



School-Community Engagement

What You Need to Know



GREAT
SCHOOLS
PARTNERSHIP

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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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Vermont Save Our Summer Coalition



Save our Summer - Vermont summers offer unique opportunities for our children

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 outside-the-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 been presented to the public regarding the new calendar yet the proposal is already well into the community input phase of the plan before being submitted for



Vermont Save Our Summer Coalition Community

Timeline

About

Photos

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PEOPLE

1,135 likes

ABOUT

- Coalition organized to preserve the current Champlain Valley public school calendar and reinforce Vermont summer as a critical time for...

READ MORE

<http://www.vtsaveoursummer.org/>

PHOTOS



Vermont Save Our Summer Coalition

August 9, 2014 · 🌐

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

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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

Friday, October 11, 2013

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

PROPAGANDA

THE PUBLIC MIND
IN THE MAKING



EDWARD L. BERNAYS

Ringer

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

To help prevent the spread of colds and other ills within the family, use Dixie Cups in the bathroom and kitchen. Be sure with their germ-proofing bakelite handles, how an idea with attractive plastic holder at local stores.



STANDARD PAPER CUP BY THE
 DIXIE CUP COMPANY, DIXIE 1944
 AND OTHER TRADE MARKS REGISTERED

Dixie Cups

Sell disposable cups

Fears about germs

To keep a slender figure
No one can deny...



Reach
for a
LUCKY
instead of a
sweet

**LUCKY
STRIKE**
"IT'S TOASTED"
CIGARETTES

"It's toasted"
No Throat Irritation - No Cough.

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

from **Julie Mallozzi** [PLUS](#) 1 year ago NOT YET RATED



CASCO BAY HIGH SCHOOL
FOR EXPEDITIONARY LEARNING

With
Pride
Seniors
CBHS



Enrichment Thursdays: Learning for Everyone!



Recommend

0

Tweet

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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.



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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 Zuckerberg and Bill Gates.



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.

Polls

As Summer Approaches We'd Like to Know Your Favorite Beach

- ☐ Wells Beach
- ☐ York Beach
- ☐ Mousam
- ☐ Old Orchard Beach
- ☐ Ogunquit Beach
- ☐ Hampton Beach

[Vote](#)

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Recent Sports Scores

Tuesday, May 26

Softball

SHS 5 - McAuley 4

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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