

**OFFICE OF COMMUNITY ENGAGEMENT  
2013 - 2014 STRATEGIC PLAN METRICS**

**GOAL 1 - Secure funding to raise \$13.5 million in support of District Initiatives through the Foundation.**

**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 2012-13	Target 2013-14	Sept Q1	Dec Q2	Mar Q3	Jun Q4
Monetary \$1,011,114	\$13,500,000	\$298,486	\$462,066		
InKind \$187,300	\$250,000	\$22,139	\$123,147		

**GOAL 2 - Develop new partnerships through Dade Partners Program**

**Strategy 1 - Utilize D & B data in Collaboration Portal to assist schools with securing Dade Partners.**

**Measurement 1 - Each school site will secure (2) new Dade Partners.**

Baseline 2012-13	Target 2013-14	Sept Q1	Dec Q2	Mar Q3	Jun Q4
4,348	2,000	0	0		

**Strategy 2 - Increase internship opportunities for students through HEIP and CEO programs.**

**Measurement 2 - Internship positions will increase by 10% as documented in Clearinghouse.**

Baseline 2012-13	Target 2013-14	Sept Q1	Dec Q2	Mar Q3	Jun Q4
CEO 1,942	2,000	130	136		
HEIP 452	450	407	437		
2,394	2,450	537	573		

**GOAL 3 - Engage parents and community stakeholders in supporting their children and public education.**

**Strategy 1 - Partner with M-DCC PTA 305 to deliver four workshops throughout the County.**

**Measurement 1 - Number of participants in CPA workshops.**

Baseline 2012-13	Target 2013-14	Sept Q1	Dec Q2	Mar Q3	Jun Q4
0	125	39	49		

**Strategy 2 - Address inconsistent parental involvement as recommended by Broad report**

**Measurement 2 - Implement mini-grants for family literacy at ETO schools.**

Baseline 2012-13	Target 2013-14	Sept Q1	Dec Q2	Mar Q3	Jun Q4
N/A	50	N/A	1		

**Strategy 3 - Engage grandparents as advocates and volunteers through Grand Champions program**

**Measurement 3 - Number of Grand Champions**

Baseline 2012-13	Target 2013-14	Sept Q1	Dec Q2	Mar Q3	Jun Q4
11	50	N/A	N/A		

**Measurement 4 - Number of Superintendent's engagements**

Baseline 2012-13	Target 2013-14	Sept Q1	Dec Q2	Mar Q3	Jun Q4
91	32	6	12		

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**GOAL 4 - Provide opportunities for employee and community members to volunteer**

**Strategy 1 - Expand "Everybody Mentors" with "at-risk" students community**

**Measurement 1 - Increase number of people mentoring by 10%.**

Baseline 2012-13	Target 2013-14	Sept Q1	Dec Q2	Mar Q3	Jun Q4
TSIC 580	630	In Progress	367		
BBBS 961	1050		616		
5000 RM 400	440		394		
Listeners 166	166		22		
WOT 84	84		89		
Other 502	630		222		
2,693	3,000		1,710		

**Strategy 2 - Provide on-going support and trainings to Certified Volunteers.**

**Measurement 2 - Increase number of Certified Volunteers by 10%.**

Baseline 2012-13	Target 2013-14	Sept Q1	Dec Q2	Mar Q3	Jun Q4
122	134	0	0		

**Strategy 3 - Implement Retired Senior Volunteer Program (RSVP)**

**Measurement 3 - Increase number of seniors volunteering by 30%.**

Baseline 2012-13	Target 2013-14	Sept Q1	Dec Q2	Mar Q3	Jun Q4
230	300	86	189		

**Strategy 4 - Provide ongoing support and trainings to school-sites for utilization of SVP registration system**

**Measurement 4 - Increase the number of school volunteers by 10%**

Baseline 2012-13	Target 2013-14	Sept Q1	Dec Q2	Mar Q3	Jun Q4
46,202	50,000	22,131	31,055		

**GOAL 5 - Showcase M-DCPS excellence**

**Strategy 1 - Conduct a minimum of six (6) Five Star Consultation Sessions throughout the District.**

**Measurement 1 - Increase the number of schools receiving the Five Star School Award by 10%.**

Baseline 2012-13	Target 2013-14	Sept Q1	Dec Q2	Mar Q3	Jun Q4
29	32	N/A	N/A		

**Strategy 2 - Implement iCare Customer Service Initiative.**

**Measurement 2 - Number of employees viewing iCare video.**

Baseline 2012-13	Target 2013-14	Sept Q1	Dec Q2	Mar Q3	Jun Q4
N/A	400	N/A	N/A		

**Strategy 3 - Implement Great Miamian/Great Teacher Campaign.**

**Measurement 3 - Number of exposures in community.**

Baseline 2012-13	Target 2013-14	Sept Q1	Dec Q2	Mar Q3	Jun Q4
11	25	11	11		

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### **Notes: Goal 3 Strategy 2:**

- \* CEO Briefings 2 per month (16)
- \* Coffee & Conversation or Dialogue by Design 1 per quarter (4)
- \* Chambers (6-7)
- \* PTA (1)
- \* District Events (Principal TODAY, TOY, DP/SVP, WOT, Etc.)
- \* Other (I have a Dream / BK Scholars / Comcast, etc.)