

## COMMUNITY ENGAGEMENT SUMMARY

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Following is a summary of the content, structure, participants and logistics of the Community Engagement (CE) process of the Charlotte-Mecklenburg Schools (CMS) superintendent search. Based on guidance and direction from the Board of Education, the CE process has been developed through the collaborative efforts of the CE Design Team. In much the same way that the superintendent and staff turn Board policy into operational actions, the CE design team has followed Board guidance in developing the content, structure and organization to insure an effective CE process. Team members include Jeff Michael and Linda Shipley of the UNC Charlotte Urban Institute, Susan Oleson-Briggs of CPCC, Dr. Elfred Anthony Pinkard of Johnson C. Smith University, Cheryl Pulliam of Queens University, Adam Bernstein of Carolina PR, Debi Baker and LaTarzja Henry of CMS, and Eric Davis. Phil Hansen and Carl Harris from Proact are coordinating the design meetings and the community engagement activities.

**Format** – In addition to the recently completed on line survey, the CE consists of three components.

1. Individual interviews with elected officials, community leaders, and partners
2. Small group forums with invited participants representing many communities in the district
3. A series of District evening meetings open to the public

**Common Content** – For the interviews, small group forums and district meetings, Proact will use a series of structured questions to drive the conversations. The Design Team has reviewed a variety of questions from other districts and determined that a balance between structure and open discussion is preferred. This approach provides a degree of consistency while allowing for participants the flexibility to share their opinions. The accelerating questions to be asked in the interviews, forums, and district meetings are:

1. What are the strengths of the District? Give three words or phrases that come to mind.
2. What are the challenges in the District, both now and moving forward? Give three words or phrases that come to mind.
3. What are the most important characteristics you would like to see in a new superintendent?
4. How can you support us in hiring the best superintendent?

Each question is expected to take between 15 and 20 minutes.

**Individual Interviews** – Proact will individually interview key stakeholders such as County Commissioners, City Council Members, Chief of Police and Sheriff, Mayors of all 7 municipalities, State Representatives and Senators, senior CMS staff, community leaders and PTA Officers.

**Small Group Forums** – 14 small group forums will be held on December 6, 7 and 8. Meeting times are 9:00 am, 11:00 am, 1:30 pm and 3:30 pm. These group forums will be held at the Government Center to provide a central meeting place for all participants.

Participants were identified based on input from Board members, staff, and a review of groups frequently active with CMS. Examples of the participants invited to these forums include African American community leaders such as the NAACP, Urban League, and Black Political Caucus; various ministers and the Interfaith Advisory Council; philanthropic leaders; chambers of commerce leaders from across the County; business leaders; Charlotte Mecklenburg Association of Educators/Classroom Teacher Association leaders; judicial and children’s rights leaders; Principals Leadership Advisory Team ; Latin-American leaders; Superintendent’s Teacher Advisory Committee members; parent/neighborhood group leaders; and university presidents from CPCC, UNCC, Queens, JCSU, Johnson and Wales, and Davidson. Please note that not all invitees have responded to our staff’s numerous invitations.

**District Meetings** – Six district meetings will be held on December 5<sup>th</sup>, 6<sup>th</sup> and 8<sup>th</sup> with two meetings per evening. The meetings will start at 6:30pm and conclude at 8:30pm.

The evening District meetings will be held in convenient locations with one meeting in each of the 6 Board districts. Following is the location schedule:

District	Date	School
1	December 8	North Meck
2	December 5	JCSU
3	December 8	Vance
4	December 6	Alb. Rd. MS
5	December 6	Myers Park
6	December 5	Butler

These meetings are open to the public regardless of residence; citizens can attend any meeting they desire. Each meeting will start with the UNC Charlotte Urban Institute

providing a brief review of the on line survey results. Following the presentation, Proact will review the guidelines for the rest of the evening which will consist of small discussion groups. The guidelines are designed to ensure that the conversations are focused and productive while enabling participants to have their voices heard. The participants will self select into small discussion groups and move to at least four breakout rooms to maximize participation. Each breakout group will be located in separate rooms and led by a moderator trained in facilitating effective conversations. Trained moderators are being recruited from partners such as Crossroads, MeckEd, and the Community Relations Council (CRC). In addition to Proact's record keeping, a scribe from CMS high school students will take notes from the discussions. Discussions will not be taped as participants usually prefer not to have their words taped. Proact will hold training sessions for the moderators and the scribes.

Upon completion of each evening meeting, Proact personnel will debrief with the moderators and the scribes to ensure findings are effectively captured and to begin to coordinate and organize the results.

**Reporting-** UNC Charlotte's Urban Institute will provide a preliminary report to the Board on the on line survey at the December 13, 2011 meeting. In addition, the Urban Institute is striving to provide the Board an initial report prior to the district meetings on December 5. Finally, Proact and the Urban Institute will present a final report to the Board on the entire community engagement process at the January 10, 2012 meeting.

**Summary-** the Design Team continues to meet to review and finalize all information related to the Community Engagement portion of the superintendent search process.