



San Diego Unified School District

Community Relations Department

****Promoting the community within the district and promoting the district within the community****

2008 – 2009 Department Overview

Key Messages

- ✦ We invite **everyone** to assist us in supporting teaching and learning in the classroom.
- ✦ We are committed to **connecting business and community resources** to schools and **enhancing/publicizing our relationships** within the community.
- ✦ We recognize that acknowledging and **thanking our business/community supporters, parent and community volunteers, the military, school personnel and students strengthens capacity and builds loyalty.**
- ✦ We support **“communities as places of learning”** by promoting student volunteerism and leadership within the community.
- ✦ We support schools and students to **increase the high school graduation rate** and focus community resources on targeted incentives and interventions towards this goal.

Mission Statement:

To choose a role in the education of a child is the highest form of human endeavor . . . the child who succeeds, in part by your effort, will grow as a testament to the people who cared.

Community Relations Department (CRD) Responsibilities

- Managing the district’s **Partnerships in Education, Volunteer and Service Learning Programs.**
- Facilitating **community relations and marketing** to **enhance the district’s image and presence.**
- Implementing **community relations strategies** that promote awareness of noteworthy achievements of the district.
- **Pursuing business and community resources and volunteers** to support teaching and learning in the classroom.
- **Providing community outreach training** for site administrators and district program directors/managers, partnership liaisons and volunteer coordinators. This effort supports schools, business/community partners and parent/community volunteers to **enrich site instructional efforts** and **promote community engagement.**
- Creating and revising **community outreach training and support materials.**
- Facilitating **district events.**
- Assisting with the **development of marketing materials** for district programs and schools to use for their community outreach and engagement efforts and activities.
- Providing a **development function** that includes assisting with strategic fundraising.
- Building capacity and providing support for **school foundations K-12.**
- Providing **training to facilitate Business/Community Advisory Boards (BCAB).**
- **Facilitating the naming of new schools and school facilities,** including libraries, theaters and joint-use fields.
- Supporting schools and students to **increase the high school graduation rate** and focusing community resources on targeted incentives and interventions towards this goal.



Community Relations Department

Partnerships in Education (PIE) Program

The **Partnerships in Education Program (PIE)** provides meaningful opportunities for business/community organizations/volunteers to build **strategic partnerships** that support teaching and learning. Meaningful partnerships can involve a company or organization that has 2 or 2,000 employees. District schools and programs benefit from approximately 1,400 business/community partnerships. An End-of-Year Survey collects program data **every other year**.

Specific areas for schools and partners to direct the focus of their partnerships are:

- **Tutor/Mentor Recruitment, Training and Retention**
- **Educational Technology**
- **Curriculum Support**
- **School-to-Career**

Menus of partnership activities linked to state standards are also available in the following **subject areas**:

- **literacy**
- **mathematics**
- **physical education**
- **science**
- **social studies**
- **visual and performing arts (VAPA)**

Schools also utilize **partner resources** to support senior exhibitions, student/staff recognition, campus beautification, speakers in the classroom, career awareness activities, school events, etc.

PIE Services

- **Building capacity** for schools and their partners to achieve strategic partnerships and maximize the benefits from their community engagement activities.
- Providing **community outreach training** - includes communications and marketing strategies, mentor/tutor training, partnership liaison/volunteer coordinator and service learning training.
- Providing schools and business/community partners with **training documents and recruitment/marketing materials** to facilitate their community engagement efforts.
- **Facilitating partnership agreements** that focus on student learning.
- **Assisting with issues and concerns** related to existing partnerships.
- **Recruiting** new partners.
- **Recognizing** exemplary partners and partnership activities as well as 10-, 20- & 25-year partners.
- **Evaluating** partnerships.
- **Promoting research-based practices** that focus on student learning, including tutoring/mentoring, internships and job shadowing.

PIE Materials

- PIE Toolkit (a “How to” guide)
- PIE Recruitment Packet
- PIE Program Brochure
- Menus of Partnership Activities
- 2006-2007 Data Report
- How to Facilitate a Business/Community Advisory Board (BCAB)
- Program Fact Sheets
- PIE 25th Anniversary Commemorative Program
- Department website: www.sandi.net/depts/comm_relations

District Advocacy & Event Management

- **End-of-Year Celebration** – recognizes schools, district programs and the community for their commitment to partnerships in education and community involvement.
- **Salute to Excellence** – recognizes the valedictorians and the top 1% of the graduating class of each senior high school.
- **“Principal for a Day”** – recruitment/matching of “principals” and hosting a debriefing reception.
- **National/Local Conference presentations** to showcase SDUSD achievements as well as staff and student accomplishments.

Community Relations Department



Volunteer Program



A Partner in Education with California Coast Credit Union

- Approximately **26,000 volunteers** logged more than **990,000 volunteer hours**. (2006-2007 program data)
- Approximate monetary value of volunteer hours is **\$18,600,000**. (Based on an hourly rate of \$18.77 established by the Independent Sector, Washington, D.C.) (2004-2005 program data – 22,000 volunteers and 670,000 volunteer hours valued at \$11,800,000)
- CRD provides **volunteer mentor/tutor training** for schools and business/community partners.
- CRD provides **volunteer coordinator training**.

Types of Volunteers:

- Parents
- Business/community partners
- College students
- Senior citizens/OASIS tutors
- K-12 students

Types of Volunteer Activities:

- Tutoring/Mentoring
- Classroom read alouds
- Classroom assistance
- Non-classroom assistance (field trips, media center, etc.)
- Organization involvement (PTA, foundation, SSC, etc.)

Materials:

- Volunteer Coordinator Handbook
- Volunteer Handbook (English & Spanish)
- Volunteer Application (English & Spanish)
- Volunteer Code of Conduct (English & Spanish)
- Mentor Program Guide
- Mentor Handbook



OASIS Senior Citizen Literacy Tutor Program – Established in the district in 1991 and sponsored by the Macy's Foundation, the program includes 117 tutors placed in 51 schools. Two ten-hour trainings and four tutor support meetings are provided every year by the Community Relations Department.



Service Learning Program LEARN & SERVE San Diego

A Partner in Education with Volunteer San Diego



Service learning is a teaching strategy that integrates service in the community with classroom curriculum. Students are able to learn “beyond the classroom” by participating in service projects that meet real community needs and are connected to the classroom curriculum. Students begin to see communities as places of learning and, it is hoped, develop a lifelong commitment to service. Reflection is a required component of the service experience.

- **16,057 students** participated in service learning and logged approximately **90,230 total hours** of volunteer service. (2006-2007 program data)
- Approximate monetary value of volunteer hours is **\$1,700,000**. (Based on an hourly rate of \$18.77 established by the Independent Sector, Washington, D.C.) (2004-2005 program data – 11,795 student volunteers and 85,000 volunteer hours valued at \$1,492,000.)
- Service projects include cross-age tutoring, peer mediation, volunteering at local agencies, website design for nonprofit agencies, student poll workers, etc.

Service Learning Materials:

- Manual for Administrators, Teachers and Agency Personnel
- Handbooks for Elementary Teachers, Secondary Teachers, Students and Agencies
- Guide to Youth Volunteer Opportunities (available online at www.volunteersandiego.org)

Community Relations Department

9th Grade Initiatives Project Teams

- **“Got GAME? Good Attendance Means Everything”**
A 9th Grade Attendance Incentives Pilot designed to increase school attendance. The pilot will support and develop incentives for both students and staff to keep students in school and attending regularly. Five district high schools will participate in the pilot.
- **“Male Mentoring Initiative”**
Involving principals, student advocates, business/community members, parents and students, a pilot program to support male students of color. **Common program elements include:**
 - ✦ Student/parent/mentor/school partnerships
 - ✦ Support and intervention services
 - ✦ Community experiences such as job shadowing, internships and college visits
 - ✦ Goal setting
 - ✦ Service Learning
 - ✦ Ongoing assessment of student progress including data analysis
- **“Alternatives to Out-of-School Suspension”**
This program provides a supervised setting where students receive academic and behavioral support. Through leadership training, students participate in service projects while serving a suspension.

Community Relations Department Staff Contact Information

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Facilitating districtwide community outreach strategies that include recruitment of partners, district marketing, event planning, and securing resources for schools and district programs.

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