

**OFFICE OF COMMUNITY ENGAGEMENT  
2011 - 2012 STRATEGIC PLAN METRICS**

**GOAL 1 - Establish a Fund Raising Campaign to raise \$3.5 million in support of District Initiatives**

**Strategy 1 - Produce signature event(s).**

**Strategy 2 - Secure retail partners for Good Deals, Good Deeds**

**Strategy 3 - Solicit support from corporations, private donors and foundations.**

**Measurement 1 - Proceeds from signature events.**

**Measurement 2 - Proceeds from POP promotions.**

**Measurement 3 - Donations to Foundation.**

Baseline 2010-11	Target 2011-12	Sept Q1	Dec Q2	Mar Q3	Jun Q4
Monetary \$2,283,823	\$3,500,000	\$222,050	\$365,618	\$533,606	\$1,101,849
E-rate \$0	\$7,000,000	N/A	\$3,620	\$3,584,179	\$3,611,692
InKind		\$0	\$81,810	\$91,810	\$183,320

**GOAL 2 - Support District's Education Transformation Office**

**Strategy 1 - Secure sponsors to underwrite costs associated with ETO students tutoring sessions.**

**Measurement 1 - Direct monetary and/or in-kind donations.**

Baseline 2010-11	Target 2011-12	Sept Q1	Dec Q2	Mar Q3	Jun Q4
\$31,360	TBD	\$2,880	\$2,880	\$28,000	\$35,640

**Strategy 2 - Implement the Parent Plan for Success in ETO Schools**

**Measurement 2 - Increase parent participation in Parent Plan for Success by 10%**

Baseline 2010-11	Target 2011-12	Sept Q1	Dec Q2	Mar Q3	Jun Q4
2,730	3,003	771	2,753	5,145	7,567

**GOAL 3 - Develop new partnerships through Dade Partners Program**

**Strategy 1 - Develop two (2) new Dade Partner Program training modules**

**Measurement 1 - Number of individuals who attend training sessions**

Baseline 2010-11	Target 2011-12	Sept Q1	Dec Q2	Mar Q3	Jun Q4
107	300	80	230	230	230

**Strategy 2 - Conduct "2 for 12" campaign to encourage every school to form two new partnerships.**

**Measurement 2 - Each school site will secure (2) new Dade Partners.**

Baseline 2010-11	Target 2011-12	Sept Q1	Dec Q2	Mar Q3	Jun Q4
4,371	4,500	4,371	4,371	4,379	4,342

**Strategy 3 - Increase internship opportunities for students through HEIP and CEO programs.**

**Measurement 3 - Internship positions will increase by 10% as documented in Clearinghouse.**

Baseline 2010-11	Target 2011-12	Sept Q1	Dec Q2	Mar Q3	Jun Q4
CEO 1057	1,268	35	39	52	1,509
HEIP 327	327	385	401	504	472
1,384	1595	420	440	556	1,981

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**GOAL 4 - Engage parents as partners in learning in support to student achievement**

**Strategy 1 - Continue delivery of TPA workshops**

**Measurement 1 - Increase number of parents participating in The Parent Academy by 5%.**

Baseline 2010-11	Target 2011-12	Sept Q1	Dec Q2	Mar Q3	Jun Q4
45,328	47,595	1,864	11,929	20,937	27,996

**Strategy 2 - Transition former Bilingual Parent Outreach Program (BPOP) in to The Parent Academy model.**

**Measurement 2 - Parents/guardians of newly-arrived immigrant and English Language Learner students**

Baseline 2010-11	Target 2011-12	Sept Q1	Dec Q2	Mar Q3	Jun Q4
21,085	22,140	2,921	9,676	19,318	20,172

**Strategy 3 - Increase number of schools participating in the Florida Parent Involvement Award by 15%.**

**Measurement 3 - Number of participating schools.**

Baseline 2010-11	Target 2011-12	Sept Q1	Dec Q2	Mar Q3	Jun Q4
12	14	N/A	N/A	16	16

**GOAL 5 - Engage community as advocates in support of public education priorities**

**Strategy 1 - Develop CPA workshops in Spanish and Creole**

**Measurement 1 - Increase participation in CPA workshops by 5%**

Baseline 2010-11	Target 2011-12	Sept Q1	Dec Q2	Mar Q3	Jun Q4
CPA (En) 122	128	0	23	23	23
CPA (Sp) 20	21	0	34	34	49
CPA (Cr) 94	99	0	36	36	83
236	248	0	93	93	155

**Strategy 2 - Provide opportunities for Superintendent to speak with community members**

**Measurement 2 - Number of Superintendent's engagements**

Baseline 2010-11	Target 2011-12	Sept Q1	Dec Q2	Mar Q3	Jun Q4
13	15	1	6	15	15

**Strategy 3 - Provide opportunities for presentation of District Legislative Agenda**

**Measurement 3 - Number of presentations**

Baseline 2009-10	Target 2011-12	Sept Q1	Dec Q2	Mar Q3	Jun Q4
3	5	2	10	19	25

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<b>GOAL 6 - Provide opportunities for employee and community members to volunteer</b>						
<b>Strategy 1 - Expand "Everybody Mentors" with "at-risk" students community</b>						
<b>Measurement 1 - Number of people mentoring</b>						
<b>Baseline 2010-11</b>	<b>Target 2011-12</b>	<b>Sept Q1</b>	<b>Dec Q2</b>	<b>Mar Q3</b>	<b>Jun Q4</b>	
TSIC 390	410	316	362	383	436	
BBBS 590	620	346	398	508	508	
5000 RM 127	133	400	400	400	400	
Listeners 80	84	150	136	130	130	
WOT 125	131	98	102	102	102	
Other N/A	100	123	244	441	841	
1,312	1,478	1,433	1,642	1,964	2,417	
<b>Strategy 2 - Increase number of Certified Volunteers by 10%.</b>						
<b>Measurement 2 - Current number of Certified Volunteers.</b>						
<b>Baseline 2010-11</b>	<b>Target 2011-12</b>	<b>Sept Q1</b>	<b>Dec Q2</b>	<b>Mar Q3</b>	<b>Jun Q4</b>	
106	116	50	96	119	119	
<b>Strategy 3 - Implement Retired Senior Volunteer Program (RSVP)</b>						
<b>Measurement 3 - Number of retirees volunteering</b>						
<b>Baseline 2009-10</b>	<b>Target 2011-12</b>	<b>Sept Q1</b>	<b>Dec Q2</b>	<b>Mar Q3</b>	<b>Jun Q4</b>	
N/A	50	0	42	69	108	
<b>Strategy 4 - Provide ongoing support and trainings to school-sites for utilization of SVP registration system</b>						
<b>Measurement 4 - Increase the number of school volunteers by 10%</b>						
<b>Baseline 2009-10</b>	<b>Target 2011-12</b>	<b>Sept Q1</b>	<b>Dec Q2</b>	<b>Mar Q3</b>	<b>Jun Q4</b>	
38,854	42,739	11,595	29,129	37,188	41,800	
<b>GOAL 7 - Showcase M-DCPS excellence</b>						
<b>Strategy 1 - Conduct a minimum of eight (8) Five Star Consultation Sessions throughout the District.</b>						
<b>Measurement 1 - Increase the number of schools receiving the Five Star School Award by 10%.</b>						
<b>Baseline 2010-11</b>	<b>Target 2011-12</b>	<b>Sept Q1</b>	<b>Dec Q2</b>	<b>Mar Q3</b>	<b>Jun Q4</b>	
23	26	N/A	N/A	N/A	22	
<b>Strategy 2 - Implement Customer Service Initiative</b>						
<b>Measurement 2 - Number of schools receiving orientation.</b>						
<b>Baseline 2010-11</b>	<b>Target 2011-12</b>	<b>Sept Q1</b>	<b>Dec Q2</b>	<b>Mar Q3</b>	<b>Jun Q4</b>	
N/A	25	N/A	N/A	N/A	N/A	
<b>Strategy 3 - Develop Great Miamian/ Great Teacher Campaign</b>						
<b>Measurement 3 - Work with Curriculum &amp; Instruction to develop study units on Alumni Hall of Fame inductees</b>						
<b>Baseline 2010-11</b>	<b>Target 2011-12</b>	<b>Sept Q1</b>	<b>Dec Q2</b>	<b>Mar Q3</b>	<b>Jun Q4</b>	
N/A	10	0	0	0	0	

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<b>GOAL 8 - Increase Utilization of Technology to Engage Community Members</b>					
<b>Strategy 1 - Establish online library of parent education modules.</b>					
<b>Measurement 1 - Number of TPA courses available</b>					
<b>Baseline 2010-11</b>	<b>Target 2011-12</b>	<b>Sept Q1</b>	<b>Dec Q2</b>	<b>Mar Q3</b>	<b>Jun Q4</b>
2	6	12	14	15	15
<b>Strategy 2 - Utilize social media to engage alumni.</b>					
<b>Measurement 2 - Increase alumni contacts</b>					
<b>Baseline 2010-11</b>	<b>Target 2011-12</b>	<b>Sept Q1</b>	<b>Dec Q2</b>	<b>Mar Q3</b>	<b>Jun Q4</b>
1,013	1,500	1,193	1,205	1,346	1,350
<b>Strategy 3 - Utilize collaboration portal to support Dade Partner and School Volunteer Liaisons.</b>					
<b>Measurement 3 - Number of liaisons registered in collaboration portal.</b>					
<b>Baseline 2010-11</b>	<b>Target 2011-12</b>	<b>Sept Q1</b>	<b>Dec Q2</b>	<b>Mar Q3</b>	<b>Jun Q4</b>
N/A	DP 200	0	0	0	0
N/A	SVP 200	0	0	0	0

**Office of Community Engagement  
2011-2012 Accomplishments  
District Pillar: Student, Parent and Community Engagement**

**Dade Partners/Internships**

- Partnered with **Adopt-A-Classroom** to provide **2,765 adoptions** with over **\$175,144 in classroom supplies and materials** to teachers.
- Secured businesses as internship providers for **461 Honors and Executive Internship Program** students and **1057 CEO Internship Program** students.
- **Principal for a Day** partnership continued with Bank of America and Miami-Dade Coalition of Chambers of Commerce to successfully bring over **60 new partners** to the district.
- Provided Dade Partner/Community Engagement training for North Regional Feeder Pattern community members, and to businesses and parents through the **Certified Volunteer Trainings**.
- Launched the **Good Deals! Good Deeds!** website to raise funds to be used to enhance student achievement to complement our in-house marketplace site.
- Coordinated **keynote addresses and appearances by the Superintendent** at Chamber South, Greater Miami Chamber of Commerce, United Way Community Conversations (3), Palmetto Bay Business Association, and other district events.
- Supported **Educational Compacts** in the municipalities, by developing partnerships through Principal for a Day, Town Hall Meetings, Gables Real Estate Expo, City of Homestead, the Speakers Bureau, and internship providers.

**Communications**

- Held five **Coffee and Conversation** events at Betty T. Ferguson Community Center in Miami Gardens, Mo's Bagel in Aventura, Versailles in Little Havana, Haitian Cultural Arts Center in Little Haiti, and David's Café in Miami Beach.
- Assisted with messages to community and employees concerning **legislative agenda**, budget crisis and workforce impacts.
- Supported **District recognition events**: Principal for a Day, Teacher of the Year, and School Volunteer/Dade Partner Awards.
- Wrote **Carvalho's Corner** on a bi-monthly basis for the GMCC and other business/community publications.

**Alumni Relations**

- Began implementation of **District's first Alumni Hall of Fame**, with reception and induction event **set for October 8, 2012** at New World Center in Miami Beach.
- Expanded and refined District's alumni web presence, offering alumni a menu of services, showcasing distinguished alumni, and **identifying more than 1,350 alumni through social media tools such as Facebook, Twitter, and LinkedIn**.

## Parental Involvement/The Parent Academy

- Provided over **156 Parent Portal workshops** assisting 5,990 parents in registering and utilizing this resource.
- Partnered with ITS to implement **Project LINK**, providing free computers, and Internet access, along with an Internet Safety workshop to identified families in 35 low performing schools. To date, **2,700 computers were distributed**.
- Partnered with the Office of Mental Health Services and Crisis Management, providing **67 Alternative to Suspension workshops**, serving 350 families.
- Participated and provided outreach in regional town hall meetings presented by school board members.
- Partnered with **Ready Schools Miami** to develop “Community Cafes” designed to engage families of pre-school and early childhood programs and facilitate the transition to the school system.
- Partnered with the **Fatherhood Task Force and En Familia** to provide fatherhood programs in selected schools.
- **Provided 1,684 Parent Academy workshops to serve 27,719 parents in 253 schools.**
- Provided the **Parent Plan for Success** monthly series of parent workshops to selected Education Transformation Office (ETO) elementary and middle schools.
- Continued to develop **online parent resources, including The Parent Institute curricula**, as well as **webinars in English, Spanish, and Haitian Creole**.
- Provided parent training on how to access **College Bound**, an online education program free to parents of children in kindergarten through grade 5.
- With a grant from Florida Healthy Kids Corporation, continued to implement a **KidCare School Outreach Program** to assist families in enrolling their children in Florida KidCare.
- Received a second grant (**CHIPRA**) through the University of South Florida to **train volunteer partnering agencies and M-DCPS personnel to assist families enrolling their children in Florida KidCare.**
- Implemented “Family Literacy Spectacular,” a series of workshops featuring the **Families Building Better Readers” curriculum** in selected **ETO schools**.
- Coordinated eight large theme-based Parent Academy **Family Learning Events** that **engaged 19,700+ parents and their children at enriching venues** such as History Miami, Jungle Island, Miami Art Museum, Miami Children’s Museum, Miami-Dade Public Library, Miami Science Museum, and Zoo Miami. More than 50 internal and external partners participated, conducting workshops and providing outreach at these events.
- **Provided family members with more than 5,000 complimentary tickets to cultural performances** offered by our partners.
- Supported the growth of parent advocacy with programs and workshops:
  - **Certified Parent Advocates** increased from **122 to 145**;

- **Parent Leadership Council** offered Certified Parent Advocates workshops in Spanish and Haitian-Creole to over **70** parent members.
- **FCIAC membership** continues to work closely with the Office of Parental Involvement to address parental concerns and provide recommendations to the Superintendent to improve school environment.
- In response to the FCIA and through the Office of Parental Involvement, a **Customer Service Campaign** has been introduced for the 2012/2013 school year.
  - **PTA units** increased from **334 to 338**.
- Revised the **Parent Resource Guide** and posted it on the [dadeschools.net](http://dadeschools.net) web site as a searchable document in **three languages**.
- Continued the partnership with the Budget Office to support a **District and School Budget Priorities Subcommittee** to provide parent input to the development of the budget.
- **Parental Involvement Award Program**– Increased number of schools participating in Florida Parent Involvement Award from **14 to 19**.
- Participated in the third annual **Campbell Drive Regional Parent Academy Workshop and Community** with over 500 participants, in partnership with Board Vice-Chair, Dr. Larry Feldman, City of Homestead Educational Compact, M-DCPS South Regional Office, Title I, and 72 local vendors.
- Sponsored **6<sup>th</sup> annual “Anbyans Kreyol” conference** with a special focus on Haitian-Creole parents of children with special needs.
- Implemented the **PASSport to Success program in the North and South** at eight (8) different locations with community partners and churches. **Parents Assuring Student Success (PASS) offers workshops on study skills, reading, etc.**
- Wrote and disseminated **six Parent Academy e-newsletters** to an average of 25,000 subscribers per newsletter.
- **Secured sponsorships/donations in the amount of \$15,000** to support Family Learning events and ancillary resource materials distributed at events.
- Engaged **10 college students** through Miami-Dade College’s Center for Community Involvement for more than **150 hours of volunteer service** at the value of \$2,700.00.
- Offered **monthly workshops** as part of the **Miami Beach Compact** at **four recreational centers** during after-school.

## School Volunteers/ Mentoring Initiatives

### School Volunteer Program

- Through web-based **school volunteer portal** in all schools resulting in over 41,158 school volunteers served at schools throughout the District and an estimated (4.1) million volunteer hours valued at (48) million dollars the highest participation of school volunteers for M-DCPS in a school year.
- Conducted (8) certified volunteer trainings. As a result 116 new Certified Volunteers were trained on how to better support the needs of their school and/or District.
- Facilitated and conducted (4) CPR/AED trainings for 60 certified volunteers.
- Implemented the Retired Senior Volunteer Program in partnership with Miami-Dade County's DHS.
  1. Number of retirees serving as volunteers = 108
  2. Estimated hours given by volunteer retirees = 6750
  3. In-Kind value of volunteer hours (\$18.40/hr.) = \$124,200
- The school volunteer office logged over 100,000 incoming calls and emails from employees, parents, students and community in need of technical support for the portal or requesting volunteer status.

### Five Star School Awards

- Conducted five (5) **Florida Department of Education Five Star Community Involvement** Workshops throughout the District.
- Twenty-three (23) Five Star applications will be submitted to FLDOE the highest participation for M-DCPS since inception.

### Mentoring

- Implemented **Everybody Mentors Initiative** in partnership with **(20) community-based organizations and business partners** including (Big Brothers/Big Sisters, Take Stock in Children, Listeners/Oyentes, 100 Black Men of South Florida, Women of Tomorrow, Teen Trend Setters, Strong Women Strong girls).
- Partnered with 12 new community-based organizations to implement specific mentoring programs within the schools.
- Collectively recruited, and engaged **1,964 community and business volunteers** who actively participated in selected mentoring programs. **Over 1.2 million mentoring hours** were documented and over 8,600 students are being mentored.
- Through **mentoring school-to-work initiatives** over 1.6 million was provided to support scholarships, fieldtrips and other mentor related activities for M-DCPS students in partnering mentoring programs.



## Resource Development

- Secured **over \$1,389,526.90 in donations** and **\$183,320.00 in in-kind resources** in support of Superintendent's Initiatives for Foundation. Outstanding commitments total over **\$3,132,392.30**.
- Secured **\$3,000 in donations** and **over \$100,000 in in-kind** for families in need and school needs.
- Held **seven CEO Briefings** for Superintendent with business and community leaders with **sponsorships totaling \$21,700**.
- Administered District's **United Way Campaign** resulting in employee donations of \$1,239,878 and student donations of \$588,036; **totaling \$1,827,914**.
- Implemented **Community Blood Centers of South Florida** blood drives raising **\$292,800 in student scholarships**.
- Coordinated District's involvement in **The Fair** via exhibits, field trips, Youth Hall of Fame Awards awarding **\$69,000 in scholarships**.
- Secured sponsorships for Teacher of the Year and DASA's **The ADDIES** as well as three Foundation events: **Donor Reception, Hit the Green for Education and Cooking Up Dreams**. Funds raised for district initiatives such as Success Academy, Cultural Passport program and E-rate.
- Secured site and sponsorship for Superintendent's Opening of Schools.
- Secured 38 Good Deals! Good Deeds!.offers with proceeds benefitting the Foundation initiatives.
- Partnered with Sir International, PeckTeck and Preemo for countywide recycle campaigns generating dollars for E-rate.