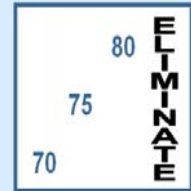




Working Together, Achieving More **Accountability and Support Group**



JOINT ASG | MPS WORK SESSION SUMMARY INTERNAL COMMUNICATION STRATEGY

WORKING SESSION DATE

June 25, 2008 (2:00 PM to 5:00 PM)

MEETING FACILITATOR

- Joe Palumbo, Focus On Results
 - Jud Slusser, Focus On Results
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ASG MEMBERS PRESENT

- Tia Bojar, Dean of the College of Education and Leadership, Cardinal Stritch University
- Representative Pedro Colon, State Capitol
- Bill Henk, Dean of Education, Marquette University
- Sister Joel Read, President Emerita, Alverno College
- Mark Sabljak, Publisher, The Business Journal
- Elizabeth Burmaster, State Superintendent, Department of Public Instruction
- Paul Roller, Retired Chairman of Miller Brands, Milwaukee LLC
- Rev. Louis Sibley III, Chairman of MICAH
- Myra L. Edwards, Office of the Mayor
- William Jenkins, Principal at Jenkins & Associates
- Tony Baez, President/CEO of the Council for Spanish Speaking
- Cecelia I. Gore, Program Director, Jane Bradley Pettit Foundation
- Judge Carl Ashley, Milwaukee County Circuit Ct.

MPS MEMBERS PRESENT

- Dr. Aquine Jackson, Chief Officer of School and Community Support
- Gretchen Schuldt – MPS Office of Finance and Operations, Fiscal Policy Analyst

ASG GUESTS PRESENT

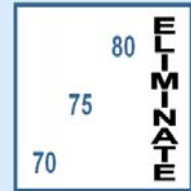
- Peter Blewett, Ph.D., Milwaukee Board of School Directors, Board President
- Terry Falk, Milwaukee Board of School Directors, Director
- Michelle Bryant, Senator Lena Taylor's Chief of Staff

ASG MEMBERS ABSENT

- Tony Baez, President/CEO of the Council for Spanish Speaking
- Mayor Tom Barrett, City of Milwaukee
- Senator Lena Taylor, State Capitol
- Bev Greenberg, Vice President Public Affairs, Time Warner Cable – SE Wisconsin
- Linda Post, Ph.D., Chair of Curriculum & Instruction at the School of Education UWM



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ASG Pre-Meeting

ASG members discussed the goals for the work session as well as the planned meeting protocol; including time to share any updates that will help members prepare the group for a focused working session.

Working Session Summary

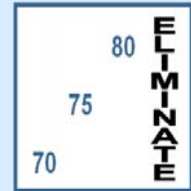
After the Internal Communications Work Group updated the ASG on progress they made since the May 15th meeting, ASG and MPS members discussed ways to support both internal and external communication strategies and actions to communicate progress regarding the goals set forth in the **Working Together, Achieving More Action Plan**

Gretchen Schuldt, lead Internal Communications Work Group member, shared progress on the MPS Web site (currently just a blog, but plans are in development to create a social network Web site complete with video, forums (similar to a **list-serve** but divided into themes and topics and you post to the site), **blogs** (generated by one person and other people respond), **email lists** (where people send their emails in and it goes to everyone) and more.

- *The current blog site (<http://www.bloggingmps.com>), which will be part of the overall MPS Web site, will become the TOWN HALL for MPS communications. The blog site currently has videos of some of our graduates, a high school debater, and our educator of the month from this month's board meeting.*
- *Gretchen is updating www.bloggingmps.com and requested that all ASG members join in the online conversation by commenting on posted threads.*
- *www.bloggingmps.com has been LIVE one week and there have already been 144 hits on the site already – and there has not been any announcement or publicity about the presence of the blog.*
- *Much like a Website that explains a company's mission, the online MPS TOWN HALL will explain the **Working Together, Achieving More** Action Strategic Plan through the eyes (fingertips) of our constituency – by blogging, writing, and videoing about what is going on in schools regarding the plan, thereby allowing a means for anyone to log in and participate.*
- *We received a fair amount of feedback that it is not good to just throw the strategic plan out to our constituents. The way we can make the plan come alive is to show it in action.*
- *The online TOWN HALL will create two-way communication that does not exist today – allowing us to communicate metrics by showing the metrics in action.*
- *Teachers and principals have asked how the strategic plan should look in the classroom – and our online TOWN HALL will provide pictures, words and video about how that the strategic plan 'lives' in our classrooms, everyday.*
- *Years ago MPS used to hold an annual public meeting to discuss progress. Today, there are so many good groups trying to assist in the effecting of a better educational result. They work in isolation from one another. So the TOWN HALL can become one*



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place where all the groups and programs can share and discuss progress. A public place where education is discussed.

- *Today we have the blog up. The real site is in the planning stages. It will be critical that our site developer gets input from all stakeholders. The will be phased-in – first work on internal communication and then focus on the external.*
- *A good example of a district becoming transparent is Green Bay. They embraced the status – saying yes, we are not performing and then they said what they are going to do next year to change that for those children. News like our DIFI status*

The ASG then met in small groups to discuss what they can do, as members of the ASG and as members of Greater Milwaukee, to help add content to our existing blog. Brainstormed ideas included:

1. *To counter the NCLB list, there is list that does not get New Wisconsin Promise Schools of Recognition and Milwaukee always has a number of schools who make the list. We would love to have the Milwaukee media pay attention to these schools and would like to raise the profile of our Schools of Recognition.*
2. *Each ASG member could commit to being part of a video that captures the daily experience in schools (interacting with young people) with MPS being the secondary connector. An example might be Mark Sabljak who is a former MPS student and grandparent of a 3rd grade grandson. There is a story here that we can capture and add to our TOWN SQUARE.*
3. *To assist English language learners, we need to address the need for content translation in the TOWN SQUARE to make sure that someone advocates on behalf of all of our community.*
4. *Capture specific opportunities – for example, literacy programs at partnership schools*

NOTE: Tia Bojar, Dean of the College of Education and Leadership, Cardinal Stritch University volunteered to showcase some of the work occurring at partnership schools.

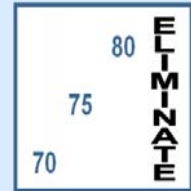
5. *Sister Joel volunteered to research all the CEOs in Milwaukee and find out who graduated from MPS and then set up meetings in order to capture their story about how MPS helped them to where they are today.*

NOTE: Sister Joel is also going to research 211 IMPACT (a connector to every social service in the city) because our Working Together, Achieving More plan talks about health needs for our students. People know 911 but don't know 211 and this relates directly to the strategic plan.

6. *We should strategize and document the different methods to connect with staff, mentors and funders who are committed to MPS.*
7. *Share the outside resources for MPS so that people can learn about the level of support that they are not aware of... Funders, initiatives, etc.*



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8. *Colleges and universities could interview students (and staff) about how MPS affected them. The teachers that want to work at MPS, we should interview them and find out why – and ask folks why they want to be a principal here at MPS.*
9. *Teachers could go in and see different mentoring opportunities – so young teachers (and prospective teachers) know we have these resources within the district. Seeing it is more powerful than reading about it.*
10. *The superintendent could send a note out to everyone to get this going. And from the school board, we could help use this tool and provide content legislative updates and alerts That would be a good way to educate people about legislative issues.*

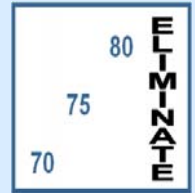
ASG Recommendations

The ASG members have requested that:

1. The Internal Communications Working Group meet to prioritize and make plans to implement the ideas shared above.
2. The Internal Communications Working Group call upon any member of the ASG to assist as needed.
3. That all members of the ASG visit www.bloggingmps.com within seven (7) working days from today (June 25, 2008) and comment on any of the posted threads.
4. Strategic members of the ASG begin fund development for this project. The goal will be to get organizations to pledge in \$5,000 increments. And for every \$5,000 pledge, MPS will match that pledge.
5. The 3 key partners (MPS, MTEA and MPS School Board) meet prior to the next ASG meeting on August 18, 2008 in order to re-commit to (1) the **Working Together, Achieving More** Strategic Plan, and (2) consistent messaging about the plan, the brutal facts, our goals, and our successes.
6. MPS provides an update to the ASG on the metrics in the strategic plan at the next ASG meeting on August 18, 2008; providing highlights so that the ASG and its partners (MPS, MTEA, the School Board and the GMC) can help consistently message these results in relationship to our 5-year **Working Together, Achieving More** Strategic Plan.



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INTERNAL COMMUNICATIONS WORKGROUP MEMBERS

1. Gretchen Schuldt, MPS Fiscal Policy Analyst
 2. Patrick O'Mahar, MTEA Deputy Executive Director
 3. John Weigelt, Executive Director of the Administrators and Supervisors Council, Inc.
 4. Roseann St. Aubin, MPS Communications & Public Affairs Director
 5. Mark Sabljak, Publisher, The Business Journal
 6. Paul Roller, Retired Chairman of Miller Brands, Milwaukee LLC
 7. Cecelia I. Gore, Program Director, Jane Bradley Pettit Foundation
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