
Memorandum

To: Dr. Jason Glass, Superintendent and Chief Learner

From: Diana Wilson, Executive Director, Communication Services

CC: Tammy Schiff, Chief Communications Officer
Rebecca Winning, Business committee lead
Jean Boylan, Volunteer committee lead
Community Engagement Task Force participants

Date: December 7, 2018

RE: Community Engagement Task Force recommendations

The Community Engagement Task Force convened on June 12, 2018 in response to your call for action. You asked the task force to make recommendations regarding how Jeffco Public Schools should engage with the community.

The Community Engagement Task Force had 44 residents, parents, staff, and community partners participate on some level. The group met four times as a whole, and formed three committees. The group also interacted through social media, a Google site, and shared Google files. Though 5A and 5B involvement by many of the task force participants caused some delay in the work, two of the committees put forth recommendations.

Attached are the recommendations from the Business committee and the Volunteer committee regarding how Jeffco Public Schools could better engage the community.

At the last meeting on Nov. 28 the recommendations were reviewed and the work was commended by all. Jeffco Public Schools staff committed to implementing several of the recommendations in addition to presenting them all to the Superintendent.

If you have any questions about the task force or recommendations, please reach out to me or Tammy. Also, I am sure the group would be happy to make any clarifications if needed.

The Volunteer committee of the Community Engagement Task Force would like to make a simple recommendation:

Develop the infrastructure and technical support to encourage all schools and departments in the district to invite, train, utilize and recognize volunteers in a consistent and professional manner.

A culture which integrates volunteers with meaningful tasks into the work of the district and schools should be managed from a high level. Volunteer Management should be integrated with the work of Parent Engagement, Community Engagement and Communications. It is our recommendation that the district staff lead the details of this work in order to integrate it with other critical and similar efforts. (We currently see activity in this area separated across multiple departments and at the individual school level.)

Submitted by Jean Boylan on Sept. 5, 2018 via email

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TO: Diana Wilson, Jeffco Schools

CC: Tracy Apel, Jeffco Schools
Tammi Schiff, Jeffco Schools
Kami Welch, Committee Advisor
Tracy Kraft Tharpe, Committee Advisor

FROM: Rebecca Winning, Business Committee Lead
Community Engagement Task Force
Jason Johnson, Volunteer
Elisa Sodja, Volunteer

RE: Recommendations

DATE: November 5, 2018

In September, members of the community came together to support a Community Engagement Task Force hosted by Jeffco Schools. The purpose of this memo is to present recommendations from the business sub-committee.

Our charge, as we understood it, was as follows: to recommend things Jeffco Schools could do to strengthen relationships with the Jeffco business community, broaden awareness of the positive economic and community impacts of high-quality public schools, and develop engagement strategies that align with the existing Jeffco Generations strategic direction.

We focused our attention in two major areas:

- Supporting Jeffco Schools' efforts to deepen Family-School Community Partnerships (FSCP), with particular attention to the business community;
- Supporting Career and College Readiness via the following initiatives:
 - Starting with the 2019/2020 school year, we will increase the number of students participating in work-based learning opportunities in our middle schools by 10%
 - Starting with the 2019/2020 school year, we will increase the number of students participating in internship and apprenticeship opportunities by 10%

Over the past few weeks, we've completed the following in pursuit of these objectives:

- Reviewed the Jeffco Generations Strategic Plan

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- Sought feedback on business community engagement from the Colorado School PR Association list serve
- Researched how other districts across the country promote school/business engagement
- Met with Chamber leaders, Jeffco Economic Development Council and the Jeffco Business Lobby to solicit input and support
- Developed and implemented a business survey to assess awareness of and support for Jeffco Schools in the Jeffco business community
- Distributed links to the survey through local chambers of commerce
- Cataloged and summarized survey results (*See appendix #1*)
- Developed recommendations based on research/survey results

But first, a caveat.

This is a complex issue, with many moving parts. It's difficult to understand and navigate Jeffco Schools – not to mention the larger business community -- in just a few short weeks. There are dozens, if not hundreds of government, educational, non-profit and private industry initiatives that support or touch on school/business community engagement and/or support workforce development. The following recommendations represent our best efforts, but we acknowledge that they are based on limited insight into Jeffco Schools' organizational structure, initiatives and current capacity constraints.

We have grouped our recommendations into two categories: Support for Communications and Community Engagement and Support for District-level Strategies.

Support for Communications and Engagement:

- Complete compelling messaging on how Jeffco Schools currently supports workforce development and contributes to Jeffco's talent pipeline and other area business needs, Utilize stories and testimonials that leverage the human connection to build emotional connection and resonance with the business community. Include information on the development of project-based learning, apprenticeship, mentorship and other partnership opportunities.
- Create a short video presentation show casing the above. Include a call to action by inviting Chamber members to stay informed by signing up for periodic email updates from Jeffco Schools. Share the video with local Chambers of Commerce and other

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community groups. You can also leverage it on the Jeffco Schools' website and via social media.

- Develop and implement an enewsletter (or periodic emails) specifically targeted to business contacts, and utilize it to share stories, testimonials, progress against goals and partnership opportunities. Utilize survey respondents and Chamber of Commerce contacts as a starter list (*Appendix #2*). Include other media outlets as appropriate, and expand list through Facebook, Chamber and other solicitation opportunities. Content areas to include:
 - STEM/STEAM programming
 - Warren Tech programs and success stories
 - Work-based learning opportunities
 - High-school graduation rates
 - Career and tech education programs
 - Jeffco Generations/Strategic Plan and accomplishments
 - Business mentorships
 - Business internships/apprenticeships
 - Examples of successful partnerships between local businesses/local schools
 - Opportunities/guidelines for how to engage with local schools
- Develop how-to idea-book with ideas on how local schools in the district can engage with local businesses, based on best practices. (*See samples/examples in Appendix 3*) Integrate with ongoing efforts to provide an FSCP toolkit and training to individual schools.
- Ensure a single point of contact within the Communications Department to field and route business calls and inquiries.

Support for strategic initiatives:

- Nominate Dr. Glass to serve on Jeffco EDC Board to leverage relationships with key business stakeholders. *Complete.*
- Expand strategic partnership and participation with the Arvada Chamber in the development (and expansion to other Chambers) of Arvada Works. We believe this program is perfectly positioned to support curriculum development, project-based learning, the development of pilot mentorships, internships and apprenticeships and more, and it merits expanded participation at the District level. Embarking on a clear definition/clarification of role identification between the Chamber and Jeffco Schools will be critical to the success of an expanded initiative.



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We hope these recommendations are helpful. We have enjoyed the opportunity to contribute to these exciting initiatives and we wish you great success in expanding engagement with the business community.

Appendix #1

Jeffco Schools Community Engagement Business Community Survey Results

Introduction

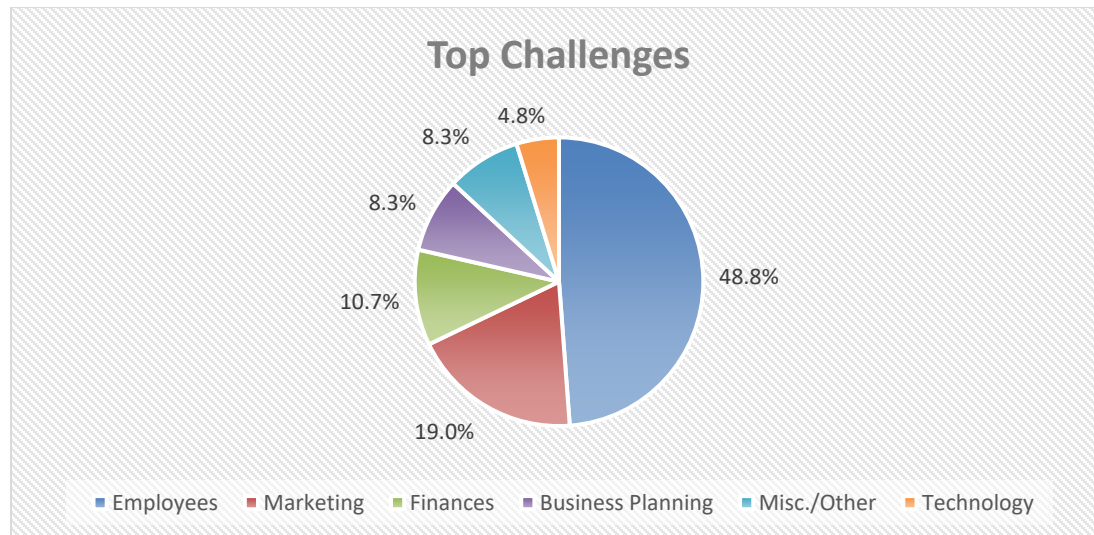
Earlier this fall, a group of volunteers came together to brainstorm how Jeffco Schools could strengthen its relationship the business community. In late September/early October, we launched an online survey to assess awareness of -- and interest in -- Jeffco Public Schools' efforts to support local businesses. Survey links were distributed through local Chambers of Commerce, and thirty-one local business owners and entrepreneurs participated.

Business Challenges

Overall, 74 percent of survey respondents noted that finding qualified employees who can fill entry-level and middle-skill positions (i.e., career and technical positions that may only require a high school diploma or certifications versus a four-year college degree) is a major challenge for them.

Respondents were asked to expand on their top business challenges and offer suggestions about how Jeffco Schools might help them address those challenges. Their open-ended comments and responses were aggregated into like categories and ranked accordingly.

Based on their comments, top challenges are related to finding, hiring, training, engaging and retaining skilled employees (49%). Other challenges related to marketing (19%), finances (11%), business planning (8%), and technology (5%). In addition, a number of respondents mentioned miscellaneous/other challenges specific to their individual businesses.



Respondents had great suggestions for how Jeffco Schools might help them solve these challenges. Businesses appear to be asking for students to be better prepared to enter the workforce, with competencies in basic skills (reading, writing, critical thinking, work ethic), a renewed emphasis on trades and other careers that may not require a four year degree, and a realistic understanding of business expectations.

A number of respondents requested formal work/school partnerships, such as mentorships and internships, where students are placed in real work settings with local businesses.

Other suggestions included exploring opportunities to cross promote local businesses with the school community including job opportunities, program sponsorships, partnerships and other promotional opportunities.

Awareness of Jeffco Schools

Respondents indicate that they value the work Jeffco Schools is doing, are generally aware of major school initiatives and are interested in learning more!

- Eighty percent of respondents felt that Jeffco Schools is doing a good or excellent job of educating students.
- A majority of respondents were generally aware of Jeffco Schools' initiatives in STEM/STEAM programming, Warren Tech, high school graduation rates, career and tech education programs, work-based learning opportunities, and local schools in their area.
- However, a majority of respondents were generally *unaware* of Jeffco Schools' Jeffco Generations/Strategic Plan and efforts to create business mentorships, internships and apprenticeships.
- A majority of respondents were interested in learning more about all of the listed initiatives.

Opportunities to strengthen engagement

A majority of respondents would prefer to receive information about Jeffco Schools via electronic media, including emails, newsletters and social media. In addition, more than 40 percent would be interested in attending Chamber of Commerce presentations on school initiatives.

Appendix 2

Business, Chamber of Commerce and Economic Development Contacts					
Contact	Organization	Address	City	Email	Phone
Daniel Ryley	Arvada Economic Development Association	8101 Ralston Road	Arvada, CO 80002	dryley@arvada.org	720-898-7018
Tom Quinn, Executive Director	Alameda Gateway/Alameda Connects	275 S. Sheridan Blvd., Suite 108	Lakewood, CO 80226	tom@alamedagateway.com	303-274-1807
Kate Cooke	Alameda Gateway	275 S. Sheridan Blvd., Suite 108	Lakewood, CO 80226	kate@alamedaconnects.org	
Kami Welch	Arvada Chamber	7305 Grandview Ave.	Arvada CO 80002	kami@arvadachamber.org	303-424-0313
Melanie Swearingin	Conifer Chamber	25997 Conifer Road	Conifer, CO 80433	director@goconifer.com	303-838-5711
Betsy Hayes	Evergreen Chamber	1524 Belford Ct.	Evergreen, CO 80439	president@evergreenchamber.org	303-674-3412
Steve Glueck	Golden Community and Economic Development	1445 10th Street	Golden, CO 80401	sglueck@cityofgolden.net	303-384-8095
Leslie Klane, President and CEO	Golden Chamber	1010 Washington Ave.	Golden, CO 80401	leslie@goldenchamber.org	303-279-3113
Ms. Kristi Pollard, Executive Director	Jeffco EDC	1667 Cole Blvd., Suite 400	Lakewood, CO 80401	kpollard@jeffcoedc.org	720-544-5501
Robert Smith	Lakewood Economic Development	480 S. Allison Parkway	Lakewood, CO 80226	Rsmith@Lakewood.org	303-987-7732
Sue King	South Lakewood Business Association			SusanEKing70@msn.com	
Ms. Pam Bales, President and CEO	West Chamber	1667 Cole Blvd, Building #19, Suite #400	Lakewood, CO 80401		720-399-5652
Cindy Barroway, Board President	West Colfax Community Association	1560 Teller Street	Lakewood, CO 80214	info@westcolfax.org	303-275-3430
Juliet Abdel, President and CEO	Westminster Chamber	9191 Sheridan Blvd.	Westminster, CO 80031	juliet@westminsterchamber.biz	303-961-5975
Ralph Habben, President	Wheat Ridge Chamber	7250 W. 38th Ave.	Wheat Ridge, CO 80034	ralph@wheatridgechamber.org	303-961-5994
Krista Lewis, Executive Director	Local Works	4251 Kipling Street, Suite 580	Wheat Ridge, CO 80033	klewis@wearelocalworks.org	720-259-1030
Ms. Amira Waters	Jeffco Business Resource Center	1667 Cole Blvd., Suite 400	Lakewood, CO 80401	awatters@jeffcobrc.org	

Survey Respondents					
Name	Organization	Address	City/Town	Email Address	Phone Number
Ronald Jason Johnson	Jason Johnson International	6023 W Maplewood Dr	Littleton, CO 80123	ronaldjasonjohnson@gmail.com	3038170659
Janice Kaup	Clutterbug of Colorado, LLC	6937 Skunk Alley	Evergreen, CO 80439	janicekaup@clutterbugofcolorado.com	7207391370
Lynne Waggoner-Patton	The Silhouettes	10138 Wadsworth Pkwy Suite 1200	Westminster, CO 80031	Lynnewp@thesilhouettes.com	3035964585
Ryan Fuentes	FirstBank	550 S Wadsworth Blvd	Lakewood, CO 80226	ryan.fuentes@efirstbank.com	3037423001
Angela Hoffman	Village at Belmar	7825 W. Alameda Ave	Littleton, CO 80127	ahoffman@villageatbelmar.com	303-351-5455
Stu Wright	FirstBank	17295 W. 60th Ct	Golden, CO 80403		303-742-3024
Andra Alvarez	Hyatt house	7310 W Alaska Drive	Lakewood, CO 80110]	andra.alvarez@hyatt.com	303-922-2511
Katie Brown				misskatiebrown@gmail.com	
Miranda Samon		923 Cheyenne St.	Golden, CO 80401	miranda.samon@gmail.com	7203804062
John DuRussel	Regan Orthodontics	30960 stagecoach	Evergreen, CO 80439	durusseljm@gmail.com	9892484581
Melanie Swearingin	Conifer Chamber of Commerce	30930 Walter Dr	Conifer, CO 80433	coniferchamber@gmail.com	303-547-6144
				evergreenrolfing@comcast.net	3038074980
Michael McCarron	Lakeside Insurance	7728 Vance Dr	Arvada, CO 80003	lakeside@lakeside-insurance.com	3034218590
Robin Burnham	Aimee Skul's Farmer's Insurance	9526 W 74th Way	Arvada, CO 80005	Burnham_Robin@yahoo.com	720-201-3932
RALPH HABBEN	WHEAT RIDGE CHAMBER OF COMMERCE	7250 W 38TH AVE	WHEAT RIDGE, CO 80033	RALPH@WHEATRIDGECHAMBER.ORG	303-961*5994
AMANDA BOWKETT	Virtuosity Dance Centre	103 N RUBEY DR UNIT C	GOLDEN, CO 80403	vdancecentre@gmail.com	7205157099
Lori Nelson		6701 West 36th Avenue	Wheat Ridge, CO 80033	lnelson@envhaz.com	7202606222
Cheryl Brungardt	Thank Em Promotions	5621 West 36th Place	Wheat Ridge, CO 80212	cherylbrungardt@gmail.com	3034250230
Diane Arnett	Krueger & Associates LLC	9201 W 44th Ave	Wheat Ridge, CO 80033	diane@dktaxpro.com	303-981-6426
Brandon Pickering	Pickering's Auto Service	90 S Wadsworth Blvd	Lakewood, CO 80226	brandon@pickeringauto.com	3032377717
Shae	FirstBank			shae.clark@efirstbank.com	3037423056
Jennifer Malone	Golden Sweets	1299 Washington Ave #100	Golden, CO 80401	goldensweetshop@gmail.com	

Cindy Baroway
Matt Zuschlag
Jean Boylan
Rebecca Winning

Chick-fil-A Belmar
Jefferson County Public Library

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Lakewood, CO 80210

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7204419348

Jeffco Public Schools Community Engagement with Businesses

Online Research

Colorado School-Business Partnership Organization

Colorado Succeeds: <https://coloradosucceeds.org/> - a network of Colorado business leaders, who have joined forces to make sure the education system works better and smarter for all the people of Colorado.

Examples of School-Business Partnerships

1. "School–Business Partnerships: Understanding Business Perspectives:" <https://files.eric.ed.gov/fulltext/EJ1123994.pdf> - Abstract School–business partnerships have been shown to enhance educational experiences for students. There has, however, been limited research demonstrating the priorities and perspectives of for-profit business leaders on those partnerships. In order to address that gap, the researcher interviewed business leaders in two different areas of Texas. After reviewing interview transcripts, the research identified seven themes that emerged in two distinct constructs. Interviewed leaders reported that relationships, communication, trust, and the future of students are important considerations within a construct of collaboration and common purpose, while return on investment, integrity, and responsibility are important within the construct of results and follow-through.
2. "Toolkit for Building Partnerships between Schools and Businesses or Organizations across South Washington County Schools:" <http://www.sowashco.org/files/community/partnerships/Toolkit.pdf>
3. The Council for Corporate and School Partnerships founded by Coca-Cola: http://www.nhscholars.org/School-Business%20How_to_Guide.pdf – See below highlights (Engagement activities and Comprehensive Checklist); document has multiple templates for strategic planning and assessment

COMPREHENSIVE CHECKLIST FOR PARTNERING

From [http://www.nhscholars.org/School-Business%20How to Guide.pdf](http://www.nhscholars.org/School-Business%20How%20to%20Guide.pdf)

PRELIMINARY PLANNING

- Determine how a partnership could enhance the student experience.
 - Identify unmet/underfunded needs of students and schools.
- Identify potential partners.
 - Research local businesses or schools; look for a good fit.
 - Reach out to parents for ideas and connections.
 - Empower employees to look for partnership opportunities.
- Understand your core values and those of your potential partner.
- Draft a partnership proposal.
 - Submit your proposal to potential partner.
 - Coordinate a follow-up meeting or call.

LAYING THE FOUNDATION

- Have a frank discussion about values, goals and needs.
 - Develop an understanding of each partner's desired level of involvement.
- Assess the impact of the partnership on students.
 - Ensure that students and members of the community are engaged.
- Define quantifiable goals.
 - Determine duration of partnership.
- Collaborate with partner to identify partnership activities.
- Align activities with education goals of school/district.

IMPLEMENTATION

- Ensure activities are integrated into the school and business culture.
- Ensure that activities provide an opportunity for students, teachers, and business employees to interact with each other and the community.
- Establish a formal, written management structure with designated contact people for each partner.
 - As personnel changes occur, make sure to establish relationship with new employees. Provide training for all involved parties where necessary

SUSTAINING THE PARTNERSHIP

- Secure explicit support and concurrence for the partnership at all levels of the school and business.
 - Ensure top management is on board.
 - Ensure staff are informed and involved.
- Provide the community with an opportunity to review and contribute.
- Construct communications plans.
 - Communicate regularly about intended and actual outcomes.
- Ensure both partners are publicly and privately recognized.

EVALUATION

- Conduct regular evaluations and monitoring.
- If partnership is ending, have a debrief discussion to determine partnership satisfaction and effectiveness.