance and demographics of schools in the community
- ▶ Research the performance of schools serving similar student populations
- ▶ Meet with leaders of similar local schools and any feeder schools
- ▶ Meet with local social service agencies
- ▶ Conduct baseline assessments of enrolled students prior to school opening

## Potential Outcomes

- ▶ Redesign of academic/curricular focus
- ▶ Readjustment of course schedule
- ▶ Reallocation of resources within budget
- ▶ Hiring of additional and/or specialized staff
- ▶ Provision of additional, targeted academic support for individual students
- ▶ Provision of additional social services
- ▶ Identification of additional partnerships
- ▶ Additional assessment of students

# Design teams should work with community groups to cultivate lasting partnerships with tangible benefits for students and families

## Features of a Strong Partnership

- ▶ Convergence of mission
- ▶ Defined outcomes and roles
- ▶ Personal relationships with key staff in partnering organizations
- ▶ History of tangible success and excellence
- ▶ Working smart – willingness to fix what isn't working – continued review of effectiveness
- ▶ Synergy – association helps each organization expand its outreach
- ▶ Fun with smart people

## Community-based organizations can provide a multitude of support offerings to enhance your school community

Types of Support	Organizations
Tutoring	<ul style="list-style-type: none"> <li>▶ DePaul University</li> <li>▶ University of Illinois at Chicago (College Bridge)</li> </ul>
Health Services	<ul style="list-style-type: none"> <li>▶ Chicago Department of Health,</li> <li>▶ Sankofa (Mental Health Resources)</li> <li>▶ Erie Teen Health Center</li> </ul>
Student Internships	<ul style="list-style-type: none"> <li>▶ Carole Robertson Center</li> <li>▶ North Lawndale News</li> <li>▶ Lawndale Christian Health Center</li> </ul>
Community Activism	<ul style="list-style-type: none"> <li>▶ Mikva Foundation</li> <li>▶ Do Something</li> <li>▶ AFS (American Field Service) - provides intercultural learning opportunities</li> </ul>
Violence Prevention	<ul style="list-style-type: none"> <li>▶ THINK-PEACE</li> <li>▶ Kingian Non-violence Conflict Resolution</li> </ul>
Arts Programming	<ul style="list-style-type: none"> <li>▶ Gallery 37</li> <li>▶ HOUSE Theatre</li> <li>▶ Merit Music</li> <li>▶ Marween Foundation</li> </ul>
Other Services	<ul style="list-style-type: none"> <li>▶ Schwab Rehabilitation</li> <li>▶ District 10</li> <li>▶ Teen Living Program</li> </ul>

# NLCP partnerships with community members and community-based organizations have provided significant benefits to the school

## North Lawndale College Prep High School Partnerships

- ▶ Program/Resources: **Teen Living Program**
- ▶ Benefit: Resources for under housed students

- ▶ Program/Resources: **Mikva Foundation**
- ▶ Benefit: Student involvement in presidential primaries, lobbying and substantial civics engagement

- ▶ Program/Resources: **District 10**
- ▶ Benefit: Emergency gathering point for school, drop off point for late night gatherings, increased police presence after school and for extra curricular activities

- ▶ Program/Resources: **Carole Robertson Center**
- ▶ Benefit: Summer internships, research, employment and services for young mothers

# Building these partnerships and ensuring student enrollment requires a multi-pronged approach to outreach

## Multi-pronged Outreach Approach



**Focus of this discussion**

**Direct Student Recruiting**

**School Open House**



**Next on agenda**



# Community outreach begins with local officials and incorporates key organizations operating in the community



## **Examples:**

- |                      |                                 |                             |
|----------------------|---------------------------------|-----------------------------|
| ▶ Alderman           | ▶ Faith-based organizations     | ▶ Park District             |
| ▶ State Reps         | ▶ Community-based organizations | ▶ Libraries                 |
| ▶ State Senator      | ▶ Feeder Schools                | ▶ Chicago Housing Authority |
| ▶ Police Dept / CAPS |                                 | ▶ Large Grocery Chains      |

## **Goals:**

- |  |  |  |
|--|--|--|
| ▶ Gain support                                   | ▶ Gain endorsement                           | ▶ Opportunities to recruit/market the school |
| ▶ Gain contacts                                  | ▶ Identify partnership opportunities         |  |
| ▶ Gain understanding of community players / need | ▶ Gain access to constituents                |  |
|  | ▶ Gain understanding of community needs      |  |
|  | ▶ Opportunities to recruit/market the school |  |

## Relationships with local officials can be leveraged to identify and gain access to key stakeholders

Partnership Types	Key Partnerships	Approach	Key Take Aways
<b>Local Officials</b>	<ul style="list-style-type: none"> <li>▶ Aldermen</li> </ul>	<ul style="list-style-type: none"> <li>▶ Secure a thirty minute meeting</li> <li>▶ Attend community meetings/forums</li> <li>▶ Visit the ward office on constituent night</li> <li>▶ ID community outreach staff</li> <li>▶ Obtain invitations to public gatherings</li> <li>▶ Ask to use space for community meetings</li> </ul>	<ul style="list-style-type: none"> <li>▶ Request copy of resource directory for the ward &amp; calendar of events</li> <li>▶ Introduction to the District Commander</li> <li>▶ Get formal letters of support</li> <li>▶ Introduction letter or email to key ward stakeholders</li> <li>▶ Five minute presentation spot Alderman's education-related community meetings</li> </ul>
	<ul style="list-style-type: none"> <li>▶ State Representatives</li> <li>▶ State Senators</li> </ul>	<ul style="list-style-type: none"> <li>▶ Secure a thirty minute appointment</li> <li>▶ ID community outreach staff</li> <li>▶ Attend meetings in Springfield</li> </ul>	<ul style="list-style-type: none"> <li>▶ Formal letter of support</li> <li>▶ Presentation at community events/forums</li> <li>▶ Introduction letter or email to key community stakeholders</li> </ul>
	<ul style="list-style-type: none"> <li>▶ Chicago Police Department</li> <li>▶ CAPS</li> </ul>	<ul style="list-style-type: none"> <li>▶ Locate and attend district meetings</li> <li>▶ Get a one on one meeting with the district CAPS coordinator</li> <li>▶ Develop a relationship with the Commander</li> <li>▶ Get on the agendas for CAPS BEAT and leader meetings</li> </ul>	<ul style="list-style-type: none"> <li>▶ Presentation at the district's CAPS leaders meeting</li> <li>▶ Schedule of BEAT CAPS meetings</li> <li>▶ Presentation at BEAT CAPS meetings</li> </ul>

# Key large organizations can mobilize support and become action agents for the school

Partnership Types	Key Partnerships	Approach	Key Take Aways
<b>Faith Base Organizations (FBO)</b>	<ul style="list-style-type: none"> <li>▶ Churches</li> <li>▶ Mosques</li> <li>▶ Temples</li> <li>▶ Synagogues</li> <li>▶ Halls</li> </ul>	<ul style="list-style-type: none"> <li>▶ Meet with Leader's assistant</li> <li>▶ Meet with Pastor and gain support</li> <li>▶ Request time to speak at church events</li> <li>▶ Ask Pastor to give opening statement of support</li> <li>▶ Have team present at sign-up tables in the back to take applications</li> </ul>	<ul style="list-style-type: none"> <li>▶ Presentation at a Sunday morning Service/Youth day</li> <li>▶ Bulletin announcements of school info and events</li> <li>▶ Partnership, safety and mentoring support</li> <li>▶ Calendar of events/community outreach</li> </ul>
<b>Community Base Organizations (CBO)</b>	<ul style="list-style-type: none"> <li>▶ Grand Boulevard Federation</li> <li>▶ Target Area Development</li> <li>▶ West Humboldt Park Family and community Association</li> <li>▶ Family Focus</li> </ul>	<ul style="list-style-type: none"> <li>▶ Know their mission and level of support</li> <li>▶ Attend community meetings</li> <li>▶ Identify key leaders</li> <li>▶ Secure one on one meeting with leaders</li> <li>▶ Support their events</li> </ul>	<ul style="list-style-type: none"> <li>▶ Presentation at their meetings</li> <li>▶ Booth or table to distribute info</li> <li>▶ Email blast and introduction to other key community leaders</li> <li>▶ Calendar of events/community outreach</li> <li>▶ Formal letters of support</li> </ul>
<b>Feeder Schools</b>	<ul style="list-style-type: none"> <li>▶ Public and private pre-schools</li> <li>▶ Elementary/ Middle Schools</li> </ul>	<ul style="list-style-type: none"> <li>▶ Recruitment with alums from October through February</li> <li>▶ ID parent and LSC meetings and attend</li> <li>▶ Get to know the key movers and shakers in each group</li> <li>▶ Invite leaders to a coffee or lunch to find their level of support for Ren10</li> <li>▶ Develop a relationship</li> <li>▶ Listen to their concerns and issues</li> <li>▶ Obtain invitations to special activities</li> </ul>	<ul style="list-style-type: none"> <li>▶ Get on the agenda</li> <li>▶ Support upcoming events</li> <li>▶ Get a schedule of all school events</li> <li>▶ Consent to distribute your school info</li> </ul>

# Multiple active supporters from faith-based and community organizations are needed for a strong community presence

Organizations	Components of Active Supporters
<p style="text-align: center;"><b>Faith-based</b></p>	<ul style="list-style-type: none"> <li>▶ Recruit their members to attend your events</li> <li>▶ Provide quotes and signatures of support from their members and their leadership for your communications</li> <li>▶ Invite their leadership to speak at your events</li> <li>▶ Provide formal letters of support from key leaders</li> <li>▶ Invite you to participate in church events for outreach</li> <li>▶ Communicate your school programs and student progress through email blasts</li> <li>▶ Print enrollment info and school events in their Sunday bulletins</li> <li>▶ Allow you to make announcements and set up info and enrollment tables after Sunday service</li> <li>▶ Meet with congregation after weeknight services</li> </ul>
<p style="text-align: center;"><b>Community-based</b></p>	<ul style="list-style-type: none"> <li>▶ Include your school info in their standard mailings and communications to their members</li> <li>▶ Invite you to speak at their events and provide a strong introduction</li> <li>▶ Invite you to participate in community events for outreach and networking</li> <li>▶ Communicate your school programs and student progress through email blasts or newsletters</li> <li>▶ Introduce you to other stakeholders in the community</li> <li>▶ Coordinate resources and services for students, families and school with community and faith based organizations</li> <li>▶ Provide formal letters of support</li> </ul>

# Sister agencies and large retailers can provide access to potential students and marketing opportunities

Partnership Types	Key Partnerships	Approach	Key Take Aways
<b>Sister Agencies</b>	<ul style="list-style-type: none"> <li>▶ Park District</li> <li>▶ Libraries</li> <li>▶ Chicago Housing Authority</li> </ul>	<ul style="list-style-type: none"> <li>▶ Identify the site manager</li> <li>▶ Develop a relationship</li> <li>▶ Get a schedule of events</li> <li>▶ Support their events</li> </ul>	<ul style="list-style-type: none"> <li>▶ A designated area to leave brochure, posters and flyers</li> <li>▶ Managers' contact info</li> <li>▶ Schedule of events</li> </ul>
<b>Large Retailers</b>	<ul style="list-style-type: none"> <li>▶ Large grocery chains</li> </ul>	<ul style="list-style-type: none"> <li>▶ Identify the store manager</li> <li>▶ Schedule a one on one</li> </ul>	<ul style="list-style-type: none"> <li>▶ A scheduled date to set up a table and distribute information and registration</li> <li>▶ A designated area to leave brochure, posters and flyers</li> </ul>

## Investment in community engagement will increase the school's awareness of and ability to address common community concerns

Sample Concerns	Approach/Response
<ul style="list-style-type: none"> <li>▶ Who are you and what are your intentions?</li> </ul>	<ul style="list-style-type: none"> <li>▶ Get them in the building for key school events – meet key staff leaders</li> </ul>
<ul style="list-style-type: none"> <li>▶ Will my kids be able to attend this school?</li> </ul>	<ul style="list-style-type: none"> <li>▶ Be transparent about the application and lottery process – frequent contact by phone, mail and email</li> </ul>
<ul style="list-style-type: none"> <li>▶ Will traffic impact my street?</li> </ul>	<ul style="list-style-type: none"> <li>▶ Be clear about when and where (Not a problem at NLCP)</li> </ul>
<ul style="list-style-type: none"> <li>▶ Will school be willing to hire community residents?</li> </ul>	<ul style="list-style-type: none"> <li>▶ Don't over promise – but hire and shop locally whenever possible!!!</li> </ul>

## Persistence is key, as you will face challenges in engaging community members and building support

Potential Roadblock	Solution
▶ Community doesn't trust you!	▶ Run a great school
▶ The neighborhood is dangerous	▶ Make friends with the police!
▶ The "Optics" of your staff	▶ Diversity is Job #1
▶ Emergencies and Crisis (meningitis)	▶ Communicate, communicate, communicate!!!!