

## **EDUCATION MOBILIZATION PROJECT**

October/November 2010 Report to the Board

### **EDUCATION**

- We held a private screening of *Waiting for Superman* on Oct. 24. Immediately following the film, a panel discussion was held at O-I. Approximately 300 of the 400 people who attended the film also attended the discussion. Panelists included:
  - Darlene Chambers, *Executive Director, Ohio Council of Community Schools*
  - Fran Lawrence, *President, Toledo Federation of Teachers*
  - Jerry Pecko, *Superintendent, Toledo Public Schools*
  - Emilio Ramirez, *Principal, Woodward High School*
- United Way of Greater Toledo endorsed the Toledo Public School (TPS) levy.
  - We've been told our endorsement influenced the endorsement of others.
- Our Early Childhood Workgroup identified early literacy and social/emotional development as two key areas of focus. We are now narrowing the school neighborhoods in which we want to launch this work. The workgroup met twice in October and will meet in both November and December to continue working towards a project allocation in the spring and a fall implementation.
- We have been asked by the Chief Academic Officer of TPS, James Gault, and Board member, Brenda Hill, to give a presentation at the school board's next Curriculum and Academic Excellence Committee meeting. We will be making this presentation on November 15.
- At the strong urging of Fran Lawrence and Education Community Solutions Team volunteers, we will be reconvening with TPS officials to move forward the Schools as Community Hubs initiative. We will be meeting on Friday, November 12. (A verbal report will be given at the Board meeting.)
- The Education CST held its initial Learning Series event on November 9. This session – "Learning Series: Schools as Hubs" included viewing an archived United Way Worldwide webinar that discussed schools as community hubs, followed by a short discussion among participants. There were about 20 participants, which included United Way Education and Health volunteers and Board members, TPS representatives, and staff from Community Impact, Community Engagement, and Resource Development.
- November is the launch date for two of the Grad Now workgroups: Parent and Family Engagement and Post-Secondary and Career Readiness.
- Greg and Traci met for a phone conference (Nov. 2<sup>nd</sup>) with United Way Worldwide (Sam Wigand, Education liaison) and William Burton (Harwood Coach) to discuss the facilitation of the Grad Now workgroups and how to align the general community conversations on education with these specific workgroup conversation and goals.

## **MOBILIZATION**

- We are finalizing work plans and making progress in the four areas we are focused on during this first performance cycle (August – December 2010).
  - Community Conversations
  - Online Engagement
  - Education Plan
  - Data (what to collect, how and when to collect, storage/retrieval options, etc.)
  
- We have been asked to participate/share what we've learned via phone or webcast for number of United Way Worldwide conferences/conference calls.
  - Bill spoke during the Launch of the Campaign for the Common Good.
  - Jane, Sarah, and Lisa answered questions during The Campaign for the Common Good Training.
  - Greg shared examples of what we're learning during an Education Advisory call.
  - Bill shared with United Way of Metropolitan Chicago staff about our engagement efforts as they prepare to move in a similar direction.
  
- We have completed nine community conversations including five in North Toledo. We brought the five North Toledo groups back together for a follow-up conversation on November 10.
  
- We held a flash mob at Westfield Franklin Park on November 6, which included more than 40 students from multiple schools. The flash mob was used to drive attention to our mid-campaign update and will help increase our online following.
  
- Our next meeting with UWW and the other United Ways will be December 7 through December 9 in Alexandria, VA.

## **STAFFING**

- We determined the most effective way to meet our Mobilization objectives in Education, Income and Health was to create a new position of Program Planning & Monitoring Specialist in the Community Impact Department. The position was filled with an internal candidate within the mobilization budget parameters approved by the Board.
  
- The internal volunteer position remains unfilled as we re-evaluate our needs and the proper approach to achieving our objectives in this area.

## **BUDGET**

- The mobilization budget originally approved in March, 2010 was outside of our normal budget cycle and required separate reporting to the Board as part of the Mobilization Update. As discussed with the Executive Committee in April, mobilization is now an integrated part of what we do and will be reported in the normal course of business. Internal financial statements will be presented quarterly with budget to actual variances included for monitoring. Therefore, the monthly Mobilization Update will no longer include a Budget section.