

## Education Mobilization Project

April 2010 Report to the Board

*This is the first monthly report to the United Way of Greater Toledo Board of Trustees on the Education Mobilization Project. We will regularly report on four categories: Education, Mobilization, Staffing, and Budget. Occasionally we will have other topics on which to report.*

*Thank you for your support of this effort. Thanks to your leadership we were chosen to be one of 10 United Ways to do this work. We will be joined by:*

Battle Creek, MI	Lafayette, LA	Miami, FL
Columbus, OH	New York, NY	Santa Fe, NM
Lancaster, PA	New Haven, CT	Spokane, WA

*The most exciting news for us is being able to work closely with the Columbus United Way. It will give us an opportunity to advance statewide issues together.*

### EDUCATION

Our work in Education continued this month.

- **New Schools New Neighborhoods (NSNN) and Toledo Public Schools (TPS)** leaders agreed on a specific feeder pattern for our Schools as Hubs work.
  - We will **begin in North Toledo with the Woodward High School feeder pattern**, concentrating our school efforts on Woodward, Leverette Middle School, and two (or three) elementary schools.
  - We will meet with individual school leaders to gauge their interest in being involved. Our hope is Sherman and Spring elementary schools step forward.
- Bill Kitson and Greg Braylock attended an **America's Promise Grad Nation training in Washington, DC, April 21 through April 23, 2010** to help advance our local Grad Now efforts.
  - Jim Gault, assistant superintendent of Secondary Schools at TPS, and Mayor Mike Bell of the City of Toledo are also attended the training. The opportunity to have two and a half days with Mayor Bell was priceless and we are thrilled he agreed to join us.
  - At the conference we concentrated our time on sessions relating to creating community will and building community capacity.
  - The biggest news to come from our trip was the Mayor's willingness to work on re-constituting the city's Youth Commission with actual Toledo youth. (The current Youth Commission is primarily made up of adults.)

## MOBILIZATION

- First webinar on the mobilization project was April 20, 2010. It has been archived if you would like to see it.
- One member of United Way Worldwide's Mobilization team will do a one-day site visit in May. We will inform you of the date when it is confirmed.
- First face-to-face meeting will be in June at United Way Worldwide in Alexandria, VA.
  - It will be focused on community engagement, and will be led by Rich Harwood from the Harwood Institute.
- We will be one of the 20 United Way's getting to work with Blue State Digital on some sophisticated on-line engagement efforts. This is the company which managed the Obama Campaign's digital work.

## STAFFING

- We are beginning to make the staffing changes discussed in our original plan.
  - Events position was filled by an internal candidate who started Tuesday, April 20.
  - Jason Daniels has begun transitioning to public policy work and transferring some current initiative work to community impact staff.

## BUDGET

- In the process of creating a format for reporting mobilization expenses.
- We will encounter added expenses with America's Promise Grad Nation opportunity, but will adjust to fit it.