

ENGAGEMENT DIVISION



TAKING PRIDE IN THE MANY WAYS WE TRANSFORM
THE LIVES OF CHILDREN AND FAMILIES

POINTS OF PRIDE
JULY 2022-DECEMBER 2022





GUIDING DIRECTION

MISSION

Our mission is to align, support and expand CMSD's capacity to provide all stakeholders with authentic engagement experiences that build relational trust and confidence in the District and further support teaching and learning.

VISION

CMSD is the number one choice in Cleveland; families enroll and remain with the District because they feel welcomed, valued, supported and meaningfully engaged as partners in the success of students.

STRATEGIC PRIORITIES

Engage | Stakeholder Engagement & District Engagement

Inspire | CMSD Brand

Empower | Systems for Engagement

Excite | Division Excellence

ATTENDANCE

Lead: Lorri Hobson

- Relaunched “Get2School You can Make it” attendance campaign
- Attendance pep rally at East Professional Center
- Teacher phone bank
- Partnerships with Cleveland Browns Foundation and Ministry of Reconciliation-Northeast Ohio Adopt-A-School Network, including more than 50 churches
- Added EveryDay Labs, absenteeism intervention program

ATHLETICS

Lead: Desiree Powell

- Expanded eSports from 6 to 20 high schools. 2 students have received scholarships for eSports
- Wellness Plan poster raising awareness of plan in schools
- Coaches Tool Kit allows prospective coaches to obtain all required licenses simultaneously, saving them money and time
- Hired HBCU consultant increasing recruiter participation in HBCU sports combines
- Successful Sports Legends Gala supports Athletic Department and is reconnecting CMSD with former Senate athletes
- Number of schools participating in First Tee golf and youth development program increased from 44 to 66 in second year and will grow by 21 next year
- 10 male and 6 female teams competed in new summer basketball league at Cudell Recreation Center. Expansion planned for 2023. Nike, Police Athletic League and City of Cleveland sponsor the league.





COMMUNICATIONS

Lead: Tom Ott

- Brought all advertising processes in-house: producing and placing billboards, bus placards and TV and radio ads, to go with our print advertising
- Academic calendar features CMSD students in every photo
- Weekly CMSD 360 video rivals work of local TV stations
- Made High School Choice Book more visual and easier to read
- Playing key role in CMSD website makeover
- Purchased Smore newsletter subscriptions for schools or absorbed existing accounts. 76 licenses are in effect



CUSTOMER EXPERIENCE

Lead: Shirrell Greene

- Partnership with Cleveland Public Library uses monthly literacy and youth development sessions to build relationships with students, teachers and principals
- Ombuds and Customer Experience sharing data with CMSD school networks, divisions and educators to improve service
- Ombuds team increasing support externally and internally, supporting CEO's office, building stronger relationships with CMSD departments and raising awareness of its services
- Communicate with HEART increases visibility with CMSD Goes Red celebration and collaboration with Values-In-Action's Kindland movement





FACE

Lead: Tracy Hill

- Parent Ambassadors serve at 51 schools, helping to strengthen family/school/community partnerships.
- Parent Ambassadors and FACE staff have been trained to conduct Parent Cafés, which strengthen the capacity of parents/caregivers to support their children's social and emotional well-being and academic achievement. More than 60 Parent Cafe's have been conducted in CMSD schools.
- In the first quarter of 2022-2023 school year, the District and schools have hosted 356 family engagement programs and activities with 55,900 parents/caregivers participating. Programs and activities included the Tech Fest Back to School Bash, Fall Literacy and STEM Festival, Parent University workshops and more.
- 61 CMSD schools participated in the annual Fathers Walk, which focused on family literacy and involved more than 4,500 fathers and male caregivers.
- CMSD, in partnership with College Now of Greater Cleveland, relaunched Parent University College Tours for parents and their high school scholars. 4 tours have been completed, with more than 150 parents and scholars attending.
- The District Engagement Standards Committee is using survey data to develop professional learning and supports for educators in preparation for implementation of the Engagement Standards in the 2023-2024 school year.
- CMSD reconvened the District Parent Advisory Committee with greater representation from schools. Currently there are 80 members of the committee from 72 schools.





GRANTS

Lead: Leo Serrano

- Obtained \$1.6 million safety grant
- Secured 20 Ohio Arts Council grants to support resident artists in schools. CMSD among largest recipients of arts grants
- Used grant opportunity to fund food drive during NBA All Star Weekend
- Awarded 59 grants in 2022, sign of engagement and trust
- Working with Carol Lockhart and her team to build Out of School Time program, increase its value to scholars and position it for national recognition



POLICY

Lead: Ben Schaefer

- Developed relationships with Cleveland City Council members and other local leaders to be seen as a trusted source for information and partnership, as well as a problem-solving partner when needed
- Working closely with advocacy partners locally and in Columbus to ensure CMSD is a voice of influence and authority during the upcoming state budget process
- Coordinated large-scale projects such as Election Day polling sites, the Reimagining Collinwood group and Segment 8 community update meetings

CLEVELAND METROPOLITAN SCHOOL DISTRICT

YOU ARE INVITED

Joseph M. Gallagher School Renovation Plans and Construction Update

Wednesday, September 21, 6:00 pm at
Temporary School Location, 4016 Woodbine Avenue

The meeting is in person but will be live streamed. Link will be posted on the day of the meeting at [ClevelandMetroSchools.org](https://www.ClevelandMetroSchools.org).

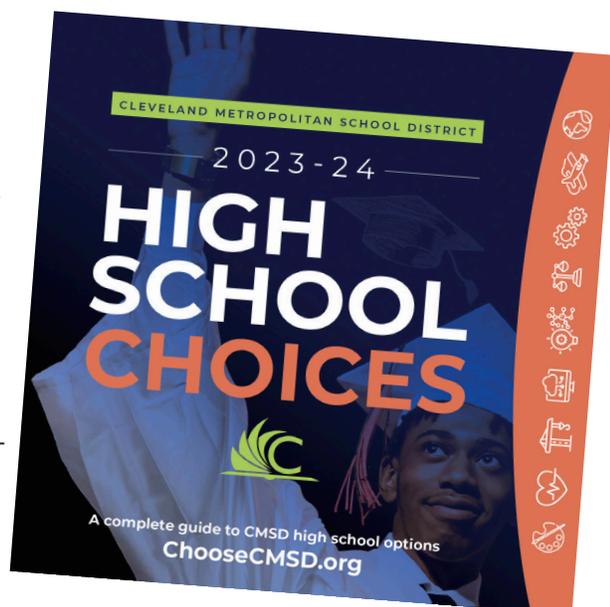




SCHOOL CHOICE AND ENROLLMENT

Lead: Rick McIntosh

- Implemented new school choice portal that added PreK
- Started temporary call center to more efficiently address back-to-school calls from families
- Provided PowerSchool initial enrollment training to school secretaries. Continuing to provide support to staff
- Providing District support for enrollment, withdrawal and inter-district transfers
- Finalizing a new student locator for the CMSD website. Locator will allow families to search and compare schools based on academic programs, athletics, before- and after-school activities and more.





SAY YES

Lead: Carol Lockhart

- Launched mental health Tier 1 and Tier 2 prevention programs to address gaps in services or support scholars with unique needs (i.e. music therapy, art therapy, gender-specific support groups, student grief, staff grief and LGBTQ programs)
- Launched Out of School Time programming in 104 schools
- Organized professional development for all coordinating and supporting partners working in Out of School Time literacy programs
- Coach Sam's Inner Circle Scholars: literacy and mentorship programs
- Partnering with ideastream to use PBS Kids videos for promoting literacy

ENGAGEMENT

