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# DEPLOYMENT PROJECT

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## SUPPORTIVE FAMILY AND COMMUNITY INVOLVEMENT

**INCEPTION DATE: 02/20/09**

**SPAC UPDATE: 04/20/09**

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**THIS PROJECT SUPPORTS THE FOLLOWING DISTRICT FOCUS AREAS OUTLINED IN THE GCS STRATEGIC PLAN 2012:**

- I. Improving Academic Achievement
- II. Supportive Family & Community Involvement
- III. Strategic Human Resource Management
- IV. Respectful & Responsive Service
- V. Safe Schools & Character Development
- VI. Optimal Operations
- VII. Transformational Technology
- VIII. Clear Baseline & Equitable Standards

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**THIS PROJECT SUPPORTS THE FOLLOWING GCS STRATEGIC PLAN 2012 MEASURABLE OBJECTIVES:**

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Goals are aligned with those located in the  
[GCS Strategic Plan 2012: Achieving Education Excellence.](#)

Goal #	Goal description
II.A	Increase awareness among parents regarding ways they can support their children's learning at home, school and in the community as measured by an annual survey.
II.B	Improve employee perception of GCS students/parents/families as measured by an annual survey.
II.C	Improve the perception of GCS among parents as measured by an annual survey.
II.D	Improve the perception of GCS among community members as measured by an annual survey.
II.E	Increase awareness of GCS successes and challenges and opportunities for involvement as measured by a survey.
II.F	Increase the number of business and community partnerships.
II.G	Increase the number of volunteers and volunteer hours.
II.H	Increase financial donations and in-kind contributions of goods and services.

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**THIS PROJECT SUPPORTS THE FOLLOWING GCS STRATEGIC PLAN 2012 STRATEGIES:**  
(PLEASE NOTE WHEN A STRATEGY IS SHARED WITH ANOTHER DEPLOYMENT PROJECT)

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Strategies are aligned with those located in the  
[GCS Strategic Plan 2012: Achieving Education Excellence.](#)

Goal #	Strategy #	Strategy description	Shared with another project (Y/N)
II.A – E	II.1	Develop superintendent advisory councils: principals, teachers, students, parents.	N
II. all	II.2	Develop a continuum of public engagement opportunities to involve parents and community in GCS activities and decision-making.	N
II.A – E	II.3	Expand the use of community locations for school and district meetings and events.	N

Goal #	Strategy #	Strategy description	Shared with another project (Y/N)
II.C, D, G	II.4	Advocate for release time for non-GCS employees to increase school volunteerism.	N
II.A – E	II.6	Host an annual State of Our Schools event.	N
II. all	II.7	Host summit meetings for key publics.	N
II.G	II.8	Conduct a volunteer recruitment and recognition campaign.	N
II. (all)	II.9	Expand the delivery of the GCS message through multiple venues.	Y
II.A – E	II.10	Create parent/family, student and alumni testimonials.	N
II.A – E	II.11	Conduct regular media briefings.	N
II.A – E	II.12	Expand coverage of GCS news and information on GCSTV 2.	N
II.A – E	II.13	Provide additional news, photo and video content on the district's Web site.	Y
II.A – E	II.14	Develop more content across multiple channels of communication.	Y
II. A – E	II.15	Expand online subscription options and targeted communications to key publics.	Y
II.A – E	II.16	Develop an external key communicator program.	N
II.A – E	II.17	Explore the feasibility of purchasing or developing a uniform technology platform to manage content and information produced by GCS employees.	Y
II.A – E	II.18	Increase transparency/flow of information within the organization and to external publics, including parents and faith, business and community leaders.	N
II.A – E	II.19	Conduct a communications audit.	N
II.F – H	II.20	Pair PTAs together for mutual benefit.	N

## Project Overview

Including its context and value to be gained through the project(s).

Project Introduction and Context		
<p>There is a strong connection between parental involvement and student success. Research has shown this time and again. But to gain the benefits that parental partnerships can bring, we have to define it and give both parents and educators a voice in shaping it.</p> <p>Additionally, public schools and the greater community are involved in a symbiotic relationship – one cannot function at top performance without the other. Our students are the community’s future workforce and leaders. The community has a vested interest in seeing that students succeed.</p> <p>At this time, GCS, parents and the community have not fully engaged in partnership. There is a willingness on all sides to come together, but the way forward is unclear. Improved two-way communication is a critical element to bringing the community and our schools together.</p>		
Desired Results		
<p>This project is designed to give GCS and the community a blueprint of involvement and the means to communicate clearly the district’s challenges and needs. Through inviting GCS staff, parents and community leaders to come together to design and deploy this plan, we are creating an environment in which we all understand and appreciate the power of this partnership to change lives and build futures. More important, we are showing our children the connection between education and the world around them.</p> <p>The successful deployment of this plan should result in improved student achievement, character development and a more positive perception of GCS.</p>		
Project Oversight		
Role	Description	Person Responsible
Sponsor	Ultimate authority. Responsible for the project, its desired results and specific outcomes.	Nora Carr
Project Manager (Champion)	Assists in developing the Deployment Project and project plans, performs project reviews and disposes of issues and change requests. Develops and maintains Deployment Project and plans, performs reviews, tracks issues and change requests, manages budget and is responsible for technical quality of solution.	Cecilia Adams

### **Project Deployment Team (PDT)**

Jennifer Landes, District Relations	Emily Scott, Grants Director
Leonard Simpson, District Relations	Carla Alphin, HR
Judy Harrington, CTE	Duane Lewis, Middle College @ NC A&T State University Social Worker
Richard Tuck, Student Services	Deborah Parker, Elementary Principal
Michelle Ungurait, Magnet Dir.	Anna Brady, High School Principal
Kelly Hales, Title I	Mildred Poole, PTA Council
Lee Ann Segalla, Curriculum	Connie Bruffey, parent
Stephanie Antkowiak, parent/EC Advisory Council	Donna Yow, Technology
Michael Prioleau, HP Workforce Development	Aaron Hunt, Volunteer Center
Kathleen Patterson, Greensboro Partnership	Donnie Turlington, Bouvier Kelly
Mayra Hayes, Family Services/ESL	Carl Serrette, State PTA - involving men
Alan Bailey, Maintenance – community use	Trent Vernon, Elementary Principal

Notes: See attached documents for PDT assignment to sub teams

### **Advisory Team**

Darcy Kemp, Northern Region Executive Director  
Lisa Moore, CitiCards  
Charles Kadzere, former A&T professor  
Mildred Hoffler-Foushee, Bethel AME Church  
Betty Anne Chandler, Exceptional Children  
Shirley Frye, Bryan Foundation  
Odell Cleveland, Welfare Reform Liaison Project  
Mark Sills, Faith Action International House  
Sonya Conway, American Express  
Larry Craven, High Point Chamber  
Robert Clapper, Greensboro Chamber  
Deborah Hooper, WFMY News 2  
Margaret Arbuckle, Guilford Education Alliance  
Donna Oldham, Dell  
Tara Sandercock, Community Foundation  
Derek Ellington, Bank of America  
Uma Avva, Parent, GEA board

<b>Clients</b>
Parents Community members School staff Superintendent

## ***Major Project Scope and Deliverables***

**Deliverable:** A specific product or event to result from a project. Examples include such things as a training session, a document, a software product, a process definition, etc.

<b>Deliverables</b>	<b>Person Responsible</b>	<b>Start Date</b>	<b>Completion Date</b>
Parent/community survey to establish awareness and perception baselines	Adams	April 09	November 09
Employee survey to establish perception baselines	Adams	April 09	November 09
Community partnership baseline	Adams	March 09	July 09
Volunteer baseline	Adams	August 08	July 09
Teacher, principal and parent advisory councils	Various	February 09	Recommendation by July 1, 09 for parent council, teacher and principal councils are active.
Public engagement opportunities – communications plan/materials	Adams	March 09	August 09
Public transportation advocacy plan – materials	Adams	April 09	September 09
Volunteer release time communication plan	Adams	April 09	October 09
Community Use Policy recommendation	Adams	June 09	August 09
State of Schools Event plan and execution	Adams	April 09	January 09
Multiple summit plans and executions	Adams	September 09	March 10
Volunteer marketing plan – materials	Adams	April 09	October 09
Volunteer management plan and training manual– materials	Adams	April 09	October 09

Deliverables	Person Responsible	Start Date	Completion Date
Identify communication channels – SOP for including based on messages	Adams	April 09	August 09
External Key Communicators group	Adams	October 09	January 10
Media Briefing critique/improvement plan	Adams	April 09	June 09
Testimonials	Adams	May 10	November 10
GCSTV 2 baseline measurement	Adams	September 09	September 10
GCSTV 2 studio design – budget	Adams	September 10	March 11
GCSTV 2 technology proposal	Adams	September 10	March 11
Web content management proposal/budget	Adams	October 09	January 10
Web redesign	Adams	October 09	August 10
Contact database management proposal – budget	Adams	February 09	March 09
Communications audit – budget	Adams	March 09	March 09
PTA Partnership plan	Adams	November 09	April 10

## Project Impacts

Identify other projects that relate to, that affect, or may be affected by, this project being planned. Identify major organization groups, processes, policies, etc. that could affect, or be affected by, this project. Document each related project's (and/or other entity's) relationship to your project, the interdependencies among projects (and/or other entities), and a degree of impact of "High", "Medium" or "Low." In addition, indicate when the impact will be resolved.

Project Impact	Description of Impact	Degree of Impact	Impact Resolution Date
Guilford Ed. Alliance	Several strategies parallel current scope of this group's work. (Ref. 11.2 – public engagement, 11.4 - advocacy, 11.6 – State of Schools, 11.7 – summit meetings. GEA/GCS leadership will need to discuss and resolve <u>perceived</u> redundancies.	High	March 09
BOE community use policy	Policy will need to be reviewed and suggested changes brought to governance committee for alignment to SP (ref. 11.2 – create culture that recognizes schools and district facilities belong to public.)	High	September 09
PTA Council	Need buy-in from council on several strategies; particularly 11.20 (partnering PTAs)	Medium	October 09

<b>Project Impact</b>	<b>Description of Impact</b>	<b>Degree of Impact</b>	<b>Impact Resolution Date</b>
Area VII – Technology	Strategies VII.8 (increase use of technology to improve communication) and VII.9 (parent/student toolkit) have a direct impact on II.9 (expand delivery of message through multiple channels), II.13 (additional content on Web), II.14 (more content across channels), II.15 (online subscriptions), II.17 (content management system).  Will need to coordinate with Technology Dept. and their project managers to ensure success of these strategies.	Medium	March 09/Ongoing
Volunteer criminal background check	Direct impact on goal II.G – increasing number of volunteers. Currently we do not have the capacity to do criminal record checks (CRC's) on the number of volunteers needed for projects such as the Graduation Project. Increasing the number of volunteers will further strain the current system	High	July 09 or when budget is approved
Contact management database	Direct impact on goal II.F - increasing number of community partnerships. Our current tracking system is not dynamic enough to properly track our partnerships. We will need to upgrade this system in order to realistically track school/district relationships with area businesses and organizations.	High	July 09 or when budget is approved

### ***Project Budget Summary***

The budget and costs reflected in the Deployment Project should account for all contracted services, materials and supplies, etc., required to achieve the stated scope and objectives. It does not imply automatic approval and budgeting. Approval, commitment and funding must be obtained from the SPAC. Indicate whether each item is budgeted or unbudgeted.

<b>Budget Categories</b>	<b>Person Responsible</b>	<b>Budgeted Amount</b>	<b>Budgeted (Y/N/Pending)</b>	<b>Budget Code</b>
Contracted Services	Adams	<b>Communications Audit - \$20,000</b> <b>Phone surveys - \$32,000</b> <b>Online volunteer tracking - \$20,000</b> <b>Printing for multiple strategies - \$30,000</b>	Pending	

Budget Categories	Person Responsible	Budgeted Amount	Budgeted (Y/N/Pending)	Budget Code
		<b>Contact Database software and service \$20,000</b> <b>Email marketing and tracking - \$10,000</b> <b>Media Monitoring - \$13,000</b> <b>Graphic production photography - \$5,000</b> <b>Parent/student toolkit - \$5,000</b>		
Materials and Supplies	Adams			
Equipment	Adams	<b>Rentals/AV - \$5000</b> <b>Equipment \$275</b>		
Other	Adams			
<b>TOTAL:</b>		<b>\$155,275</b>		
Notes:	GCSTV-2 costs not included – covered by Time Warner grant for 2009-10, but unclear for following years.			

### ***New Positions Required***

Staffing Summary Resource Type	# of FTE	Duration	Hours	Budgeted (Y/N/Pending)
N/A				

## ***Project Assumptions***

Document any assumptions that could significantly affect the project (e.g. facilities usage, budget approval, etc.).

<b>Project Assumptions</b>	<b>Description</b>
Budget	Several deliverables require additional dollars including volunteer background checks, contact database management, Web content management, etc.
Donations	Effect of current economic climate on donations will not impede strategies such as increasing community partnerships or funding state of our schools event
Time Warner Grant	We will budget to replace Time Warner grant
Business for Excellence in Education	Continuation of support
Staffing	District Relations Staff remains at least at current level
BOE community use policy	Aligns with project strategies
Technology	GCS technology department can support technology-based initiatives
Guilford Education Alliance	Perceived redundancies discussed and resolved
PTA Council	Support and cooperation on II.20 (and others)

## ***Project Approval***

<input checked="" type="checkbox"/>	<b>Approved</b>	
<input type="checkbox"/>	<b>Approved as Noted</b>	
<input type="checkbox"/>	<b>Rejected (See Note)</b>	
Additional Comments	See Addendum, page 11	
Last Revised:		

## ***Project Status Reports***

Complete attached Project Status Report for updates to SPAC.

<b>Project Team Members by Region</b>			
<b>Name</b>	<b>Affiliation</b>	<b>Team</b>	<b>Region</b>
Jennifer Landes	GCS	PDT	all
Leonard Simpson	GCS	PDT	all
Judy Harrington	GCS	PDT	all
Richard Tuck	GCS	PDT	all
Michelle Ungurait	GCS	PDT	all
Kelly Hales	GCS	PDT	all
Lee Ann Segalla	GCS	PDT	all
Stephanie Antkowiak	GCS	PDT	all
Myra Hayes	GCS	PDT	all
Alan Bailey	GCS	PDT	all
Emily Scott	GCS	PDT	all
Carla Alphin	GCS	PDT	all
Betty Anne Chandler	GCS	ADV	all
Margaret Arbuckle	Guilford Education Alliance	ADV	all
Donna Oldham	Dell	ADV	all
Tara Sandercock	Greensboro Community Foundation	ADV	all
Derek Ellington	Bank of America	ADV	all
Anna Brady	GCS	PDT	Central
Deborah Hooper	WFMY-TV	ADV	Central
Shirley Frye	community leader	ADV	Central
Duane Lewis	GCS	PDT	Central
Deborah Parker	GCS	PDT	Eastern
Lisa Moore	CitiCards	ADV	Eastern
Charles Kadzere	Higher Ed	ADV	Eastern
Mildred Hoffler-Foushee	Bethel-AME Church	ADV	Enrichment
Mildred Poole	State PTA	PDT	Enrichment
Odell Cleveland	Welfare Reform Liaison Project	ADV	Enrichment
Mark Sills	Faith International	ADV	Enrichment
Darcy Kemp	Northern Region	ADV	Northern
Sonya Conway	American Express	ADV	Northern
Uma Avva	Parent	ADV	Northern
Kathleen Patterson	Greensboro Chamber	PDT	Western
Connie Bruffey	Parent/PTA Council	PDT	Western
Carl Serrette	State PTA	PDT	Western
Michael Prioleau	High Point Chamber	PDT	Western (HP)
Trent Vernon	GCS	PDT	Western (HP)
Larry Craven	High Point Chamber	ADV	Western (HP)