

Building A Complete Educational Eco-System

Maximizing Partnerships in Philadelphia

Presenter: Stacy E. Holland

Chief of Strategic Partnerships
School District of Philadelphia

I currently represent.....



Desired State of Eco-System

STEM

Art & Culture

Social Services

College Readiness

Advocacy

Extra-Curricular Activities

Schools as the Center

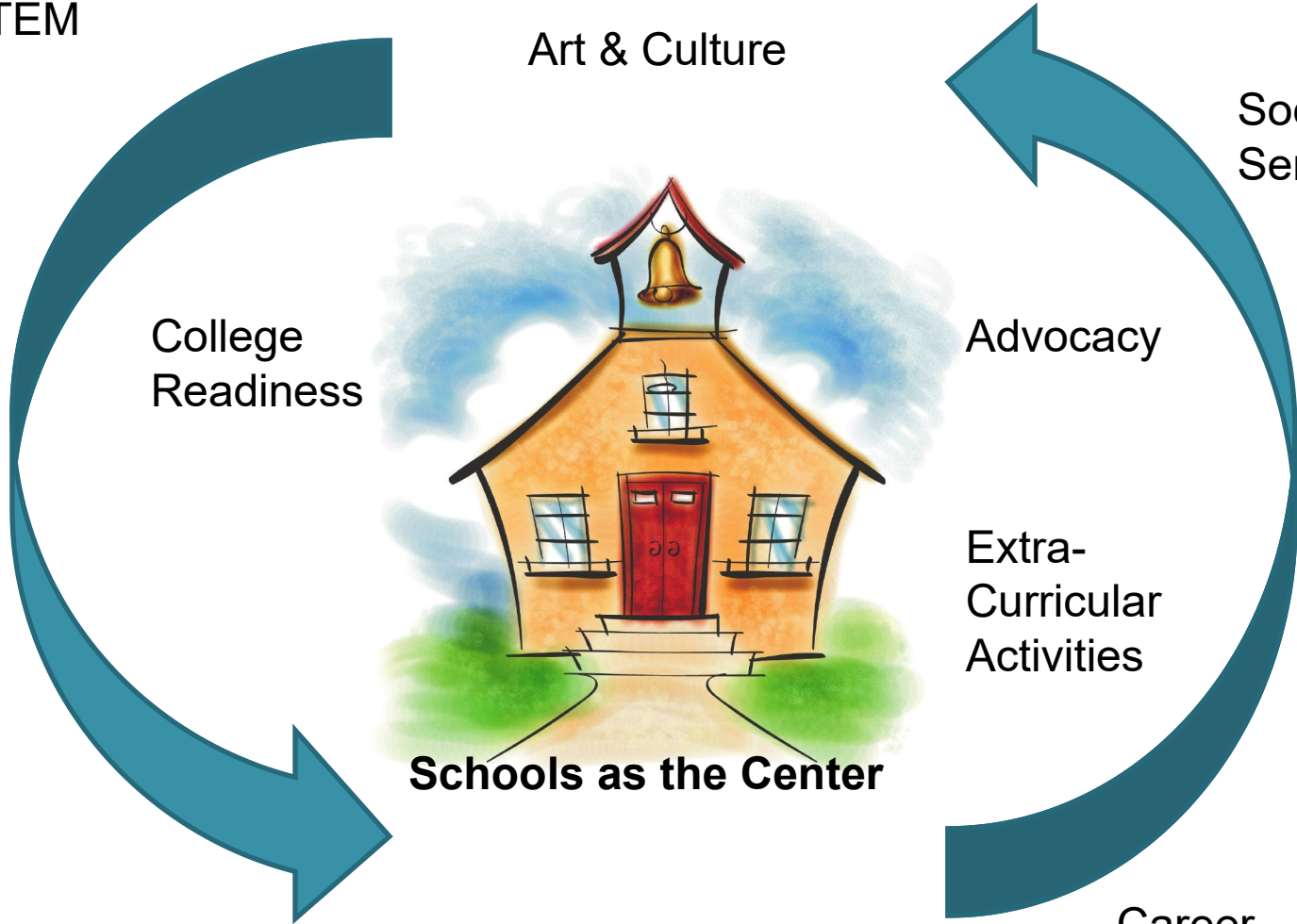
Behavioral Support

Athletics

Tutoring

Mentoring

Career Readiness

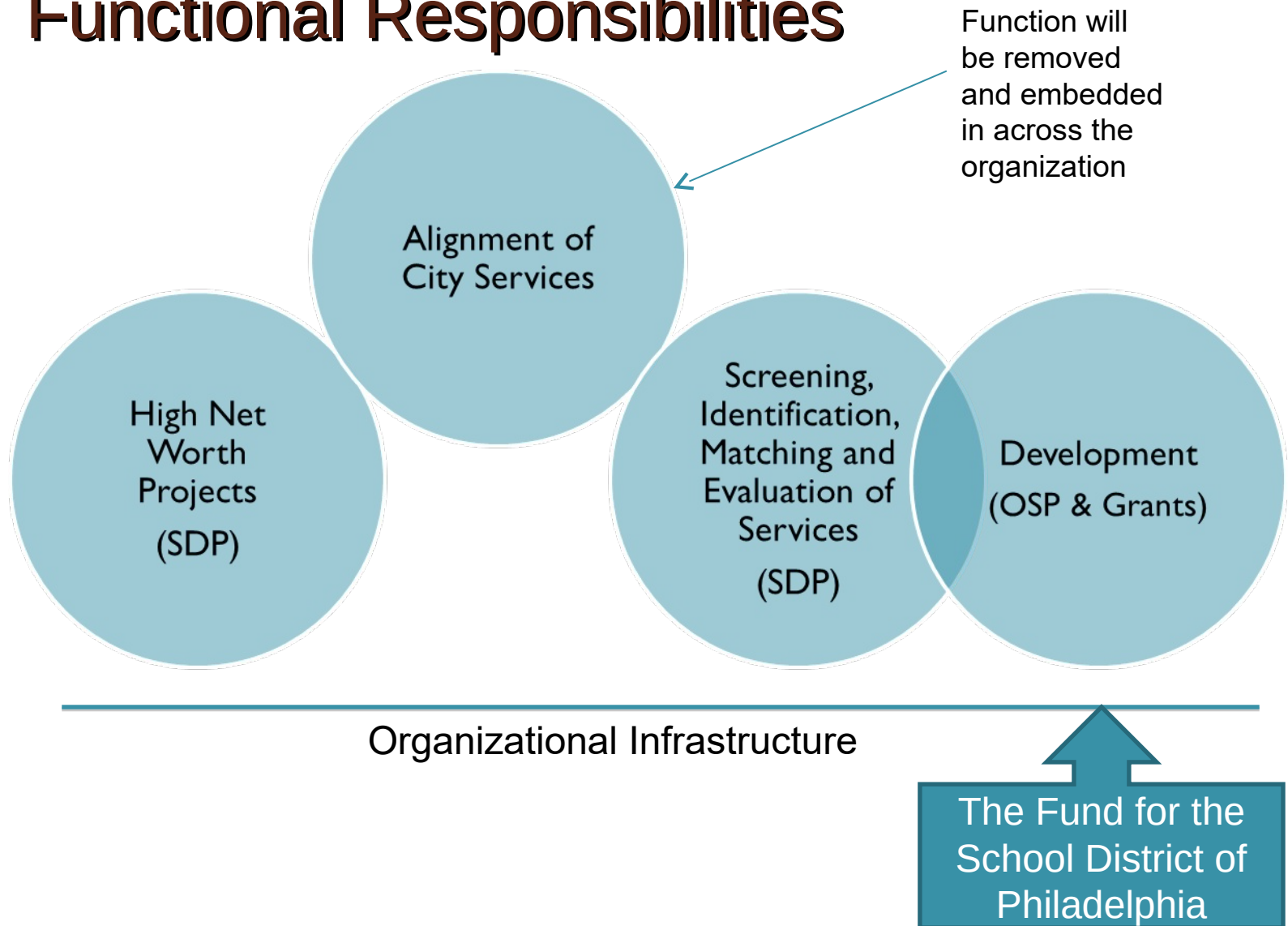




Mission of the Strategic Partnerships Office

Identify, organize and align the ecosystem of external resources (goods, services and funding) into a permanent service delivery system that aligns with the district priorities with the goal of increasing services to students.

Office of Strategic Partnerships Functional Responsibilities



Early Wins

(April 2013 – March 2014)

High Net Worth Projects

- Drexel University & Expansion of Powell
- Univ. of Pennsylvania & Lea School
- Building a system of college-readiness
- CTE & Academies Expansion
- Art use

Screening, Identification, Matching and Evaluation of Services

- Connecting with at least 10 networks of service & funding groups
- Developed framework for data collection
- Connected over 10 different organizations to schools for services

Development

- Raised over \$2.3 million in supplemental funding
- Develop plan for revenue generation
- Beginning to rebuild SDP Foundation
- Beginning to re-build relationships with funding community

Infrastructure

- Identified policy & procedures that need to be created or updated

High Net Worth Projects: FY14 Target Partnerships

Goal: *Obtain programming, services or contributions*

Arts	<ul style="list-style-type: none">• (6) Major museums• (4) Philadelphia Theater Companies• Convene funders & program collaborative to re-align investments
Music	<ul style="list-style-type: none">• (2) Major music organizations (i.e Phila. Orchestra, Philly Pops)• Convene funders & program collaborative to re-align investments• Cultivate famous musicians to support music endowment (scholarships & programming)
College Prep Programming	<ul style="list-style-type: none">• Philadelphia College Prep Roundtable• Council for Opportunity in Education• Build a service delivery strategy for college-counseling utilizing services of 10 – 15 area colleges/universities• Build pipeline program into CCP• Build pipeline for youth in Multi-pathways Division into CCP & Peirce College• Build template of long-term service delivery needs

High Net Worth Projects: FY14 Target Partnerships (continued)

Goal: *Obtain programming, services or contributions*

Career Exposure & Mentoring	<ul style="list-style-type: none">• Convene funders & program collaborative• Map needs to schools & build service delivery system by grade
Early Childhood	<ul style="list-style-type: none">• Connect to city-wide early childhood efforts• Set fundraising target to support programming expansion in FY15

Proposed PCFF Functions (Draft - 3.10.14)

FUNCTION	DESCRIPTION	FY14 - 15 PRIORITES
Enterprise Fundraising Effort	Superintendent's Priorities (Set Annually)	<ol style="list-style-type: none"> 1. Talent Development 2. Early Literacy 3. College & Career 4. Extracurricular Support
School-Based Support	Standing Campaigns Designed to Drive Resources to 214 Schools	<ol style="list-style-type: none"> 1. DonorsChoose.Org 2. Individual School Sponsorship 3. Volunteer Structure
Technical Assistance	Support to School Based Fundraising Efforts	<ol style="list-style-type: none"> 1. Develop School-Based Fundraising Toolkit 2. Develop Training sessions for Home & School Associations & Alumni Funds
Fiscal Service	Serving as a fiscal agent for SDP/School-Based Projects	

How Do We Make It Work?

Plan ~ Structure ~ Alignment ~ Language ~ Execution

- ❑ Develop a system of awareness
 - ❑ Partners will be asked to 'register'
- ❑ Develop a Matching System with Schools
 - ❑ Equity & Alignment
- ❑ Alignment with Strategic Goals of the District
 - ❑ Understand academic goals
 - ❑ Align services to needs
 - ❑ Evaluate effectiveness
- ❑ Communicate Up – Down – Around

Are We Willing To...

- ❑ Build a functional system vs. system of programs
 - Dynamic
 - Sustainable
 - Structured
 - Equitable
 - Evaluation of Effectiveness
- ❑ Change our behavior from critical to curious
- ❑ Change our services based on the needs articulated by a collaborative group of stakeholders



Critical Questions...

- What would a successful system of partnerships look like over the five years?
- What do partners need from a district?
- What should be the coordination strategies of partnerships within a particular school building to make it effective?
- How do we organize the resources for equitable spread of services across the entire eco-system of schools?

I will represent.....



If you are interested in partnering with the School District, please send an email to partnerships@philasd.org.

Your email shall be answered within 72 hours.



CONTACT INFORMATION:

Stacy E. Holland
Chief Education Officer
School District of Philadelphia
sholland@philasd.org
215-400-6749