Maximizing Corporate and Community Partnerships at the School and District Level

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Office of Family and Public Engagement
Objectives

• Provide an **overview of the key steps** to implementing the Adopt-a-School Program

• **Share best practices and lessons learned** from DCPS’ pilot year of this work
Agenda

I. Introduction to DCPS  5 minutes

II. Adopt-a-School Program Overview  5 minutes

III. Implementation Process  50 minutes

IV. Outcomes and Questions  10 minutes
Role Call

Community Based Organization
Agenda

I. Intro to DCPS 5 minutes

II. Adopt-a-School Program Overview 5 minutes

III. Implementation Process 50 minutes

IV. Outcomes and Questions 10 minutes
We are DCPS!

- **49,000+** students
- **160+** countries
- **200+** languages and dialects
- **4,000** teachers
- **115** schools
- **3,500** classroom aides, social workers, counselors, custodians and other support staff
- **900+** school partnerships

McKinley Technology High School students who partnered with Accenture to create an app allowing parents to access their student’s curriculum
School Partnerships Division

**Partnerships**
- Coach schools in developing strategic partnership plans
- Manage district-wide non content partnerships
- Entry Point for new partner requests at the district level

**Adopt-a-School Program**
- Develop, launch, and successful execute partnerships via this program

**Events & Volunteers**
- Field support and matching requests from partners and volunteers

**Donations**
- Support school/district staff to remain in compliance
- Manage large donor relationships
- Match donations made to the district with schools
Our Challenge

We have a wide range of supporters—non-profits, corporations, and committed community members—but how do we provide pathways of engagement for non-content partners interested in serving schools throughout the school year?

- Academic partners
- Mental/Health partners
- One-time Event Opportunities
- Non Profit partners
- Donors
- Afterschool partners
- Volunteers

Corporate and community groups that want to support schools but may not have a specific partnership area of expertise
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How it Works

Volunteers from Lightbox Energy volunteered to assist in the development, execution and judging process for the school’s first Science Fair.

Participation requirements

- 3 engagements
- 1 donation drive
- Submission of Partnership Plan
- Identification of 1-2 program points of contact (POCs)
- Participate in periodic reporting via mid year and end of year surveys
## Year 1 Goals

<table>
<thead>
<tr>
<th>Metric</th>
<th>Goal</th>
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<tbody>
<tr>
<td>Number of Adopt-a-School partnerships</td>
<td>25</td>
</tr>
<tr>
<td>Number of lowest 40 performing schools participating</td>
<td>13</td>
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<tr>
<td>Total number of partnership engagements completed</td>
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<tr>
<td>Total number of donation efforts completed</td>
<td>25</td>
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<tr>
<td>Total number of survey respondents that “agree/strongly agree that</td>
<td>80%</td>
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<tr>
<td>they would recommend the program to others”</td>
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<tr>
<td>Total number of partnerships retained through Year 2 of the Adopt-a-</td>
<td>50%</td>
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<tr>
<td>School Program</td>
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</table>
Adopt-a-School Year 1 Target Participants

**Schools**
- Prioritized partner facilitation with our lowest 40 performing schools
- Open to all schools

**Partners**
- Open to all community and corporate groups
  - generally geared towards groups that did not run an existing student program.
- Open to new and existing partners
- Willingness to commit to year long relationship and meet program requirements
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Implementation Steps

- Recruitment and Matching
- Launching Partnerships
- Partnership Evaluations and Supports
- Tracking Engagements and Telling the Story
- Partnership Closeout and Year 2 Planning
Step 1: Recruitment and Matching (Jul. – Aug.)

- School and partner recruitment
- Partner screening phone calls
- Central Office internal matching
- Secure school and partner approval
- School and partner introductions

Partners from Young Playwrights’ Theatre complete a service day for partner school Tubman Elementary School.
Step 2: Launching Partnerships (Sept. – Oct.)

- Partnership launch event for schools and partners
- Introductory meetings between schools and partners
- Partnership plan mandatory submission deadline

Leaders from Aiton Elementary School share excitement over their partnership.
Case Study
Based on the case study and the steps shared earlier, what would you recommend DCPS start/stop/continue related to the way in which partnerships were made and launched in the Adopt-a-School Program?
Step 1: Recruitment and Matching (Jul. – Aug.)

BEST PRACTICES

1. **Be intentional:** Identify the problem you want to solve and ensure structures, participants, expectations, and narrative align to address that problem.

2. **Be thorough:** applications can’t capture everything. Screening calls are helpful tool for communicating expectations, gauging capacity and will, and picking up on nuance.

3. **Be equitable:** avoid “first come, first served” when possible approach in favor of best fit; give schools and partners equal voice in the process to build investment.
Step 2: Launching Partnerships (Sept. – Oct.)

BEST PRACTICES

1. **Partnership launches are similar to first dates**: Partnerships benefit from time to get to know one another and tools to guide initial conversations and planning.

2. **Stick with what you know**: Encourage partners and schools to stick with their core competencies initially and avoid creating new programming.

3. **The more help the merrier**: Best to have schools assign multiple POCs with one lead to avoid overseeing the entire partnership and ensuring things stay on course.
Implementation Steps

- Recruitment and Matching
- Launching Partnerships
- Partnership Evaluations and Supports
- Tracking Engagements and Telling the Story
- Partnership Closeout and Year 2 Planning
Step 3: Partnership Evaluations and Support (Nov. - Jan.)

- Adopt-a-School social media spotlight campaign and newsletter
- Distributed Adopt-a-School mid-year survey
- Increased partnership supports begin in the form of one on one coaching, facilitated conversations, event planning support, and more.

Partners from P.E.N. DMV lead a college prep workshop for high school students at Washington Metropolitan High School
Step 4: Tracking and Storytelling (Feb.- May)

- Continued partnership supports and tracking from School Partnerships Division
- Adopt-a-School social media spotlight campaign #2
Small Group Discussion (15 minutes) – 10 talk/ 5- share

Recruitment and Matching
Launching Partnerships
Partnership Evaluations and Supports
Tracking Engagements and Telling the Story
Partnership Closeout and Year 2 Planning

1. How would you offer the Adopt-a-School Program to more schools and partners while maintaining program quality and supports?
Step 3: Partnership Evaluations and Support (Nov.-Jan.)

BEST PRACTICES

1. Measured outcomes necessitate support: Need a dedicated staff member to provide real time coaching and hold partnerships accountable.

2. Define your role: Spell out how schools and partners should engage with Central Office staff early and often.
STEP 4: Tracking Engagements and Telling the Story

Best Practices

1. **Share scope:** Ensure participants recognize they are apart of a larger program by regularly sharing what other partnerships accomplish.

2. **Be Cheerleader in Chief:** Help schools and partners spread the word about the positive relationships between the community and schools as often as possible.
Step 5: Partnership Closeout and Year 2 Relaunch

- Distributed end of year survey
- Sent appreciation mailings
- Communicating partnership next steps
Case Study

Our kindergarteners were master strategist as they discussed how to win the bean bag toss. #FieldDay

@ You and DC Public Schools
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<tr>
<td>Total number of Adopt-a-School partnerships</td>
<td>25</td>
<td>38</td>
</tr>
<tr>
<td>Total number of 40/40* participating schools</td>
<td>13</td>
<td>19</td>
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<tr>
<td>*40 lowest performing schools</td>
<td></td>
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<td>92%</td>
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<td>50%</td>
<td>95%* survey respondents</td>
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Year 2 Next Steps

- Targeted recruitment campaign
- Competitive application process
- Engagement cycles
- Partnership management training and support
- Develop tools to make reporting out and sharing stories easier
- More check ins throughout the school year
- Share more stories and success from each partnership
Questions

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