

*Every student will be a successful independent learner,
empowered for life in the global society of the 21st Century.*



A Transformational Story of Community Engagement

Community Partnerships Office
South Whidbey School District #206
Langley, WA

Mr. Dick Guise - Community Partnerships Coordinator
Dr. Fred O'Neal - School Board Chairperson
Mr. Rich Parker - School Board Member
Dr. Fred McCarthy - Superintendent



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Leadership Training Experience 2004

Washington Mutual
Six School Districts
WSSDA sponsorship
District Team

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The Community Engagement Team

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A Member School District of The National Network of Partnership Schools (NNPS)

Johns Hopkins University
Directed by
Joyce Epstein, Ph.D.

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The Position

Finding the right match

Volunteer versus Paid
The right position
The right person

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Departmental Mission

The Community Partnerships Office seeks to encourage parents, families, students, educators, and community members to work together as partners in educating and preparing students to succeed in their current and future endeavors

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Experienced Business Leader

Business people bring a different perspective
Fulfill a district's vision and mission through
expanded experiences
Transform committees into teams

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A Passion for Public Education

Born of a teacher's care
Nurtured by a teacher's concern
Fulfilled in the lives of teachers of today

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A High Level Valued Position within the District

Overall Goal: To encourage parents, families, students, educators and community members to work together as partners.

- Train
- Teach
- Discuss
- Mentor

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Networking

Working with community, business, academic leaders

Three "R"s of networking

Recruiting

Responding

Retaining

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Business Lunches

Recruiting tool

Responding to their needs and concerns

Retaining through this act of appreciation

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Volunteerism

"The whole people must take upon themselves the education of the whole people."

President John Adams

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Volunteers

Countless ways to engage volunteers
Unique abilities
Immeasurable social and economic impact
Use them or lose them

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Volunteer Recruitment

Three Rules of Volunteer Recruitment

1. Ask them
2. Ask them
3. Ask them

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Regular Meetings with Senior Management Team

A must for success with senior staff
Doesn't have to be formal
Perhaps a "coffee break."

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Meet and Interview Community Benefactors and Retired Experts

Benefactors and retired people should be valued members of the academic team

Meet and interview for proper placement

- A. Personality
- B. Background
- C. Experience
- D. Social Skills
- E. Commitment

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Mentor/Coach Superintendent and Senior Executives

Research
Planning
Training
Customer service
People skills

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Read and Recommend Quality Management Research and Books

...to the Senior Management Team

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Affirm the Work of Everyone

Affirm yourself
Be supportive
Catch people doing things right
Management by walking around (MBWA)
Affirm our differences

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Be a Problem-Solver “Go-to Kind of Person”

Practice fire prevention before firefighting
Think two or more steps beyond today
Talk through problems to find solutions
Make solutions a “team” effort
Expect to hear problems
Listen for workable solutions

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Care Enough to Tell People What they Don't want to Hear

Ask tough questions
Accept tough responses
Don't ask questions, if you don't want the answer
Don't shoot the messenger

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Emphasize

1. The value of leadership
2. The importance of customer service
3. The importance of adapting to change
4. The value of humor in the workplace
5. Recognition

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Have Fun!

Make people excited about what they are doing
Begin at the top
Motivation to use books, videos, and music
Don't take yourself too seriously
Research *
Children laugh 400 times a day
Adults laugh 15 times a day
* Business Review

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Is there a Community
Partnerships Coordinator
in your community waiting
to be asked to join your team?

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Questions

Be sure to ask the unaskable
question!

Please provide feedback on this session at:
<http://wssda.org/conference/feedback>

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