# School-Community Engagement

What You Need to Know



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# "Engagement"

What does the term mean to you?

# **Case Study**

#### School Calendar 2.0

All about the proposed VT Champlain Valley regional calendar for the 2014-2015 school year.

Monday, September 9, 2013

#### Why to consider Calendar 2.0

Proposed Calendar 2.0
~175 student days~
8 weeks of summer vacation

#### Customized learning

- · more choices and pathways to be responsive to individual learners' needs
- increases outcomes for personalized learning and individual growth based on multiple measures in addition to standardized tests
- increases opportunities for learning beyond traditional schoolhouse walls based on student interest (i.e. virtual, internships, job shadowing, civic engagement, camps, etc.) further involves families in the design of student goals and pathways

#### Minimize Disruption to Tech and Career Center Students

- provides more consistency in schedules throughout the region to ensure student attendance in tech. center programs
- minimizes disruptions to tech. center students increases potential opportunities for middle school students to experience tech. ed programs

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- FAQ's
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- · Readers' Corner
- Research & Information
- Who We Are

# background FAQ Blog Archive Blog Archive Flexible pathways Forum Media October Overview partners personalized PLP quality research statute sub-committee summer Title 16

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vacation VSA

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#### Vermont Save Our Summer Coalition



#### Join The Conversation

We are a coalition organized to preserve the current Champlain Valley public school calendar and reinforce Vermont summer as a critical time for outsidethe-classroom learning, exploration of the natural world, community-building, family time, and rejuvenation.

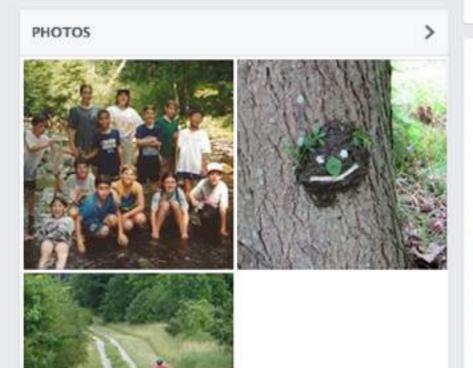
If you agree with us, please consider signing and sharing our petition, http://www.petitionbuzz.com/petitions/vtsaveoursummer. Your voice matters.

The Champlain Valley Superintendents Association (CVSA), comprised of the superintendents of Chittenden, Grand Isle and Franklin counties, has proposed a new public school calendar that will maintain the current number of student instruction days (175) but will take away two weeks of summer vacation and add additional vacations within the school year. This calendar, called Calendar 2.0, is proposed to take effect beginning with the 2014-15 school year when the first day of school will be August 20th and the last day June 22nd. A week of vacation will be added in late October, and winter and spring breaks will be extended to two weeks each. The vacation times, called "intercessions", will also serve as remedial instruction periods for students who are performing below standards. Very little information has





http://www.vtsaveoursummer.org/





#### Vermont Save Our Summer Coalition

August 9, 2014 · 18

This bold memo from VT Ed Secretary Rebecca Holcombe challenging the unrealistic standards of No Child Left Behind is gaining national attention. The chronic failure of virtually all VT schools to meet these impossible standards drives desperate school districts to propose "reforms" like Calendar 2.0.

http://education.vermont.gov/.../EDU-Letter\_to\_parents\_and\_ca...

#### education.vermont.gov

EDUCATION, VERMONT, GOV

Like - Comment - Share - 13 Q 1 4 1



#### **Vermont Save Our Summer Coalition**

July 6, 2014 - @

Summer: The perfect time for unstructured, free play- based learning "Child-driven, hands-on play is the foundation of creativity, constructive problem solving, and the capacity to self-regulate."

Check out this amazing article from Harvard Medicine:... See More



#### Flights of Fancy | HMS

A five-year-old in a pink and purple striped sweatshirt bares her teeth, growls, then plunges into a knot of snarling children.

HMS.HARVARD.EDU

# **Primary Catalyst?**

Exclusion

#### FOR IMMEDIATE RELEASE:

Champlain Valley Superintendents Discuss Calendar 2.0

Champlain Valley, Vermont - October 11, 2013 - Champlain Valley Superintendents have completed four public forums with over 1000 people in attendance to discuss Calendar 2.0, a proposed calendar that uses existing calendar days in a different format intended to maximize student learning.

"It has been an exciting two weeks. The energy and interest exhibited at the community forums is testament to the importance our communities have in providing the very best educational opportunities for all of our students. We are grateful for the level of participation at the forums, on blogposts, and the many smaller groups who met over the course of the last nine months - all of which will be given serious consideration," commented Chittenden South Supervisory Union Superintendent Elaine Pinckney.

Superintendents in Champlain Valley agreed in a meeting this week that the forums indicated there is not broad-based community readiness at this time for this proposal for 2014-15 and it was also agreed not to implement this current proposed calendar in 2014-15; however, there remains a responsibility to engage communities in a conversation that looks at time as a variable in student learning, as well as capturing the energy around community engagement in education from the discussions at the forums.

## Catalysts

Exclusion

Misunderstanding

Misinformation

Disinformation

Politicization

Disconnection

Anxiety

Self-Interest

#### **Text-Based Discussion**

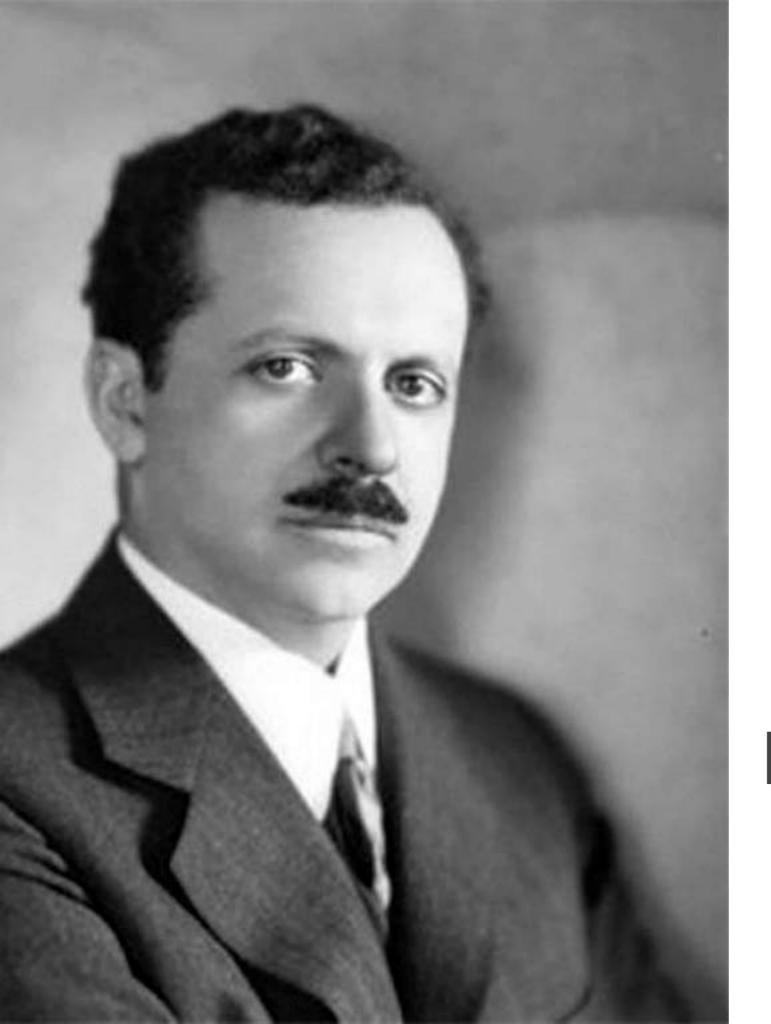
Conflict Patterns

## **Conflict Patterns Activity**

- 1. Read the handout on your own and write down 1-3 conflict patterns that you see occurring in your school or community (3 mins.)
- 2. At your tables, discuss how the patterns manifest in your community, what forms they take, and which issues give rise to them (10 mins.)
- 3. Each table shares 1-2 insights with the full group: What were the common themes? What did you realize about the conflict patterns in your school or community? (15 mins.)

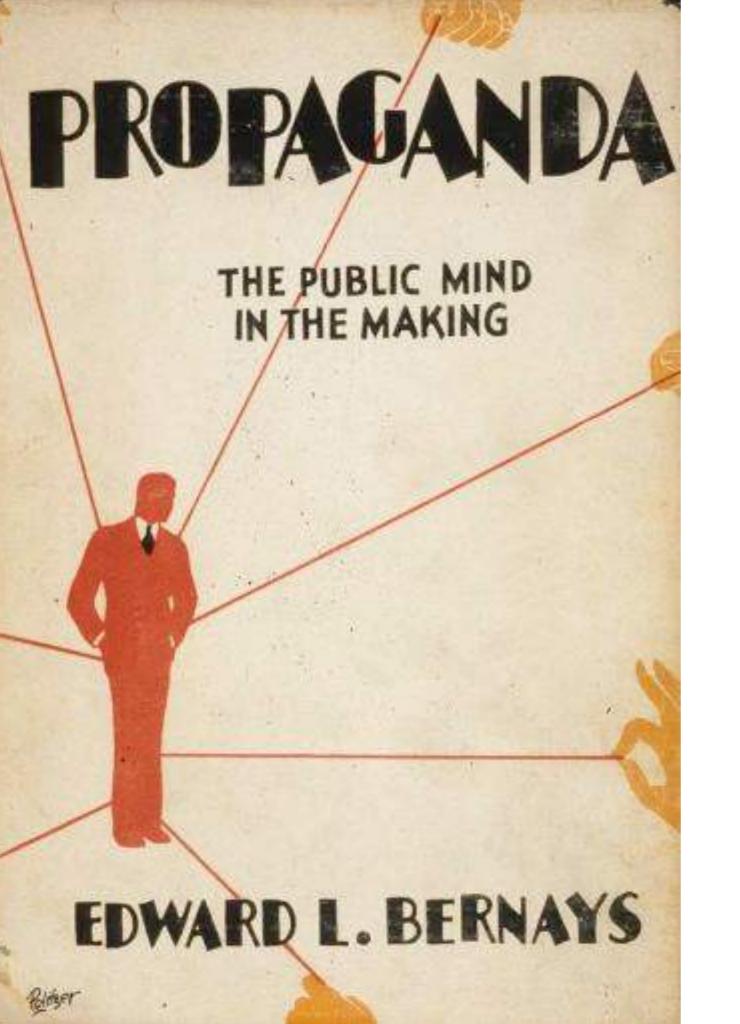
#### What's the Difference?

Marketing/PR vs. Engagement



# **Edward Bernays**

"Father of PR" Nephew of Freud



Marketing/PR



To cooling drinks that hit the spot
A fresh clean Dixie adds a lot,
Protects you from the colds and such
That lurk where others' lips have touch'd.

DIXIE CUPS

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## **Dixie Cups**

Sell disposable cups

Fears about germs



#### **Luck Strikes**

Sell more cigarettes

Women's liberation



## Beech Nut Co.

Sell more bacon

"All-American Breakfast"

# **Community Engagement**



#### **Communications Continuum**

Marketing & Public Relations

Authentic

Engagement

Fast

Slow

You

Them

One-way

Multidirectional

Broadcasting

Conversing

Positional

Relational

Salesmanship

Leadership

Autocracy

Democracy

## **Engagement Continuum**

Selling Informing Advising Co-Deciding



# Principles of Engagement

Communication

Information

Participation

Conversation

Diversification

Facilitation

Co-Creation

Mobilization

Perpetuation

# Structure of Engagement

Listen

Compile

Report

Discuss

Propose

Discuss

Finalize

Execute



# **Questions/Discussion?**

# Additive v. Replacement





In Charge: Student-Led Conferences at Pittsfield Middle High School







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**NEWS NOW** 

/ hitting home

Lack of rain keeping blacklegged ticks at bay — but not for long

Bobcat population rebounding

#### **Enrichment Thursdays:** Learning for Everyone!























#### By David Theoharides

Sanford Superintendent of Schools

Posted Nov. 15, 2012 at 3:15 AM

As many of you know, the "Sanford Vision: Learning for Life" is based on the commitment that every young person in Sanford will be engaged in meaningful learning from the time they enter preschool to the time they reach adulthood. Our goal is to prepare Sanford's next generation of leaders and citizens for a complex, 21st Century global society.

We aspire to create schools that are "student-centered" and "proficiency-based," meaning that learning must be customized or personalized to the strengths and needs of each student. Our students will be exposed to a range of non-traditional, but academically rigorous learning experiences, such as community service, internships and apprenticeships in the community.



Home

**NEWS SPORTS**  STUDENT LIFE

OPINION

Lunch Today: School Made Macaroni & Cheese, Caesar Salad, Grape Tomatoes, Applesauce w/Blueberries May 28, 2015

#### Enrichment Thursday @ SHS Library: Hour of Code

Rowan Fitzgerald, Staff Writer November 10, 2014 Filed under A&E

Have you ever been interested in computers? Want to gain a better understanding of how they work? This Thursday in the library Mrs. Larson will be hosting an "Hour of Code" session for any students interested in computer programming. The session will begin at 7:45 (you may show up earlier) and end when the first bell rings. Computers will be available for use if you do not have your own iPad. The tutorial features "Angry Birds", "Plants vs. Zombies", and video lectures from Mark Zucherberg and Bill Gates.



	As Summer Approaches We'd Like to Know Your Favorite Beach
	○Wells Beach
	○York Beach
	Mousam
	Old Orchard Beach
	Ogunquit Beach
	Hampton Beach
	Vote
	View Results
+	Polls Archive

#### **Recent Sports Scores**

Tuesday, May 26 Softball SHS 5 - McAuley 4

This session is made possible by Code.org, a

website that offers one-hour tutorials to introduce someone to computer programming. Code.org brings people into the world of programming through simplistic tutorials and step-by-step learning. The tutorials are free and self-guided.

## **Existing Strategies**

Professional development School-board meetings Student governance School-climate surveys Homeroom/study halls Student advisories Performance exhibitions Etc.

## Replacement-Engagement Activity

- 1. At your tables, select a volunteer to present on an existing school or district strategy that either is or could be an engagement opportunity
- 2. Presenters describe the strategy and what's working or not working and answer questions from the group (10 mins.)
- 3. The group brainstorms and recommends ways to reengineer or replace the strategy to be a more effective engagement opportunity (10 mins.)
- 4. Presenters take notes and share 1-2 recommendations with the full group (15 mins.)

# **Questions/Discussion?**

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