

**OFFICE OF COMMUNITY ENGAGEMENT  
2012 - 2013 STRATEGIC PLAN METRICS**

**GOAL 1 - Secure funding to raise \$3.5 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 2011-12	Target 2012-13	Sept Q1	Dec Q2	Mar Q3	Jun Q4
Monetary \$4,770,539	\$1,240,000	\$272,956	\$364,946	\$430,162	\$1,011,114
InKind \$183,230		\$20,518	\$157,518	\$162,198	\$187,300

**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 2011-12	Target 2012-13	Sept Q1	Dec Q2	Mar Q3	Jun Q4
Monetary \$35,640	\$98,000	\$0	\$0	\$0	\$0
InKind		\$1,100	\$1,100	\$1,100	\$1,100

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

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**Measurement 2 - Increase parent participation in Parent Plan for Success by 5%**

Baseline 2011-12	Target 2012-13	Sept Q1	Dec Q2	Mar Q3	Jun Q4
7,567	7,945	251	2,167	3,250	3,829

**GOAL 3 - 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 2011-12	Target 2012-13	Sept Q1	Dec Q2	Mar Q3	Jun Q4
4,342	4,000	N/A	N/A	N/A	4,348

**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 2011-12	Target 2012-13	Sept Q1	Dec Q2	Mar Q3	Jun Q4
CEO 1,509	1,600	166	182	1,942	1,942
HEIP 472	400	349	362	452	452
1,981	2,000	515	544	2,394	2,394

**Strategy 3 - Implement Innovations in Learning Online Tutoring Program.**

**Measurement 3 - Number of Volunteers.**

Baseline 2011-12	Target 2012-13	Sept Q1	Dec Q2	Mar Q3	Jun Q4
N/A	300	0	38	38	38

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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 2011-12	Target 2012-13	Sept Q1	Dec Q2	Mar Q3	Jun Q4
Workshops 27,996	29,395	1,468	9,052	16,672	22,439
FLE 19,700	21,000	19,000	21,000	23,134	25,634

**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 2011-12	Target 2012-13	Sept Q1	Dec Q2	Mar Q3	Jun Q4
20,172	21,180	1,178	7,448	13,536	19,058

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

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

Baseline 2011-12	Target 2012-13	Sept Q1	Dec Q2	Mar Q3	Jun Q4
16	19	N/A	N/A	20	20

**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 2011-12	Target 2012-13	Sept Q1	Dec Q2	Mar Q3	Jun Q4
CPA (En) 23	25	0	0	0	0
CPA (Sp) 49	52	0	0	0	0
CPA (Cr) 83	88	0	0	0	0
155	165	0	0	0	0

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

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

Baseline 2011-12	Target 2012-13	Sept Q1	Dec Q2	Mar Q3	Jun Q4
15	40	31	67	75	91

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

**Measurement 3 - Number of presentations**

Baseline 2011-12	Target 2012-13	Sept Q1	Dec Q2	Mar Q3	Jun Q4
25	30	2	5	8	11

**Strategy 4 - Develop Executive Parent Roundtable.**

**Measurement 4 - Identify individuals to serve as advocates, ambassadors, advisors, etc.**

Baseline 2011-12	Target 2012-13	Sept Q1	Dec Q2	Mar Q3	Jun Q4
N/A	12	N/A	N/A	N/A	N/A

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**GOAL 6 - Provide opportunities for employee and community members to volunteer**

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

**Measurement 1 - Number of people mentoring**

Baseline 2011-12	Target 2012-13	Sept Q1	Dec Q2	Mar Q3	Jun Q4
TSIC 436	500	377	405	450	580
BBBS 508	500	133	823	927	961
5000 RM 400	400	0	400	400	400
Listeners 130	100	27	98	100	166
WOT 102	100	92	104	92	84
Other 841	1,000	346	560	565	502
2,417	2,600	975	2,390	2,534	2,693

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

**Measurement 2 - Current number of Certified Volunteers.**

Baseline 2011-12	Target 2012-13	Sept Q1	Dec Q2	Mar Q3	Jun Q4
119	100	30	91	122	122

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

**Measurement 3 - Number of retirees volunteering**

Baseline 2011-12	Target 2012-13	Sept Q1	Dec Q2	Mar Q3	Jun Q4
108	118	39	54	230	230

**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 2011-12	Target 2012-13	Sept Q1	Dec Q2	Mar Q3	Jun Q4
41,800	45,980	25,723	34,145	42,301	46,202

**GOAL 7 - Showcase M-DCPS excellence**

**Strategy 1 - Conduct a minimum of eight (8) Five Star Consultation Sessions throughout the District.**

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

Baseline 2011-12	Target 2012-13	Sept Q1	Dec Q2	Mar Q3	Jun Q4
22	24	N/A	N/A	N/A	29

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

**Measurement 2 - Number of employees completing online training.**

Baseline 2011-12	Target 2012-13	Sept Q1	Dec Q2	Mar Q3	Jun Q4
N/A	500	N/A	N/A	N/A	N/A

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

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

Baseline 2011-12	Target 2012-13	Sept Q1	Dec Q2	Mar Q3	Jun Q4
N/A	6	0	6	11	11

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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 2011-12</b>	<b>Target 2012-13</b>	<b>Sept Q1</b>	<b>Dec Q2</b>	<b>Mar Q3</b>	<b>Jun Q4</b>
15	18	17	20	22	22
<b>Strategy 2 - Utilize social media to engage alumni.</b>					
<b>Measurement 2 - Increase alumni contacts</b>					
<b>Baseline 2011-12</b>	<b>Target 2012-13</b>	<b>Sept Q1</b>	<b>Dec Q2</b>	<b>Mar Q3</b>	<b>Jun Q4</b>
1,350	1,500	1,411	1,443	1,474	1,491
<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 2011-12</b>	<b>Target 2012-13</b>	<b>Sept Q1</b>	<b>Dec Q2</b>	<b>Mar Q3</b>	<b>Jun Q4</b>
DP 0	100	49	49	49	49
SVP 0	100	0	197	220	220

**Office of Community Engagement  
2012-2013 Accomplishments  
District Pillar: Student, Parent and Community Engagement**

- Coordinated **over 110 keynote addresses and appearances** by the Superintendent and Senior Staff at various community and business organizations for the **Bond Referendum in a three-month period**, including **nine Town Hall Meetings** in conjunction with School Board members and Miami-Dade County Council PTA/PTSA.
- In response to the FCIAC and through the Office of Parental Involvement, a **district MAP for customer service initiative was developed entitled, iCare**. Professional development was designed and provided through **four regional workshops for all Assistant Principals** to launch the initiative. A video from the Superintendent message was produced as well as a game-show style video to be viewed by all employees as a reinforcement piece to the train-the-trainer professional development.
- Applied and **received \$100,000 grant from Target** for the Five Star School Award Community Involvement Literacy Program which provided professional development on community involvement through Leadership Conference, and awarded **23 Five Star Schools** with \$1,000 for family literacy projects.
- Conducted **seven (7) technical assistance workshops** throughout the District to assist with Five Star School Award applications submitted to FLDOE in June 2013.
- Assumed responsibility from Public Relations for Constant Contact messages to community regarding district initiatives and programs.

**Dade Partners/Internships**

- Partnered with **Innovations for Learning** to recruit 300 volunteers as web-based online tutors for 30 ETO classrooms. **Sixty (60) volunteers** have been secured to date.
- Continued partnership with **Adopt-A-Classroom** to provide **2,196 adoptions** with over **\$162,834 in classroom supplies and materials** to **826 teachers**.
- Secured businesses as internship providers for **452 Honors and Executive Internship Program** students and **XXX 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 **50 new partners** to the district.
- Facilitated partnerships between schools and businesses. Over 4,300 Dade Partners assist schools with approximately \$106 million in monetary and \$283 million in-kind support.
- **Piloted middle school version of KAPOW (Kids and the Power of Work)** program to build career exploration for parents and students.
- Provide business partnership workshops to more than 800 individuals including school-site staff and volunteers through the **Fall Leadership Conference, Certified Volunteer Trainings and Elementary School Counselors**.

- Continue to coordinate partnerships including Kiwanis of Little Havana/Carnaval Miami Cooking Contest, Kendall Federation of Homeowners Associations/Operation Turnaround with, and National Geographic Young Explorer magazine subscriptions to 11,000 elementary school students.
- Supported **Educational Compacts** by developing partnerships with various municipalities.
- Provided professional development for principals in partnership with Baptist Hospital for Chamber South and Coral Gables Chamber of Commerce.

### Communications

- Wrote Superintendent's remarks/scripts for Opening of Schools address, Florida PTA, Greater Miami Chamber of Commerce, Broad Prize, Twin Cities United Way, and other organizations and occasions.
- Assisted with messages to community and employees concerning **legislative agenda**, budget crisis and workforce impacts.
- Provided design support for **District recognition event materials (i.e., invitations, programs, etc.)** including Principal for a Day, Teacher of the Year, and Community Partners celebration.
- Wrote **Carvalho's Corner** on a bi-monthly basis for the GMCC and other business/community publications.

### Alumni Relations

- Implemented **District's first Alumni Hall of Fame**, with reception and induction event **October 8, 2012**, at New World Center in Miami Beach.
- Created series of M-DCPS Alumni Hall of Fame web pages, linked to alumni.dadeschools.net, including multimedia features on the inductees, their teachers, and the Oct. 8, 2012 gala.
- Launched Great Miamians campaign featuring distinguished alumni paying tribute to their most influential teachers. (See <http://alumni.dadeschools.net/HOF/Introduction.asp>)
- Collaborated with Miami Herald to launch interactive, searchable database of distinguished alumni.
- Expanded District's outreach to and identification of alumni via social media, showcasing distinguished alumni, highlighting pertinent district initiatives, and helping grow the District's database of alumni contacts.
- Began process to solicit nominations for 2014 Alumni Hall of Fame inductees.

### Parental Involvement/The Parent Academy

- Provided **113 Parent Portal workshops** assisting **3,665 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 throughout the District. To date, **2,276 computers were distributed**.

- Partnered with the Office of Mental Health Services and Crisis Management, providing **66 Alternative to Suspension workshops**; serving **194 families**.
- Participated and provided outreach in regional town hall meetings presented by school board members.
- Provided **972 Parent Academy workshops** to serve **16,672 parents**.
- Offered **monthly workshops** as part of the **Miami Beach Compact** at **four recreational centers** during after-school.
- Implemented “Family Literacy Spectacular,” a series of workshops featuring the **Families Building Better Readers” curriculum** in selected schools, including **ETO**.
- Updated the workshop administration process to an online model that increases efficiency and productivity with the development of the **OPI/TPA Collaboration Portal on SharePoint**. Developed a **new Access database synchronized with the Collaboration Portal**.
- **Developed and implemented 5 new curriculum modules:**
  - It All Adds Up-How to Help Children Develop Math Skills
  - Your Child’s Amazing Brain-How Parents Can Promote Health Brain Functioning and Development
  - Surviving the Science Project-How to Help Children Acquire the Love of Science
  - Less Stressed about Test-How Parents Can Help their Children Succeed on the FCAT and other Tests; and
  - Developing Your Child’s Cultural Literacy
- **Trained** current and newly hired **instructors** on a bi-monthly basis to deliver new and previous curriculum modules.
- **Partnered with Catalyst Miami** in **2012-2013 District Advocacy Initiative** reaching over 40 parents.
- Increased number of schools participating in **Florida DOE Parent Involvement Award program** from **19 to 21**.
- Participated in the third annual Campbell Drive Regional Fair & Parent Academy Workshop: The Journey to College, sponsored by the Homestead City Hall – Educational Committee.
- **Established partnership with the Himan Brown Foundation** to offer afterschool scholarship to students attending Laura C. Sounders Elementary and Campbell Drive K-8 Center and open two family resource centers in the South Dade community.
- **Trained 95 volunteers from partnering agencies and 120 M-DCPS personnel** to assist families enrolling their children in Florida KidCare as part of the **CHIPRA grant through USF**. Established **enrollment sites at two Title I Neighborhood Resource Centers** (Northside and Gratigny) enrolling **over 170 children; leading the state**.
- Participated in the Children’s Movement of Florida’s local steering committee to **establish the Florida KidCare Coalition of Miami-Dade County**. Karen Rivo elected Vice Chair of the newly formed group.
- Added KidCare to the 2012-13 Employee Benefits Guide and as an attendance strategy in the 2012-13 School Improvement Plans as well as modified free/reduced lunch form to identify students without health insurance.

- Coordinated **four Parent Academy Family Learning Events that engaged over 19,000 parents** and their children at enriching venues such as History Miami, Miami Art Museum, Miami Children's Museum, Miami-Dade Fair & Expo, Miami-Dade Public Library, and the Miami Science Museum.
- **Partnered with The Children's Trust on an annual Back to School Expo** at The Fair with more than 50 internal and external partners providing outreach to 15,000 families.
- Provided family members with more than **5,000 complimentary tickets** to cultural performances and events offered by our partners.
- **Re-established the Very Involved Parent and Family of the Year Initiatives** receiving 1,097 Very Involved Parent applications. Held recognition ceremony for 84 families selected to as Family of the Year from their child's respective school.
- Wrote and disseminated **seven Parent Academy e-newsletters** to an average of 40,000 subscribers per newsletter.
- **Secured sponsorships/donations in the amount of \$12,000** to support Family Learning events and ancillary resource materials distributed at events.
- Engaged **5 college students** through Miami-Dade College's Center for Community Involvement for more than **100 hours of volunteer service**.

### School Volunteer Program

- Over **42,000 school volunteers served at schools** throughout the district with **22,000 of them registering as new volunteers** through the web-based **school volunteer portal resulting** in 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 (6) Certified Volunteer Trainings at which **122 new Certified Volunteers** learned how to better support the needs of their school and the District.
- Facilitated and conducted four **CPR/AED trainings for 56 school volunteers**.
- Implemented the **Retired Senior Volunteer Program** in partnership with Miami-Dade County's Department of Human Services with:
  1. **Number of retirees serving as volunteers = 230**
  2. **Estimated hours given by volunteer retirees = 14,260**
  3. **In-Kind value of volunteer hours (\$18.40/hr.) = \$262,384**
- Facilitated three school beautification projects with volunteers from local businesses.
- Coordinated outreach to M-DCPS employees to serve as American Red Cross volunteers at school-site shelters during a disaster/crisis.
- In collaboration with ITS provided technical support to community members for Parent and Community portals.



## Mentoring

- The **Everybody Mentors** Initiative continues to grow with **over 40 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 Trendsetters, Strong Women Strong girls Breakthrough Miami, Inc..
- Recruited **2,534 community and business volunteers** who actively participated in selected mentoring programs. **Over 2 million mentoring hours** were documented with over 9,797 students being mentored.
- Through **mentoring school-to-work initiatives \$XXXXX** in resources have been provided to support scholarships, fieldtrips and other mentor related activities for M-DCPS students in partnering mentoring programs.

## Resource Development

- Secured **over \$430,163 in donations** and **\$162,918 of in-kind resources** in support of Superintendent's Initiatives for Foundation with current outstanding commitments totalling over **\$147,675.00**.
- Secured **\$79,486.22 in donations** and **over \$144,362.28 in in-kind** for families in need and school needs.
- Held **four CEO Briefings** for Superintendent with business and community leaders with **sponsorships totaling \$16,000**.
- Administered District's **United Way Campaign** resulting in employee donations of \$1,176,326 and student donations of \$557,539; **totaling \$1,733,865**.
- Implemented **Community Blood Centers of South Florida** blood drives raising **\$282,280.00 in student scholarships**.
- Coordinated District's involvement in **The Fair** via exhibits which included: opening a new Solar exhibit; coordinating Center Aisle highlighting district's Broad award; securing AT&T sponsorship of "text and drive" simulator exhibit; field trips; and Youth Hall of Fame Awards with **\$68,000 in scholarships**.
- Secured sponsorships for district events including **Teacher of the Year (\$17,500)** and **DASA POY/APOY (\$30,000)**.
- **Coordinated** three Foundation events: **Donor Reception, Golf Tournament, and Cooking Up Dreams** with proceeds **totaling \$40,783.00**.
- Secured site and sponsorship for Superintendent's Opening of Schools.
- Secured 26 Good Deals! Good Deeds! offers with proceeds of \$20,698 benefiting the Foundation
- Coordinated Dov Seidman events in partnership with the Betsy South Beach.
- Secured sponsorships of \$55,656.93 for miscellaneous events and congratulatory ads.

Note: XXXX – dollars/figures are not available until end of year