

ACPS Office of School, Business, and Community Partnerships Foundation Exploration

Rediscovery and Exploration of a ACPS Foundation



Goal 2: Family and Community Engagement: ACPS will partner with families and the community in the education of Alexandria's youth.

Objective: 2.4.1 Investigate, develop and implement systems designed to increase strategic support of ACPS.



Why would the district be interested in re-visiting the creation a foundation and would the current educational community culture support the establishment of the foundation?

*There is currently no ACPS Educational Foundation in place. This potentially limits the Division's ability to be competitive, decreases the opportunities for community and partnership engagement, and is a gap in the possible connection to all components of the ACPS educational ecosystem. (Schools, Parents/Guardians, Partners, Community, Students)

*An educational foundation is an engaging way to improve relationships and perception of the school division.

*Foundations can build important bridges between school and community.

*They can reach out to a sector of the community that does not have children in the Division, and can target other groups that are not currently engaged/active with the district.

* They can fund raise.

*They can create apprenticeship positions and job-shadowing programs.

*Foundations can promote career and college planning to students interested in pursuing particular careers.

*School foundations can be the catalysts to create high school alumni associations, retired employee organizations and preschool PTAs.

* They become an important arm to the school



What would need to be put into place and what action steps would need to be taken to develop an ACPS Educational Foundation?

*The Office of School, Business and Community Partnerships would explore the creation of a ACPS Educational Foundation.

* This exploration will involve external scan and discussions with other educational foundation models including historical attempts at ACPS and external models (successful and non-successful).

*Research will involve reaching out to associations like the AASA, ACT and other educational foundation resources.

*There will be a parallel path of the external scan information and internal discussions on the challenges, changes, and hurdles that would take place with an Educational Foundation for the Division.

* This internal would involve deeper discussions with various teams, leadership and other relevant members. They would include previous work and reflections from that attempt.

*Funding in the FY18 budget has been proposed to continue the work in this area and evaluation methods and reflective measures/outcomes will be addressed and implemented throughout the process.



Tentative Timeline Action Steps

*12/1/2016-3/1/2017

Exploratory Phase:

External and Internal discussions running parallel to identify possible Educational Foundation models.

Creation of an advisory group to look at alignment, integration, expectations, goals, objectives of success models. Feasibility study.

*3/1/2017-5/1/2017

Reflect on information that has been discovered through the internal and external work to make a decision on the feasibility and alignment of an ACPS Foundation and identification of next steps if found to go forward.

*5/1/2017-8/1/2017

If study shows to move forward, approval action steps to the creation of the ACPS Foundation.

ACPS Office of School, Business, and Community Partnerships

Parent Liaisons Alignment Across The Division

Parent Liaison Alignment With Clear District Wide Expectations, Role Definitions and Evaluation Procedures



Goal 2: Family and Community Engagement: ACPS will partner with families and the community in the education of Alexandria's youth.

Objective: 2.1.3 Eliminate barriers to family engagement for ACPS families who are low-income, limited English proficient and/or historically-disenfranchised families.



Why is Parent Liaison Alignment (numbers, job expectation, pay grade, number of days, evaluation) essential to the ACPS Strategic 2020 Plan.

*Currently ACPS has 8 School Parent Liaisons and 3 District Wide language specific Parent Liaisons. These liaisons are essential to facilitating positive relationships and parent engagement through providing information, tools, resources, enrichment opportunities through communication, workshops, events and support groups. They help to eliminate barriers to engagement and enhance language access for LEP families.

*Parent Liaisons are currently in only 8 of our school buildings and in order to support the other buildings that are not "home base" for them, they do not have the sufficient time to provide equity for all buildings/students/staff.

*The concern of alignment with services demands an

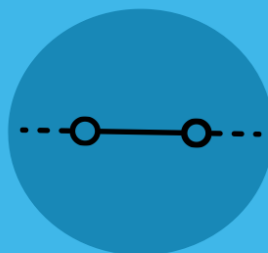


To what extent is the success of each Parent Liaison tied to the establishment of clear building level expectations, communication and involvement?

The Office of School, Business, and Community Partnerships will be tasked to discuss and implement strategies to enhance the relationship and expectation definitions between the school building staff, administration staff, school building educational community (parents, guardians, etc.) school building partners and the liaison. Historical evidence tells us that the success of the Parent Liaison is impacted by the success of the relationship/communication between them and the building staff and administration.

The following items are consistently in place in buildings with high results:

*The defining of ACPS Parent Liaison expectations, mission, goals, and responsibilities through collaborative communication with school administration through beginning of year training and monthly check in with buildings.



What are the short term and longer term steps that must be taken to assure alignment throughout the district.

Short Term: (FY17-FY18)

*Create communication opportunities with the Office of School, Business, and Community Team with the building administrators to continue to identify the expectations/role of the ACPS Parent Liaison in their building as it relates to the needs of their school community.

*Create opportunities of discussion with building administrators to look at current evaluation process for the Parent Liaisons and gather feedback on any proposed changes.

*Propose alignment of all current Parent Liaisons at the building level. Consistent days, pay grade, titling, job expectation, job descriptions for the FY18 Budget.

Long Term: (FY18-FY19)

*Explore and locate external

exploratory look at how to increase the number of Parent Liaisons. This is essential to continue to positively impact the community and family engagement goal as set forth by the 2020 plan.

Exploratory look would search for a combination of budget considerations, sponsorship opportunities, grant funding, and other sources to help with this need.

*Expectations for alternative funding would need to be consistent (example: 3-5 year funding source/ grant).

*Clear and consistent expectations regarding parent liaison roles and responsibilities. This includes discussions with school administrators and directors .

*Open, pro-active, positive, clear communication between all involved with the Office of School, Business, and Community Partnerships Team.

*Exploring additional professional development trainings for both staff and parent liaisons to help be pro-active and involved in various building meetings, functions, goal setting, etc. at the building level.

funding support for the addition of 9 Parent Liaison positions to provide alignment across the district.

*Continue to reflect on current Parent Liaison expectations and responsibilities and make adjustments as needed.

*Continue to provide professional development for the Parent Liaisons and building administration staff along with pro-active and throughout the year conversation opportunities between the Office of School, Business, and Community Team and the building administration.

ACPS Office of School, Business, and Community Partnerships

Corporate, Commercial, and Promotional Sponsorship Exploration and Implementation



Goal 2: Family and Community Engagement: ACPS will partner with families and the community in the education of Alexandria's youth.

Objectives: 2.4.1 Investigate, develop and implement systems designed to increase strategic support of ACPS.



Why is the exploration of a corporate , commercial, promotional sponsorship structure a positive addition to ACPS and new and current partners and how is this new partnership area of opportunity aligned to the ACPS 2020 Strategic Plan and current ACPS School Board Policy?

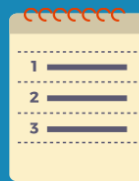
*Implementation/creation of a well defined structure will allow ACPS to be competitive for funded partnerships.

*Contributes revenue to the funding challenges with ACPS.

* Will build capacity to respond to opportunities creating an area of partnerships that is currently a gap in the system as there is a need to look at the present structure in place for commercial, promotional, or corporate sponsorships and reform as necessary even as requests for opportunities are being received

*There is a noted need defined in policy KQ states the following:

The Office of Schools, Business, and Community Partnerships shall establish procedures that outline rules, for solicitation, execution and monitoring of the agreement, the size, appearance and manner of placement of a name or logo, handling of all funds, and compliance with all applicable School Board Policies, including this policy and Policy KJ.



What are the action steps that need to take place and to what extent could a well defined corporate structure be a positive, impactful budget relieving program? How do you avoid oversaturation?

*To establish this type of partnership structure, an external scan of other successful districts, non profits, organizations must take place to explore commercial/promotional/corporate giving levels, guidelines, and policies that are clearly defined and have proven to move these type of partnerships forward without sacrificing other partnership opportunities.

* Pro-active communication and collaboration methods internally will help move the process forward.

*Cross department and leadership discussions will be essential as we go through the different components of this type of partnership structure. Communication to the external partners "in waiting" will also be essential and linked to the new launch of "The Office of School, Business, and Community Partnerships" website and other communication materials and outreach.

*Strategic requirements and filtering will need to be put into place to avoid oversaturation and partners must clearly understand the guidelines that will be put into place and the impact filtering that will accompany the decision making process.

*Funding in the FY18 budget has been proposed to continue the work in this area and evaluation methods and reflective measures/outcomes will be

methods and resource measures/outcomes will be addressed and implemented throughout the process.



**Tentative
Timeline
Action
Steps**

*11/1/2016-2/1/2017

Exploratory scan of external, commercial, and corporate partnership structures, policies, guidelines and funding levels.

*1/1/2017-3/1/2017

Internal discussions with various departments to work through various examples, policy changes, structural design. 2x a month meetings to report updates, external scan information, budget implications, alignment to goals and expectations, measures and outcomes

*11/1/2016-3/1/2017

Communication to current partners and potential new partners to inform of work that is being completed in this "gap" area. Discussions and connections with BAC and other community organizations for discovery and knowledge dissemination.

*Spring/Summer 2017

Review and continue any edits to the proposed ACPS Commercial, Promotional and Corporate Sponsorship System

*8/1/2017

Approval process action steps

ACPS Office of School, Business, and Community Partnerships

Building an Efficient Partnership Agreement Structure.

Creating clear, relevant, consistent partnership agreement and MOA forms.



Goal 2: Family and Community Engagement: ACPS will partner with families and the community in the education of Alexandria's youth.

Objective: 2.4.2 Foster positive relationships with stakeholders and partner organizations.



What are the concerns and challenges for current and future partners in regards to agreement/MOA forms.

- *Currently the partnership agreement form process is challenging to partners and to internal team.
- *The form process lacks definition in regards to why we use certain forms and is not conducive to all types of partnerships.
- * Currently the internal process makes decisions based on the partnership and works tirelessly to find the right form/fit for that partner and keeps a positive relationship and communication with them through the process .
- *The agreement form process works through multiple departments depending on the agreement and partner, but reform is needed to communicate and flow properly.
- *There are also some pieces of the agreement form that need further discussion about whether they need to be included or not. A clear "form structure" and leveling needs to be established for both internal and external clarity and success.



How does the SBC Partnerships Office create clear, consistent and relevant partnership agreement forms and how will that elevate internal process movement and success?

- *Explore the current process of agreements by doing an external and scan of other district process workflows and agreement form guidelines and content.
- *New forms will open the opportunity to for partners to express their possible growth ideas and win/win goals,
- *Internal scan of current processes and what are some success content areas and content areas that need to be changed in regards to the forms.
- *Discussion with multiple internal teams that confirm why we include certain content, why we use different forms for different partnerships, how we can clean up the current forms to create ease for partners, etc.
- *The overall goal is to "clean up" the forms for clarity.
- *Through the exploratory efforts mentioned above, the team will design and submit for approval, consistent, understandable, aligned forms that are clear and that define why the partnership is tightly aligned with the strategic plan and board priorities.

*The clean up process will allow the



How will new forms be measured in terms of success with partners and internal staff?

- *Partners will be asked for their evaluations about the new forms and a review /reflection by the SBC Partnership Leadership team will happen throughout the school year at various check points.
- *Internal ACPS Departments will also be asked for their evaluations regarding the new forms and a review based on that information will happen to guide the process forward.
- *At the end of 2016-2017, the SBC Partnership team will re-evaluate the forms and make sure they are still in line with the clarity goals that we have set for our partners and internal teams.

Office of SBC Partnerships to respond and complete partnership agreements at an efficient pace and gives us a better rationale and structure for selecting partners.



Tentative Timeline Action Steps

*11/1/2016-2/1/2017

Identify challenges with current partnership agreement forms and processes and execute an external scan to explore other district processes and form structure.

Conduct internal department discussions and current policy reasoning with all agreement forms.

*2/1/2017

In connection with the new "Connect" SBC Partnerships website, the forms will be adjusted to better align with the goal of increased clarity and consistency for our partners.

Communication plan will be executed so that the updates will be disseminated to our partners.

*2/1/2017-5/1/2017

Evaluation of new forms with reflection from internal team and external partners to gain perspective, success, challenges and any additional adjustments.



ACPS Office of School, Business, and Community Partnerships

Live, Relevant Data and Document Sharing

Successful Collaboration Structure Through Sharable Data



Goal 2: Family and Community Engagement: ACPS will partner with families and the community in the education of Alexandria's youth.

Objective: 2.4.2 Foster positive relationships with stakeholders and partner organizations.



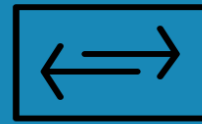
Why is it essential to the success of the School, Business, and Community Partnerships Team to create a sharable information system and how would we use a sharable database and file depository to better communication with the external partners and internal teams.

*Currently the different team members that are part of the Office of School, Business, and Community Partnerships all have data, forms, documents, etc. that are found on their work laptop/computers. If another team member wants to view that data, they would have to have that information emailed or visit that team member and have it printed out. The passing back and forth and editing process slows down production and challenges success.

*As an essential component to collaborating successfully, the creation of a shared depository will allow the team to share partnership documents and data that include relationship updates, current and proposed grant information, questions that are being brought to the group from partners, a connection to new online forms and inquiries, and other relevant office documents.

*This shared drive will allow the team to view all documents on screens in meetings, empower all team members to share, edit/view documents and information as needed to strengthen knowledge base.

*The sharing of information will help with avoidance of duplicating a team member's efforts with a particular partner or relationship.



What are the identifiable components that the platform must contain to help ensure success.

* Accessible from any laptop, computer, cellphone, tablet, wireless device.

*Dual ability to share on local folder and automatic update to cloud based folder.

*Ability for any team member that has permission to the document, to edit, share thoughts, etc. to the document and automatic document update to local and cloud based file.

*Simple sharing and permission platform with high security options and total control of how and who is given sharing permissions.

*Automatic back up for sharing of files.

*Access to Microsoft One Drive

*Access and creation of the database through secure ZOHO database platform.



*11/1/2016-12/1/2016

Training and implementation of a cloud based system with all SBC Partnerships Team members. Files will be identified and shared through this system.

*11/15/2016-12/1/2016

Intern work on taking existing partnership database and combining into a new comprehensive database that is sharable, secure, and editable as needed from both the home computer base and cloud platform.

*12/1/2016-2/1/2017

In alignment with launch of new website, sharable files, and new WUFOO forms, the database will take the submitted data from external partners and automatically sync with the existing cloud based information where SBC Leadership will discuss, filter, and take action.

*1/15/2017- 5/1/2017

Constant discussion and reflection of internally submitted data and information and monitoring and responding to external partner requests, submission, etc.

Tentative Timeline Action Steps



ACPS Office of School, Business, and Community Partnerships Enhanced Digital/Web Presence

Creation of an engaging, clear, comprehensive ACPS Office of School, Business, and Community Partnership Webpage and Digital Presence.



Goal 2: Family and Community Engagement: ACPS will partner with families and the community in the education of Alexandria's youth.

Objective: 2.5.2 Enhanced Digital/Web Presence



Why does ACPS need an improved Office of School, Business, and Community Partnership webpage and digital presence?

*Currently there is a lack of a dynamic digital onramp for potential partners who are pursuing opportunities.

*Current webpage contains basic information but does not provide for partners to submit their possible ideas to the Office of SBC Partnerships

*Current webpage lacks essential components such as forms, additional information, FAQ Section, team contact information, connections to FACE and Grants and story telling partner sections.

*The current onramp process is inconsistent, puts some additional burden on school administrators and creates a slow process. A strategic and well laid out content rich digital portal will help elevate that process and correct slowdowns.



What could a new Office of School, Business, and Community Partnerships webpage offer to both internal and external visitors to the site?

*The opportunity for partners to feel connected, receive updates, information relevant to needs and requests.

*An opportunity to launch and tell the story of SBC Partnerships. Celebrate and inform.

*Opportunity to define each type of partnership opportunity.

*Opportunity to create a fill-able "onramp" form that encourages innovative and engaging new partnership ideas. A form submission process that flows to a central point- who nurtures it, puts it through a filtering process, look for alignment, and disseminates and moves it forward with appropriate team and departments.

*Opportunity to celebrate current partners, give historical and current information, quotes, and stories



To what extent will a well designed webpage have on alleviating staff administration responsibility?

*The webpage will ease the responsibility of the school administrators in regards to giving information to potential partners during their busy day. The packet of information that they currently give out will be streamlined and this system will consistently lead potential partners to the webpage and the Director of School, Business, and Community Partnerships.

*The webpage will be an essential component to creating a consistent clear pipeline for both internal and external visitors to move forward with during or after visitation.



How will the site be evaluated and what are the measures of success?

*Number of webpage hits and duration stats will be accessed and evaluated/reflected on from team.

*Discussions with partners and ACPS staff regarding their thoughts on the new website and structure.

*Internal look at submission to action/contact time.

stones.

*Opportunity to provide information about the SBC Partnership Team roles and information about their specific areas.



Tentative Timeline Action Steps

*Early November 2016

Office of School, Business, and Community Partnership Website Training
Internal discussion with SBC Partnership Leadership Team and with ACPS Communications Team to design/create website page (s) that have the look, information, and components that will be essential for a successful SBC Partnerships Office launch.

*Late November 2016

Internal discussion with SBC Partnership Leadership Team and appropriate other team regarding the design and information for the WUFOO Partnership Form (s).

*Mid January 2017

Submit changes to the webpages with a soft launch of the SBC Partnerships "Connect" website.
Design and execute marketing and communication/notification plan for internal teams and external partners.