



WEEKLY UPDATE TO THE BOARD OF EDUCATION

March 18, 2021

A MESSAGE FROM SUPERINTENDENT CARLTON D. JENKINS

Dear Board Members,

This week, which marks the next to last week of our 3rd Quarter, has certainly been eventful. On Tuesday, our district showcased vibrant examples of our work to build the capacity needed to enhance the sense of belonging of our students, staff, and families through our Antiracism and Innovation Showcase. Our sense of exuberance felt by learning from the outstanding work of our colleagues; however, was tempered by learning of the tragic killing of Asian Americans later the same evening in Atlanta, Georgia. Again, our nation struggles to comprehend the gulf between our professed ideals of egalitarian democracy and our reality of violence and racial injustice. During these instances where we struggle to understand intolerance and brutality, we must continue to search within ourselves for the strength to fight for human decency in our ongoing work to address disparities and create learning environments where all students, staff and families can thrive.

Throughout this week, we have continued to implement and refine our phased reopening plan. During Tuesday morning's Metrics meeting, district leaders engaged in vigorous discussion over emerging research on mitigation strategies relative to COVID-19. Through our robust dialogue, a greater understanding was gained of the proper social distancing needed to ensure health and safety. This conversation, which will help guide our efforts to phase in additional grade levels and co-curricular activities throughout this spring, embodied key principles of "confronting the brutal facts" in Chapter 4 Good to Great. In particular, the rigorous, yet respectful nature of the questioning illuminated our efforts to increase intentionality as we design safe learning spaces for our students and staff.

As our community, state, and nation continue to grapple with the pandemics of COVID-19 and racial injustice, we must continue to uplift sources of inspiration. Within our district, we have many examples of students, staff, families, and community partners who embody the ideals of our Strategic Framework and Core Values. For example, a collection of our social workers has formed a "Good Trouble" group of like-minded individuals who work to enhance the lives of many who have been marginalized in society. As we address issues such as safety, security, phased reopening, diversifying staffing, and restorative justice, we might find inspiration from the work of this group and the many others who are engaging in the fight for human decency.

Thanks for your continued support and partnership. We look forward to providing you with more updates on our district's progress next week.

Sincerely,

Carlton

Carlton D. Jenkins, Ph.D.

BOARD OF EDUCATION QUESTIONS



Response and Return Rate by School, Race

The following data reflects the response and return rate of students by individual schools. Additional data as requested at the March 8 Operations Work Group meeting that reflects the alignment of school demographics with student return rate is forthcoming.

OTHER INFORMATION



High School Fundraising Update - Milestone Timeline & Memorial Update

At the January Regular Board meeting, the Board of Education approved a fundraising project at Memorial High School in support of an expanded theater as part of the overall referendum projects. This project aims to provide extraordinary, well-rounded opportunities in the arts to students at Memorial, and in the broader community, by providing a state-of-the art theatre, music and practice space. As part of this effort, the Memorial Team was given a set of fundraising milestones. One of those milestones is at the end of March 2021.

In the March Regular Board meeting, the Board will be asked to pass a motion that aims to reset all fundraising milestones for all projects, including any of those at La Follette or Capital High that are internally funded. This effort is intended to best support students and schools, make a consistent system for all projects under consideration, and creates efficiencies in the Central Office support efforts by moving those milestones to an update to the Board in June 2021 and maintaining the final fundraising milestone of September 6, 2021.

The memo attached is from the Memorial Fundraising Team to give you an exciting update on their fundraising efforts.



This Week's Recorded Meetings

3.16.21 Metrics Meeting [Agenda](#) & [Recording](#)

3. 18.21 Weekly Central Office, School Leader Operations Meeting [Agenda](#) & [Recording](#)



Community Events:

All dates for community announcements are posted on the [Board Community Activities Calendar](#)

- The United Way of Dane County is hosting a virtual conversation **Dane County - Let's Talk About It!** On **Friday, March 19**, from 11 a.m.-12:30 p.m. This event focuses on the future of the Madison community and is free to register. There will be spoken word performances and a chance for audience members to share perspectives and dreams for Dane County. More info. can be [found here](#).
- Freedom, Inc. is hosting **Vote 4 Black Lives Public Forum** on **Monday, March 22**, from 6-8 p.m. on their [YouTube event page](#). This event is an opportunity for community members and candidates to discuss issues vital to local communities in Dane County, prioritizing districts where Black and Southeast Asian communities reside. More info. can be [found here](#).
- The MMSD Planetarium is hosting a **Live Virtual Planetarium Event: You Are Made of Star Stuff** on **Tuesday, March 23**, from 6:30-7:30 p.m. This event will explore the beauty and power of our origins and more. More info. can be [found here](#).
- The Wisconsin School Social Workers Association and Dreamers of Wisconsin are hosting **The Undocumented Experience: The Realities of Citizenship, Policy, and Education in Wisconsin** on **Friday, March 26**, from 9-10:30 a.m. online. The event consists of an informative presentation and discussion regarding the undocumented experience, higher education, and more topics. More info. can be [found here](#).
- The Overture Center is hosting **Overture Forums: The Covid-19 Vaccine and the Black Community** on YouTube Live on Monday, March 29, from 7:30-8:30 p.m. This forum will be hosted by a panel of doctors and public health experts talking about the vaccines and how it relates to the Black community and beyond. This event is free and info. can be [found here](#).
- This year's **Latino Youth Summit**, co-hosted by UW Badger Precollege and Centro Hispano, will be held virtually from 10 a.m.-1 p.m. on Monday, **March 29, and Tuesday, March 30** (the Monday and Tuesday of Spring Break). This is an opportunity for Latinx students and families to connect across schools and engage in culturally and linguistically relevant pre-college workshops and experiences. Centro Hispano is reaching out to [point people](#) at each of your schools in the coming days to support recruitment. Check out the [flyer](#), [website](#), and [application form](#) for more info. For further questions, contact FYCE Coordinator Hannah Nerenhausen (hnerenhausen@) or La Follette Escalera Coordinator Yari Hernandez (yhernandez4@).

OUR UPCOMING BOARD CALENDAR

- Mon., Mar. 22, 9 a.m. Board Officers
Virtual
- Mon., Mar. 22, 5 p.m. Special meeting in Open Session—WORKSHOP
Doyle, Rm. 103
- Mon., Mar. 22, 6 p.m. Regular BOE Meeting
Doyle, 103
- Tues., Mar. 23, 4 p.m. Student Senate
Virtual
- **Week of March 29 SPRING BREAK**
- Mon., April 5, 9 a.m. Board Officers
Virtual
- Mon., April 5, 5 p.m. Instruction Work Group
Doyle 103
- Tues., Apr. 6 Spring Election
- Tues., Apr. 6, 4 p.m. Student Senate
Virtual
- Tues., Apr. 12, 5 p.m. Operations Work Group
Doyle 103
- Wed., Apr. 14, 5:30 p.m. City Education Committee
Virtual
- **Week of April 19 Board Member Briefings
Virtual**
- Tues., Apr. 20, 4 p.m. Student Senate
Virtual
- Mon., Apr. 26, 9 a.m. Board Officers
Virtual
- Mon., Apr. 26, 6 p.m. Regular BOE meeting
Doyle 103

ITEMS ATTACHED FOR INFORMATION

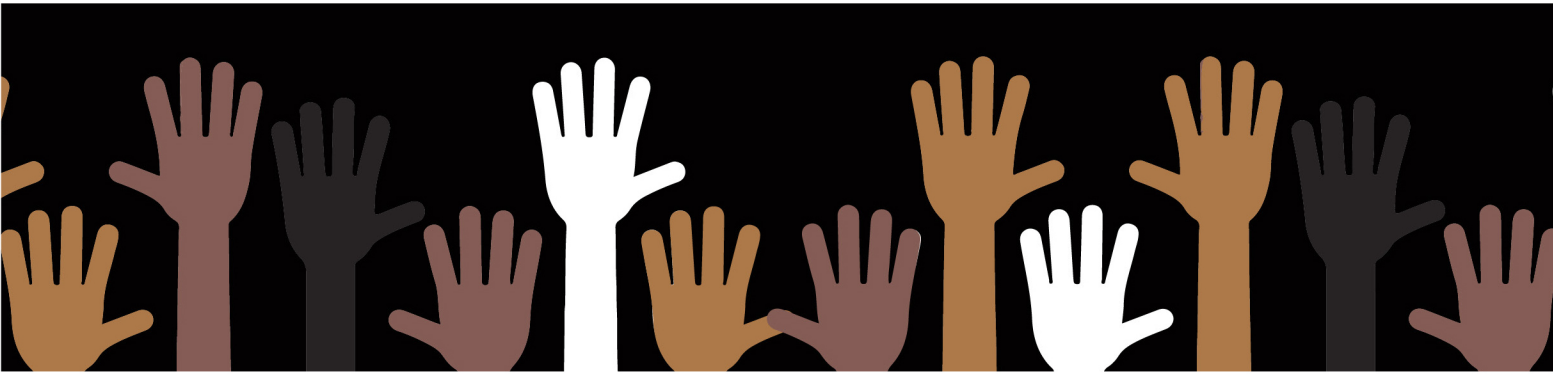
1. Anti-Racism and Innovation in Action Showcase
2. Response and Return Rate by School, Race
3. Memorial Complementary Fundraising Update—3/18/21



Equity
& Engagement

ROCKit
ELEVATING EXPLORATION • SPARKING INNOVATION

presents:



MMSD SHOWCASE:

REIMAGINE! Anti-Racism and Innovation in Action

ON TUESDAY, MARCH 16, 2021, talented and dedicated teachers and staff from the Madison Metropolitan School District will talk about leading with anti-racism in the classrooms. These educators have successfully kept students at the center throughout virtual learning by seeing, engaging and acting in partnership with their students to make classrooms and schools thriving spaces for students. You don't want to miss this amazing group of teachers and staff at each grade level share their wisdom.



MODERATED BY DR. LAVAR CHARLESTON, ASSOCIATE DEAN, OFFICE OF EQUITY, DIVERSITY & INCLUSION, SCHOOL OF EDUCATION, UW-MADISON.

**IRIS
PATTERSON**
Huegel
Elementary

**LAUREN
MORRIS**
Gompers
Elementary

**DAN
KROMER**
La Follette
High School

**TRACY
WARNECKE**
O'Keeffe Middle
Schools

**JESSICA
FLEISHMANN**
Wright Middle
School

**MAIGON
BUCKNER**
Office of Youth
Re-Engagement

SHOWCASE SCHEDULE:

ANTI-RACISM IN ACTION PANEL - 4:30 - 5:20PM

SPECIAL SPOT LIGHT - 5:20 - 5:30PM

"OUT OF THIS WORLD" SCHOOLS - 5:30 - 6:00PM

Panel of school staff who have led with some innovative ways that exemplify being in partnership with students, featuring:

- Just Play- Sandburg Elementary
- Virtual Cafeteria- Toki Middle School
- Virtual graduation- Metro High (Britt Falbo)

TUNE IN ON



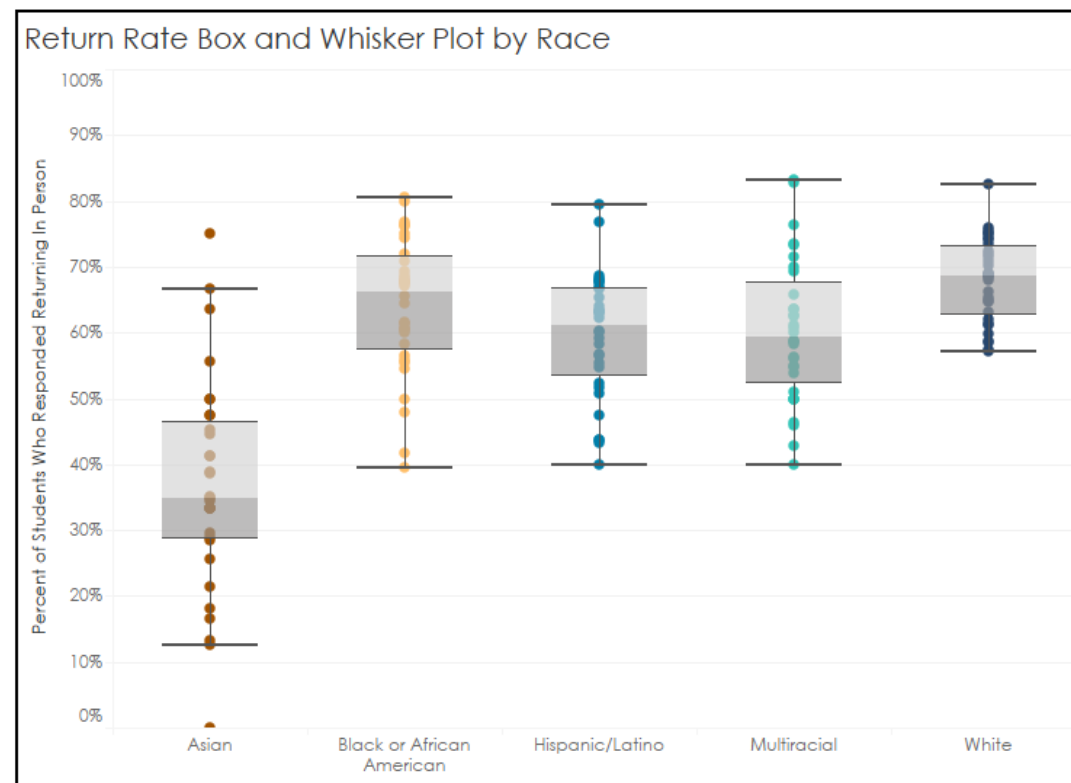
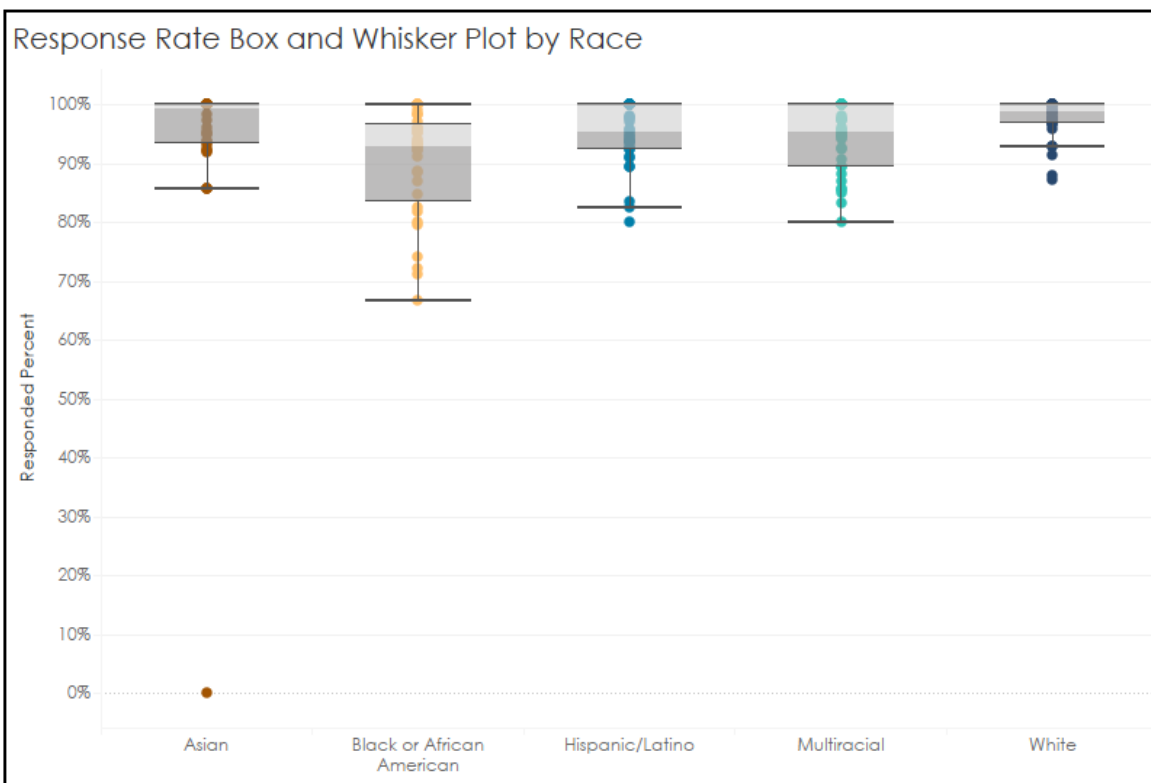
Summary Response and Return Rate by School and Race

The following shows the median and distribution of rates of response and return by race and school. For example, the lowest response rate for Black/African American students was 67% and the highest was 100%, with the median value at 93%. This means that, although there were some lower response rates, the distribution tends toward the higher rate of 100%.

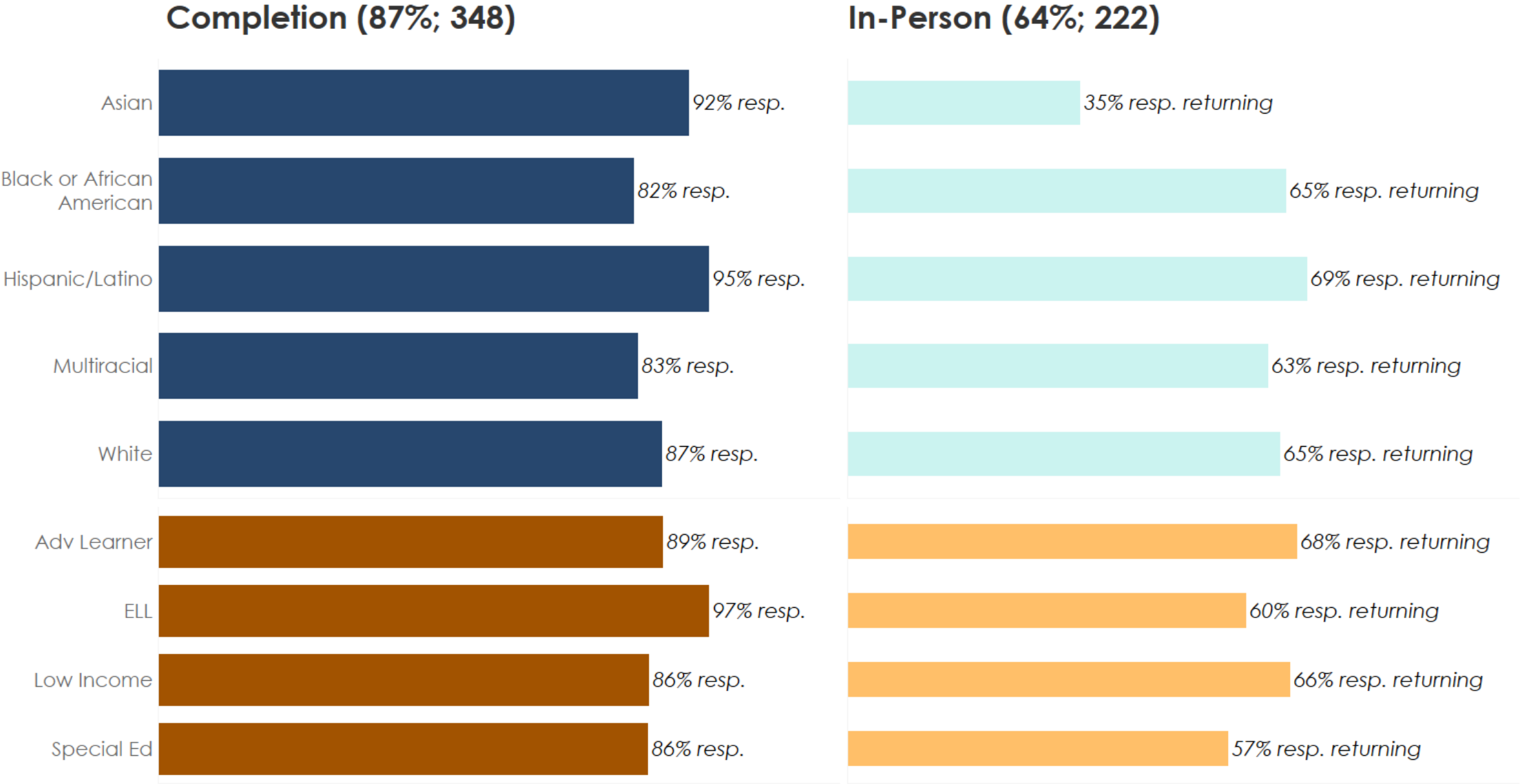
Takeaways:

Most return rate *distributions* look about the same, meaning that the difference between the lowest and highest return rates are similar across racial/ethnic groups. However, in looking at the overall range of values, white students look to be returning at higher rates, and Asian students look to be returning at the lowest rates.

Response rate distributions show much more variability, but most groups tend toward the 95-100% response rate range, with the exception of Black/African American students.



School: Allis Elementary

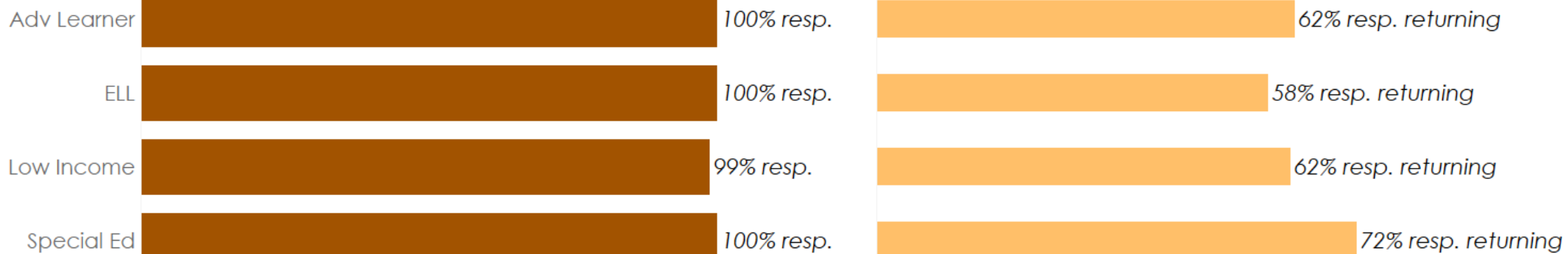
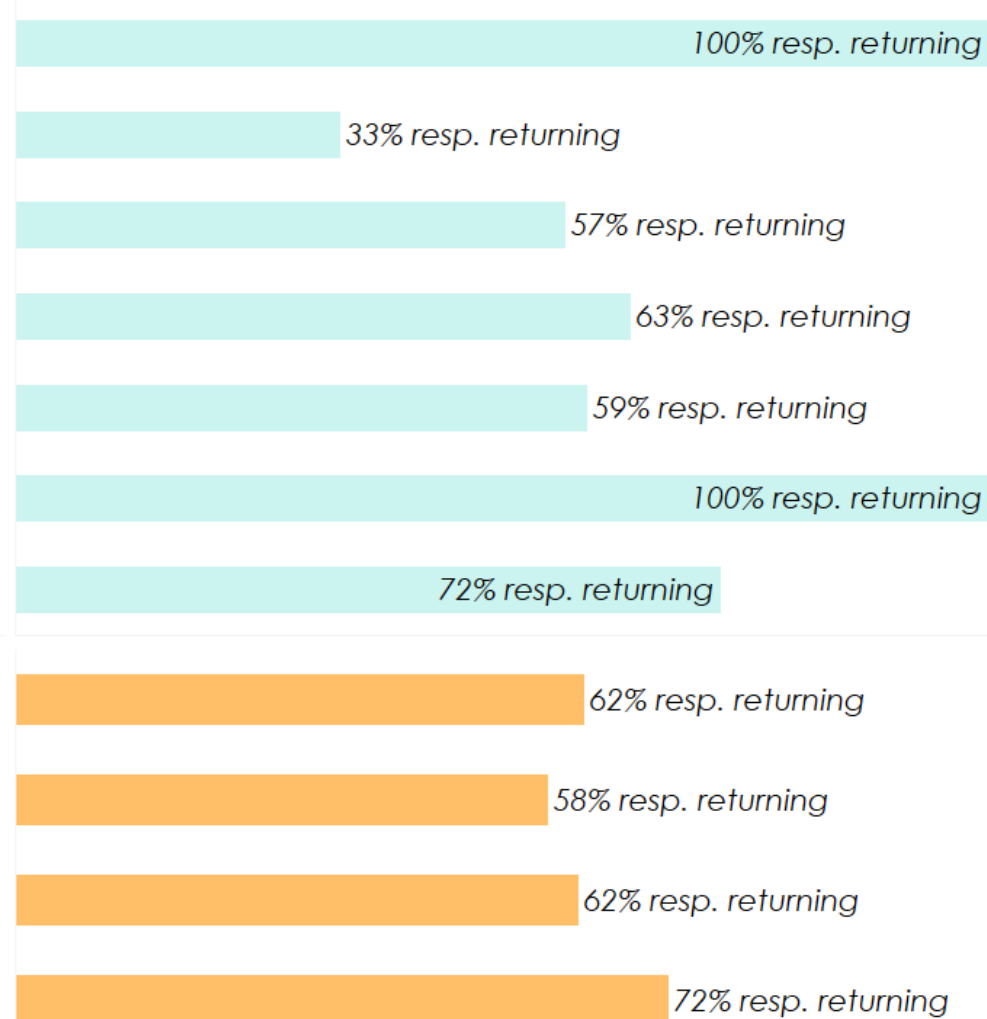


School: Chavez Elementary

Completion (99%; 589)



In-Person (64%; 378)

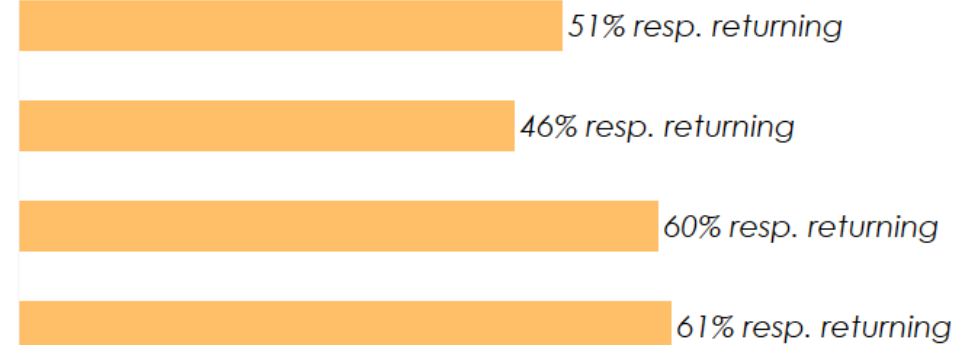
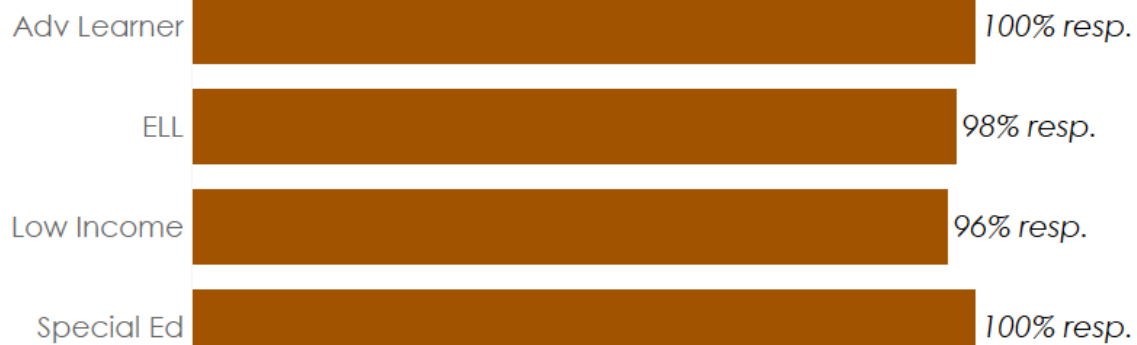
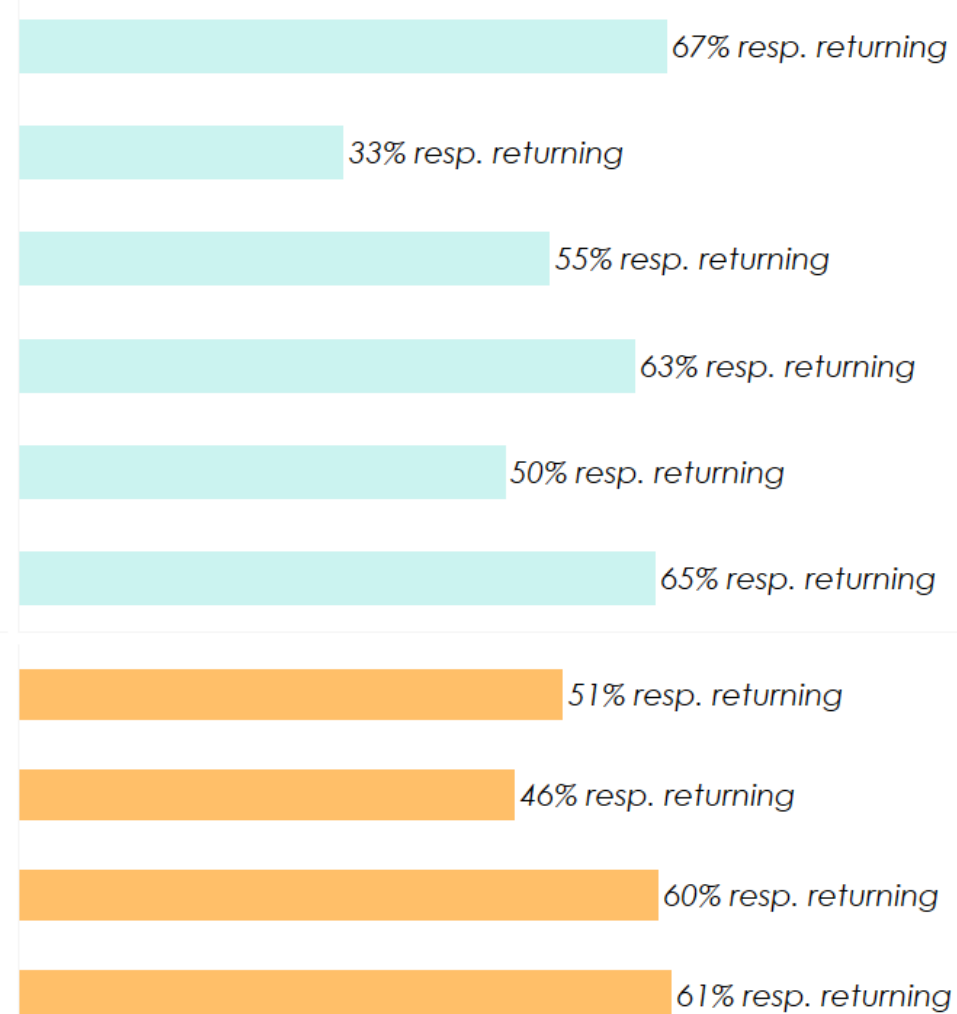


School: Crestwood Elementary

Completion (99%; 271)



In-Person (61%; 165)

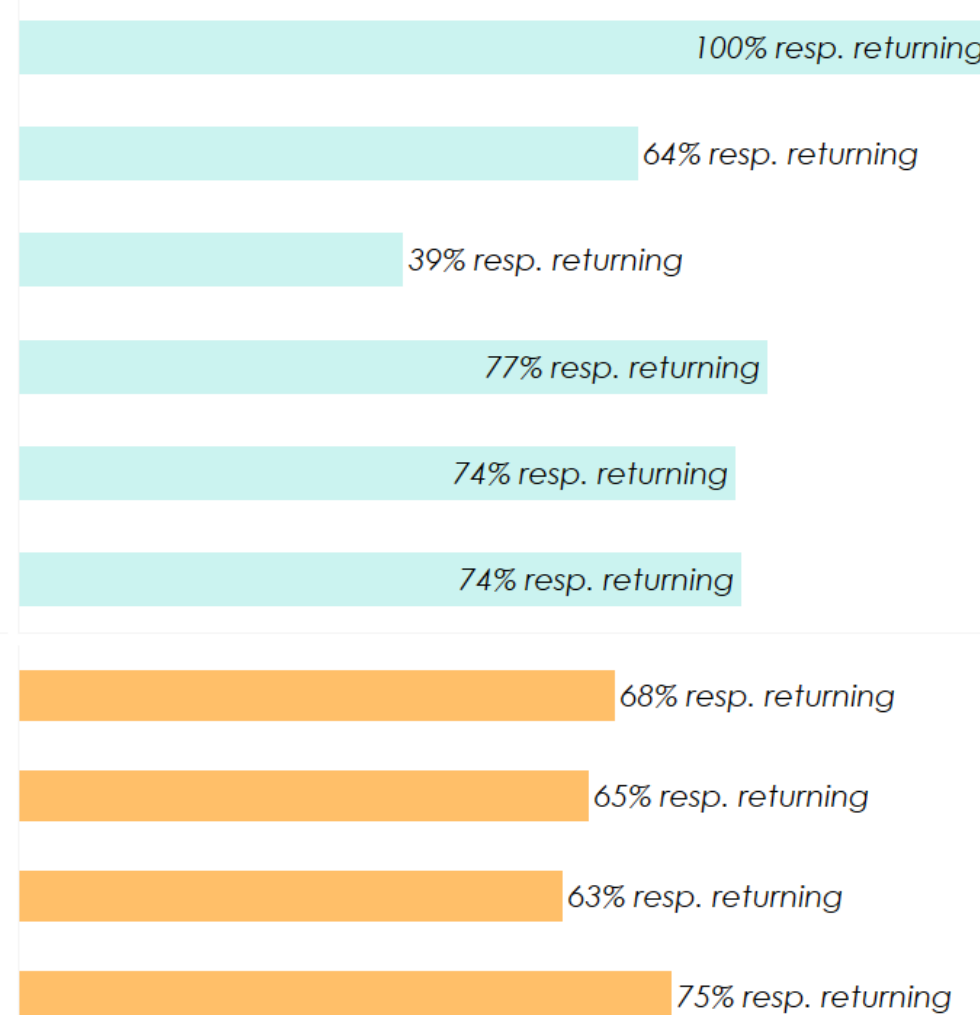


School: Elvehjem Elementary

Completion (97%; 403)



In-Person (71%; 286)

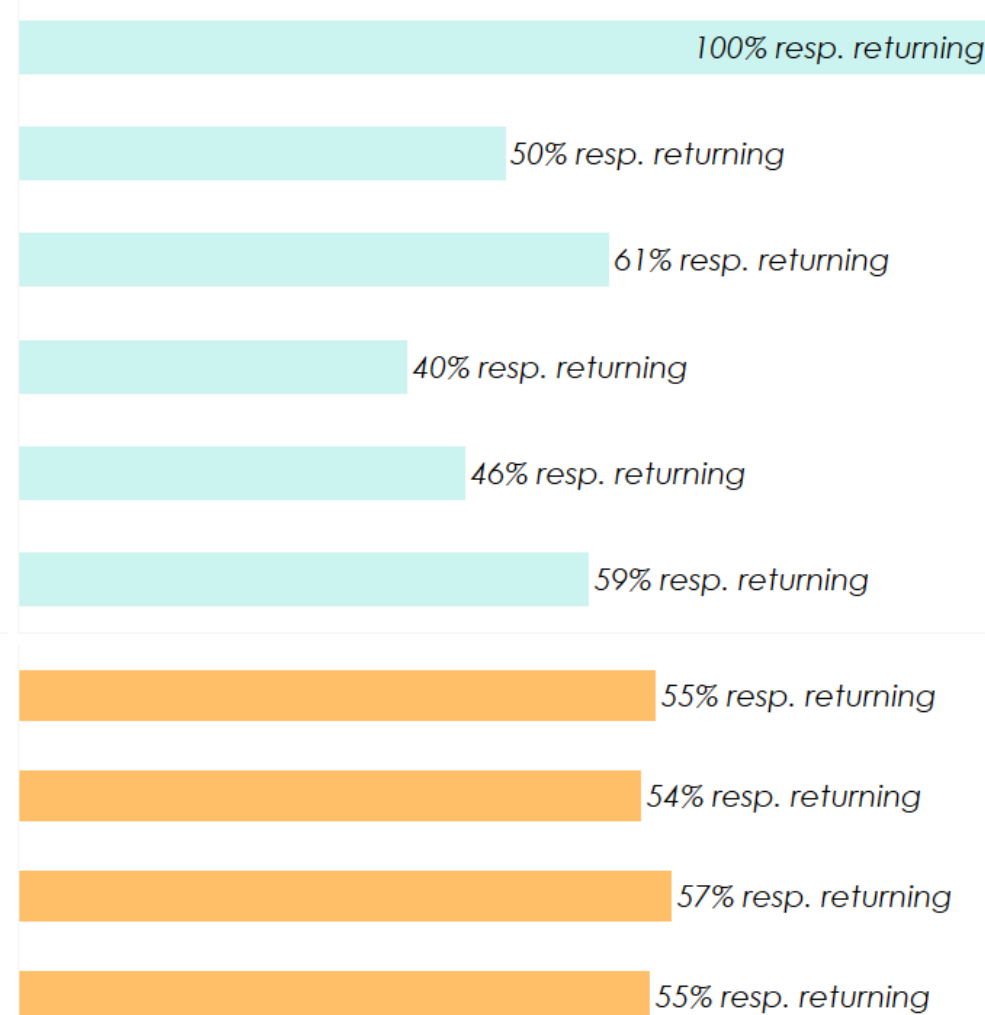


School: Emerson Elementary

Completion (94%; 319)



In-Person (55%; 174)

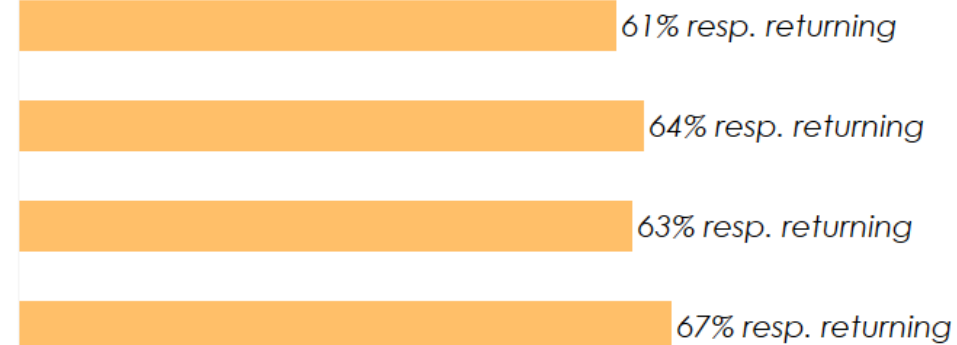
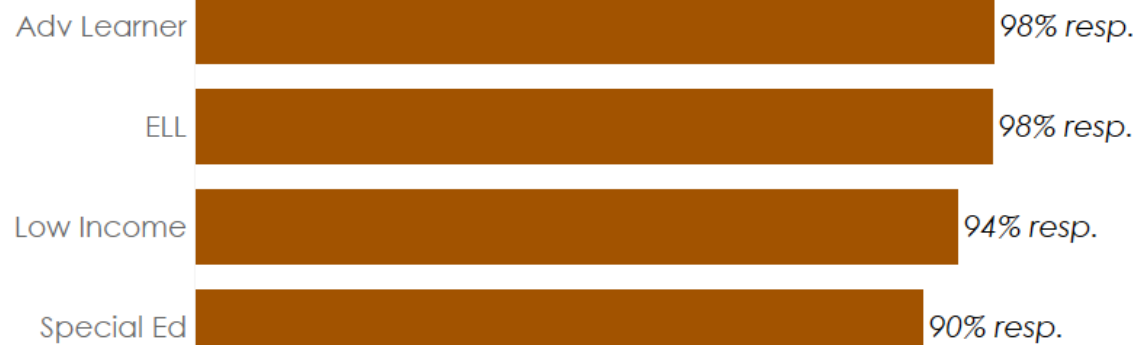
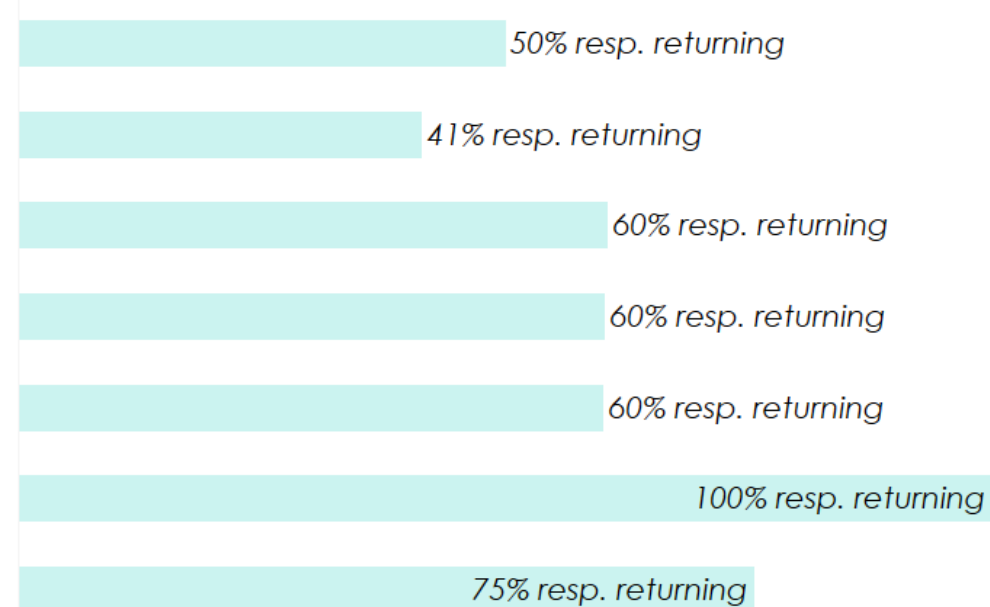


School: Falk Elementary

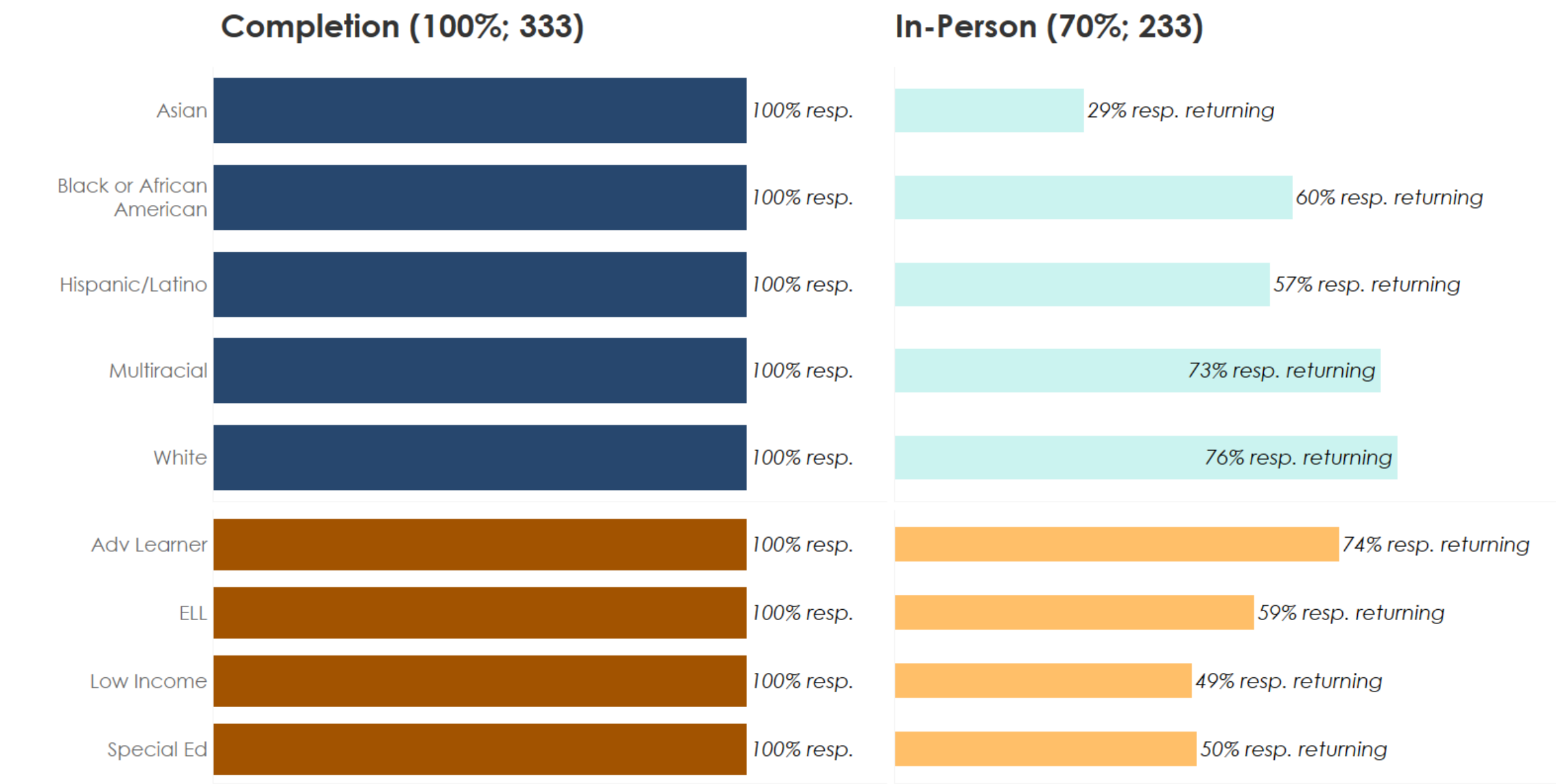
Completion (96%; 363)



In-Person (63%; 229)

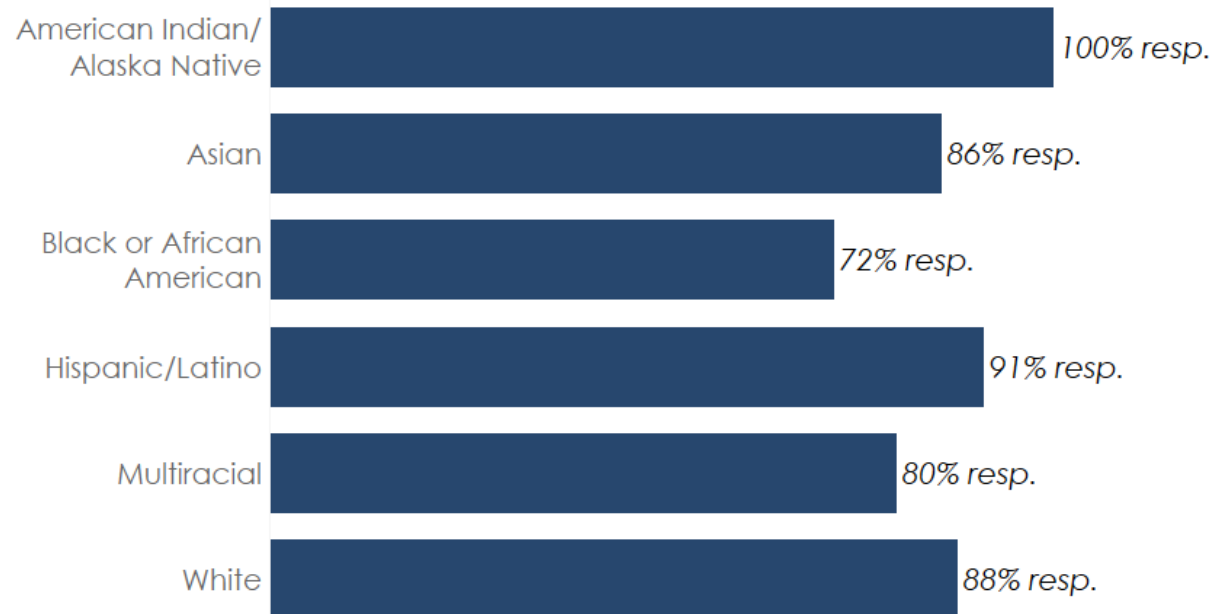


School: Franklin Elementary

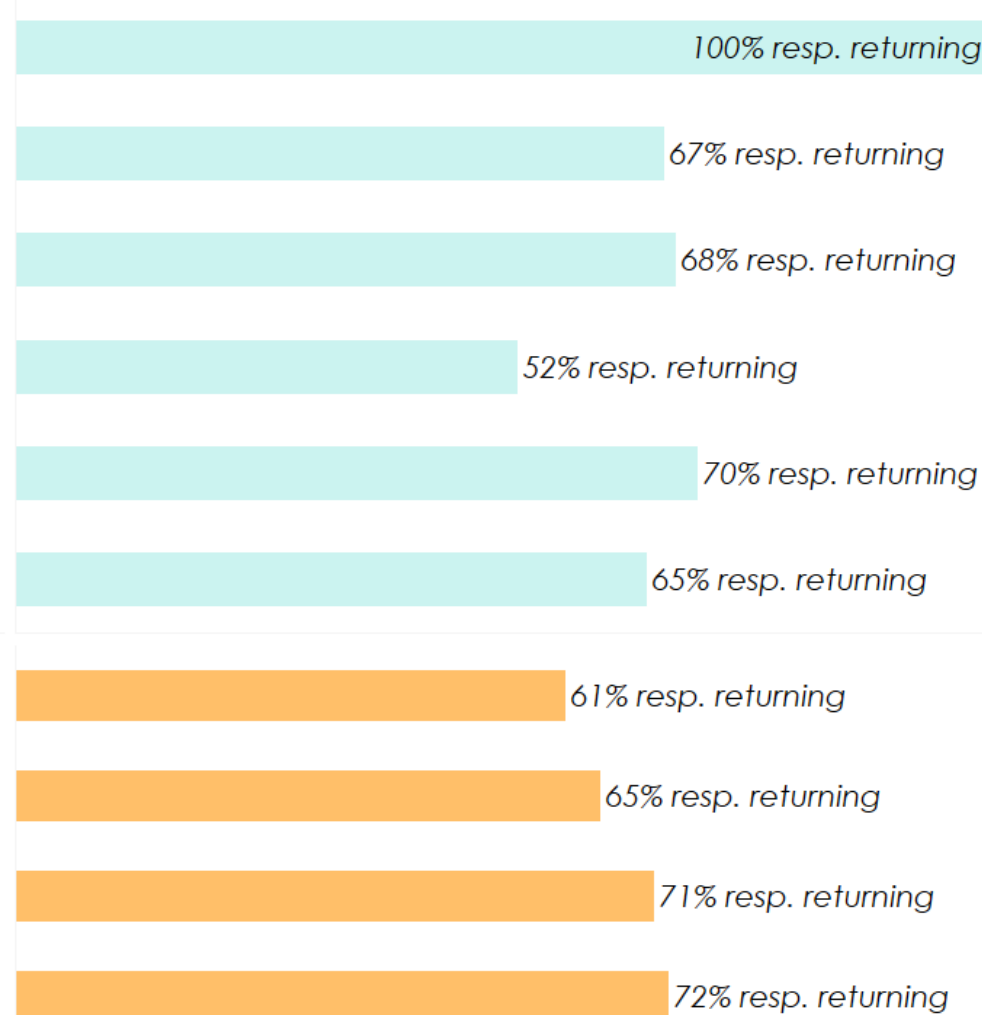


School: Gompers Elementary

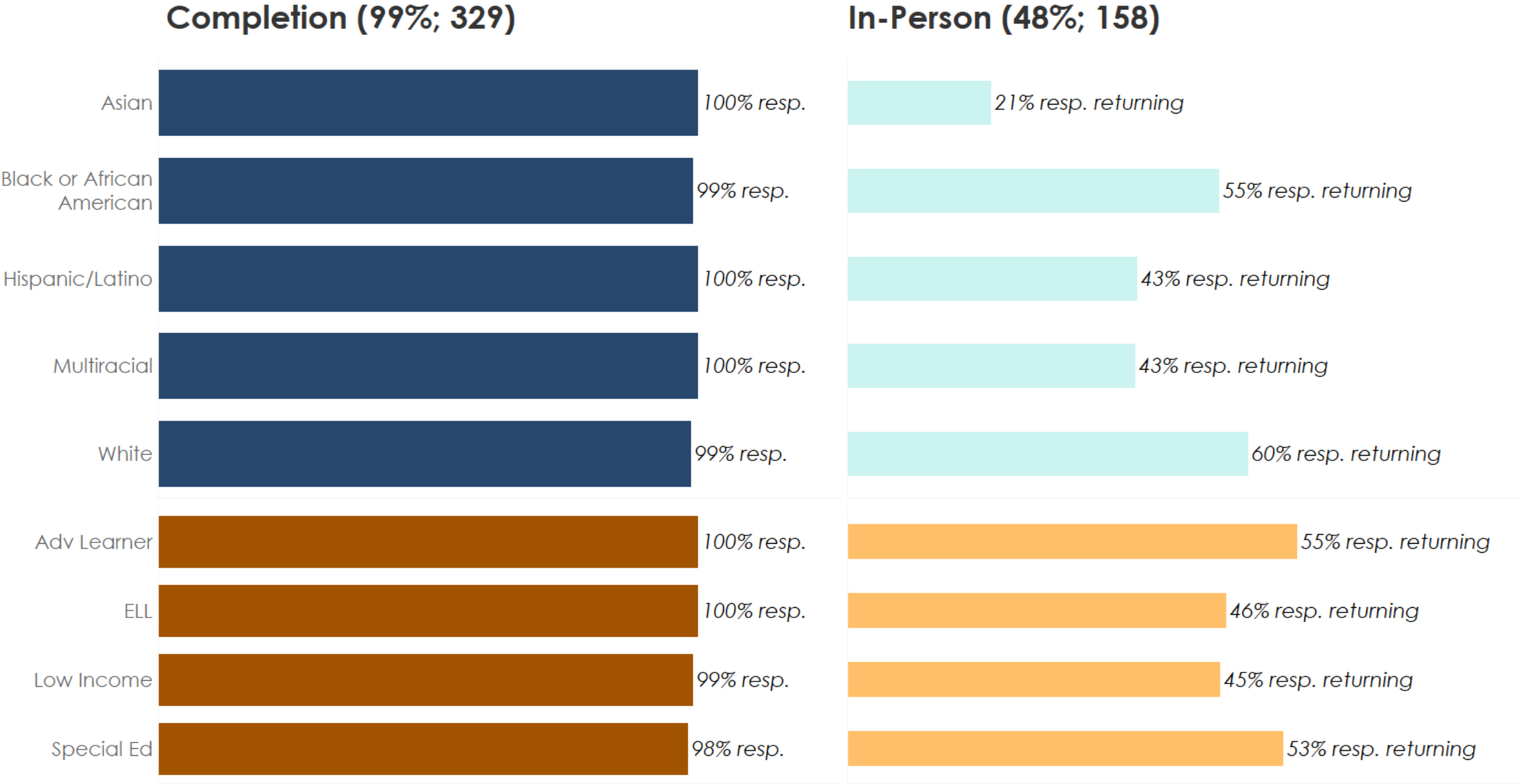
Completion (85%; 197)



In-Person (64%; 126)



School: Hawthorne Elementary

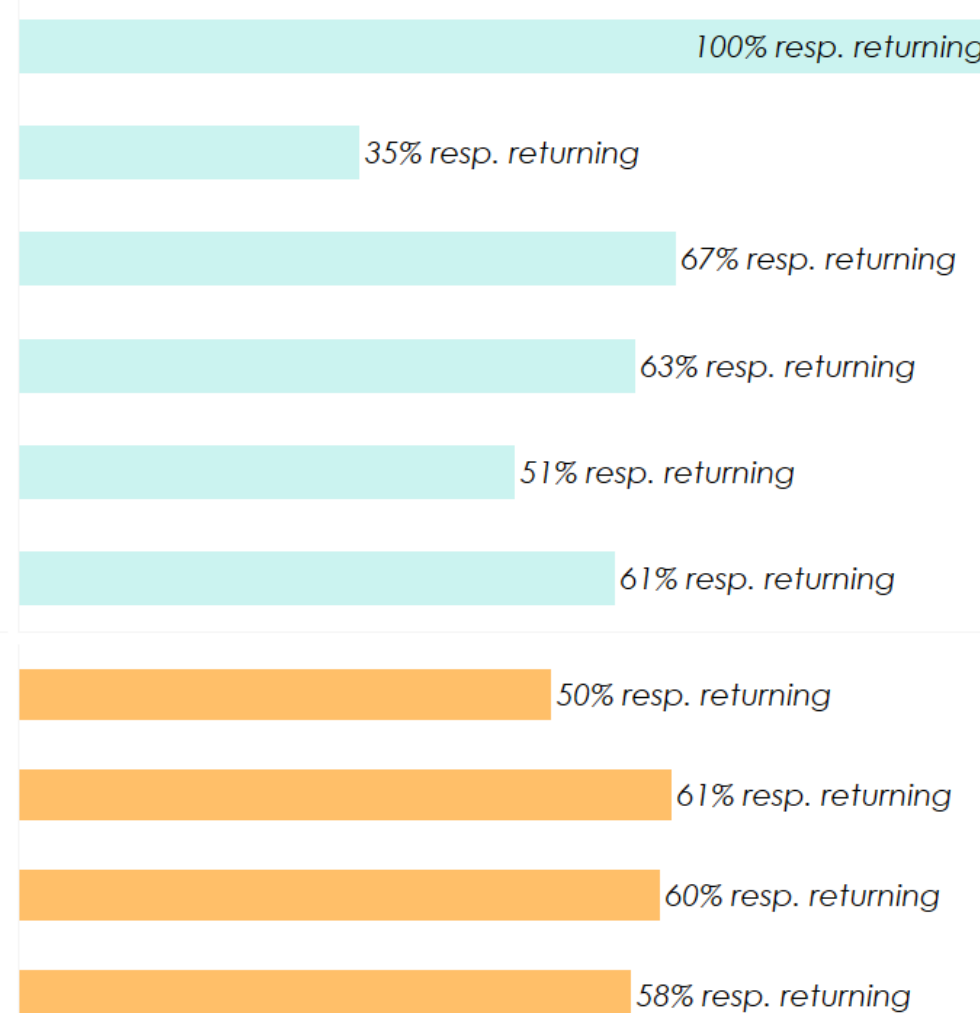


School: Henderson Elementary

Completion (95%; 456)

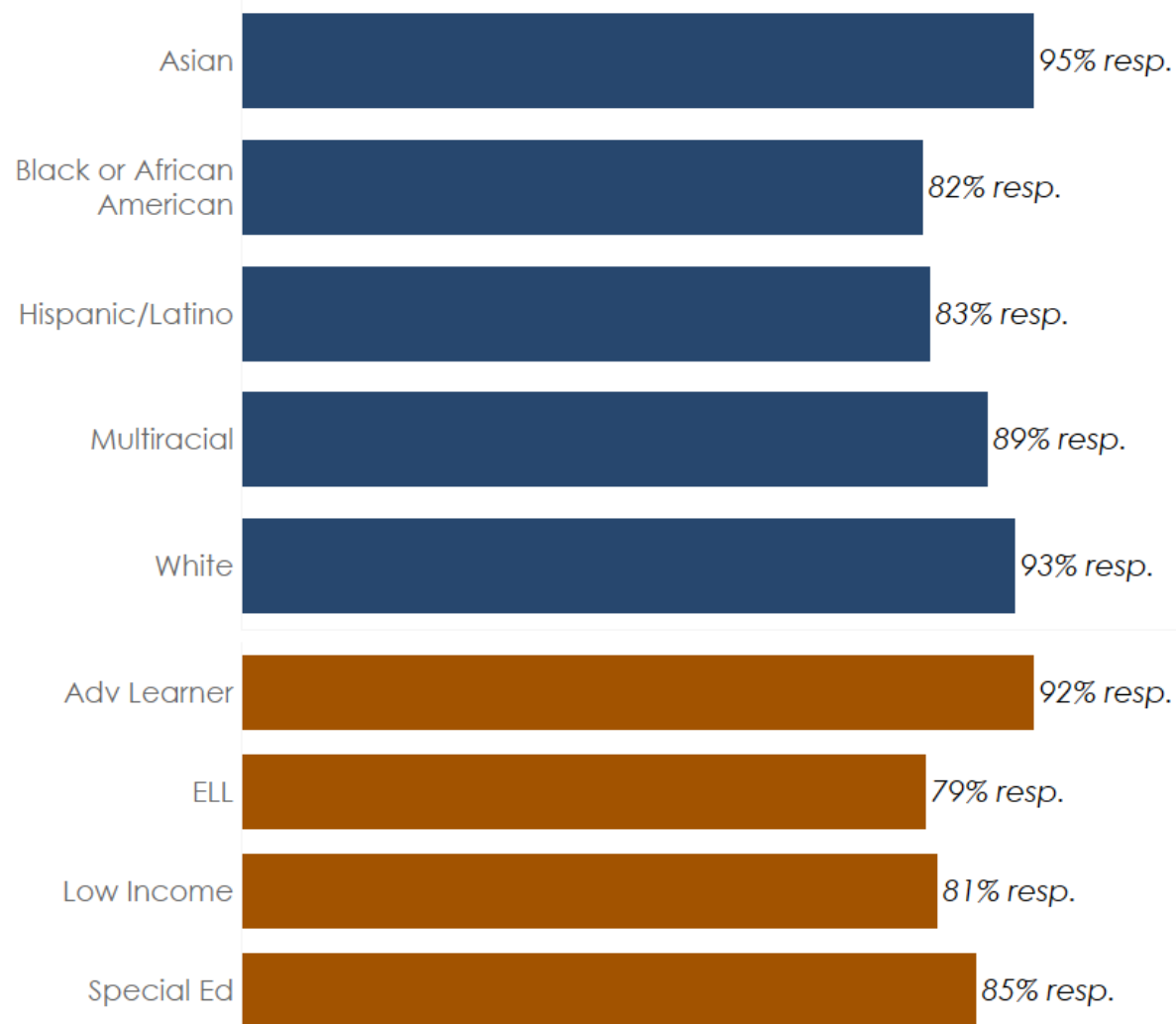


In-Person (61%; 278)

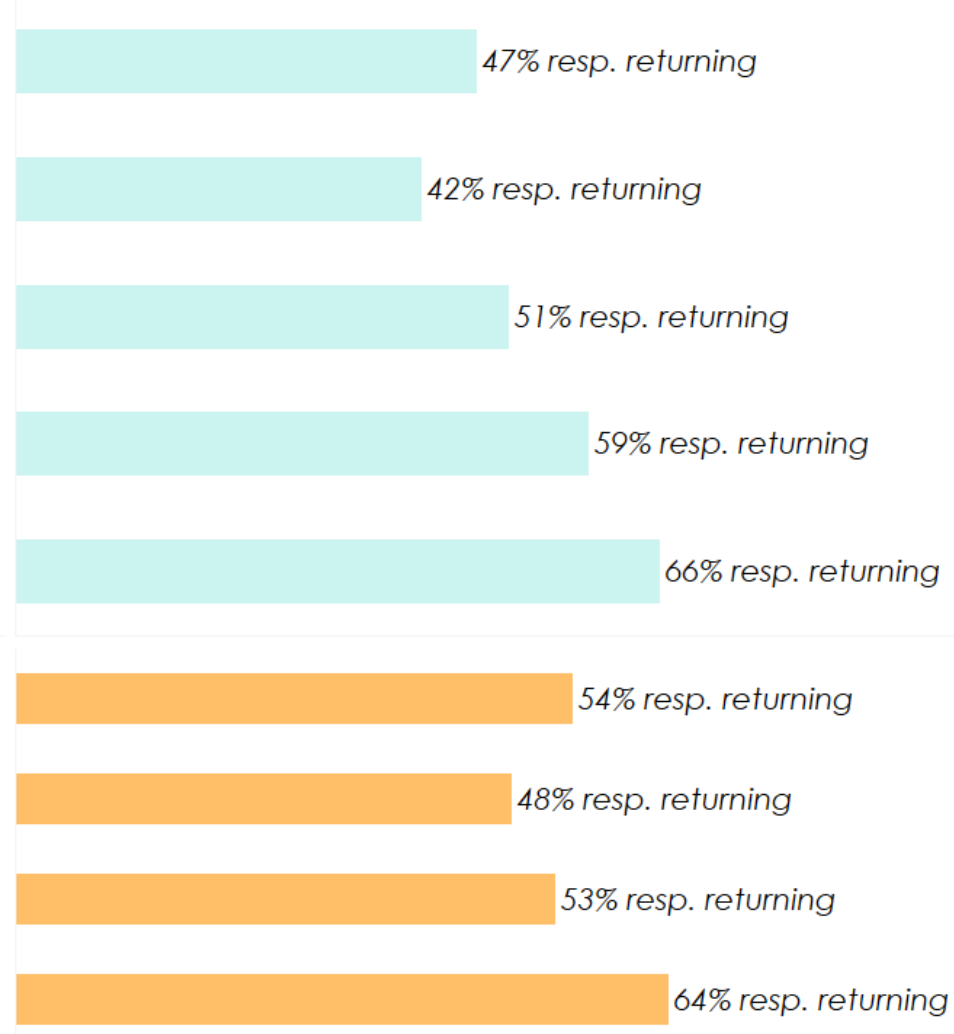


School: Huegel Elementary

Completion (88%; 400)

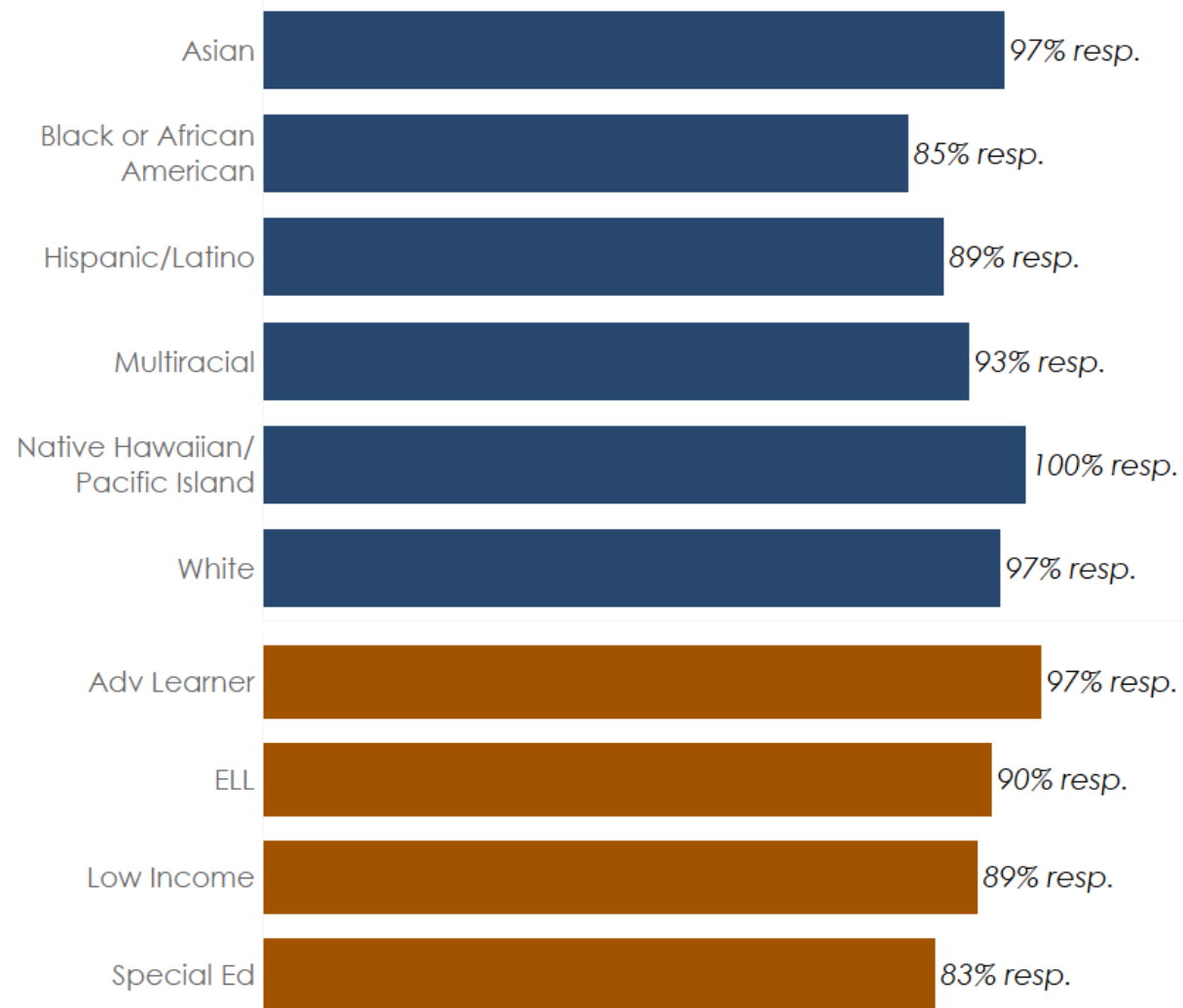


In-Person (58%; 230)

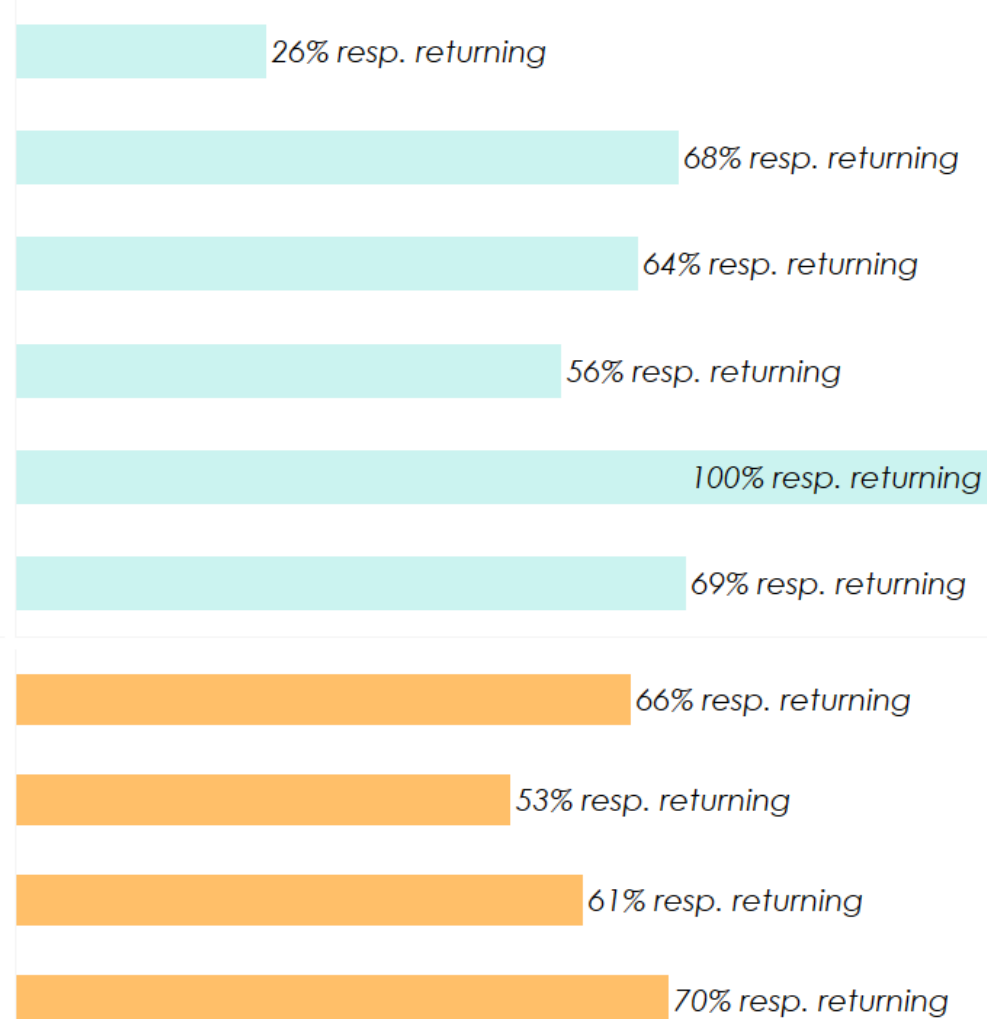


School: Kennedy Elementary

Completion (92%; 457)



In-Person (63%; 290)

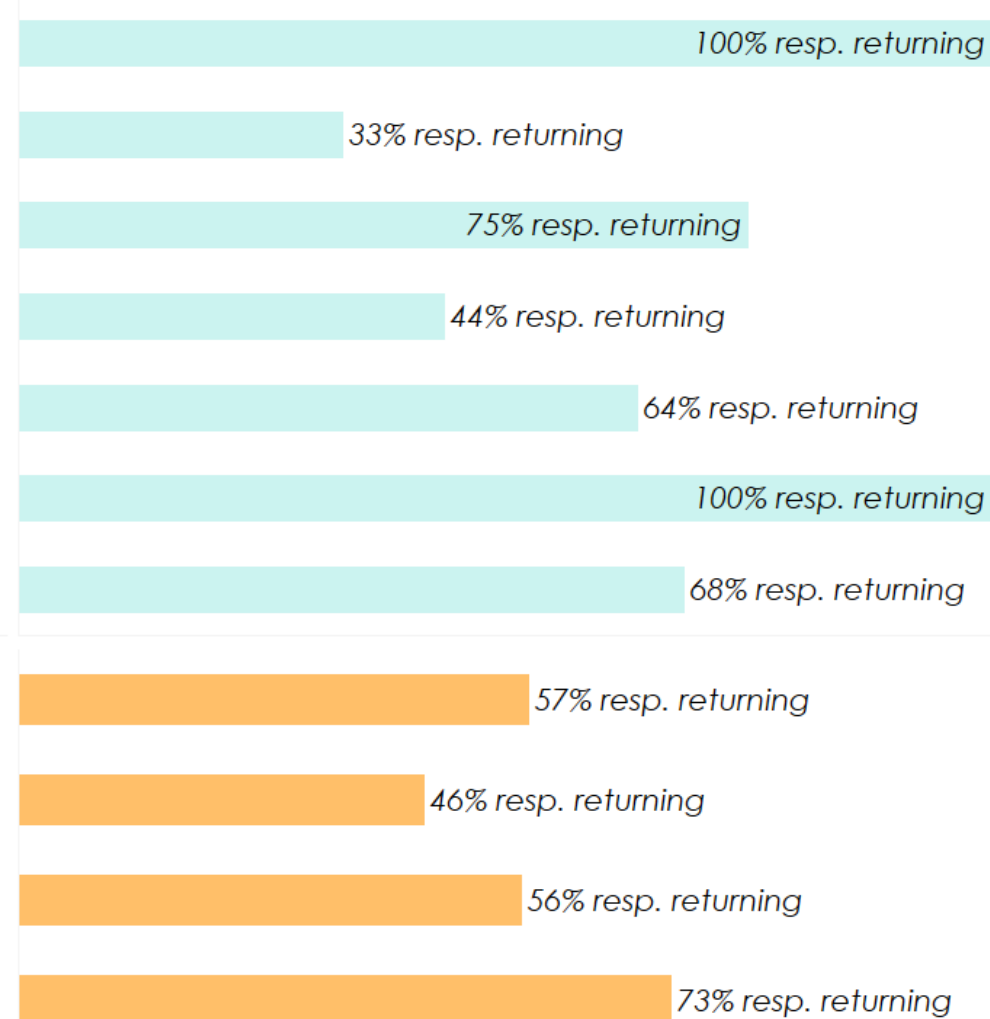


School: Lake View Elementary

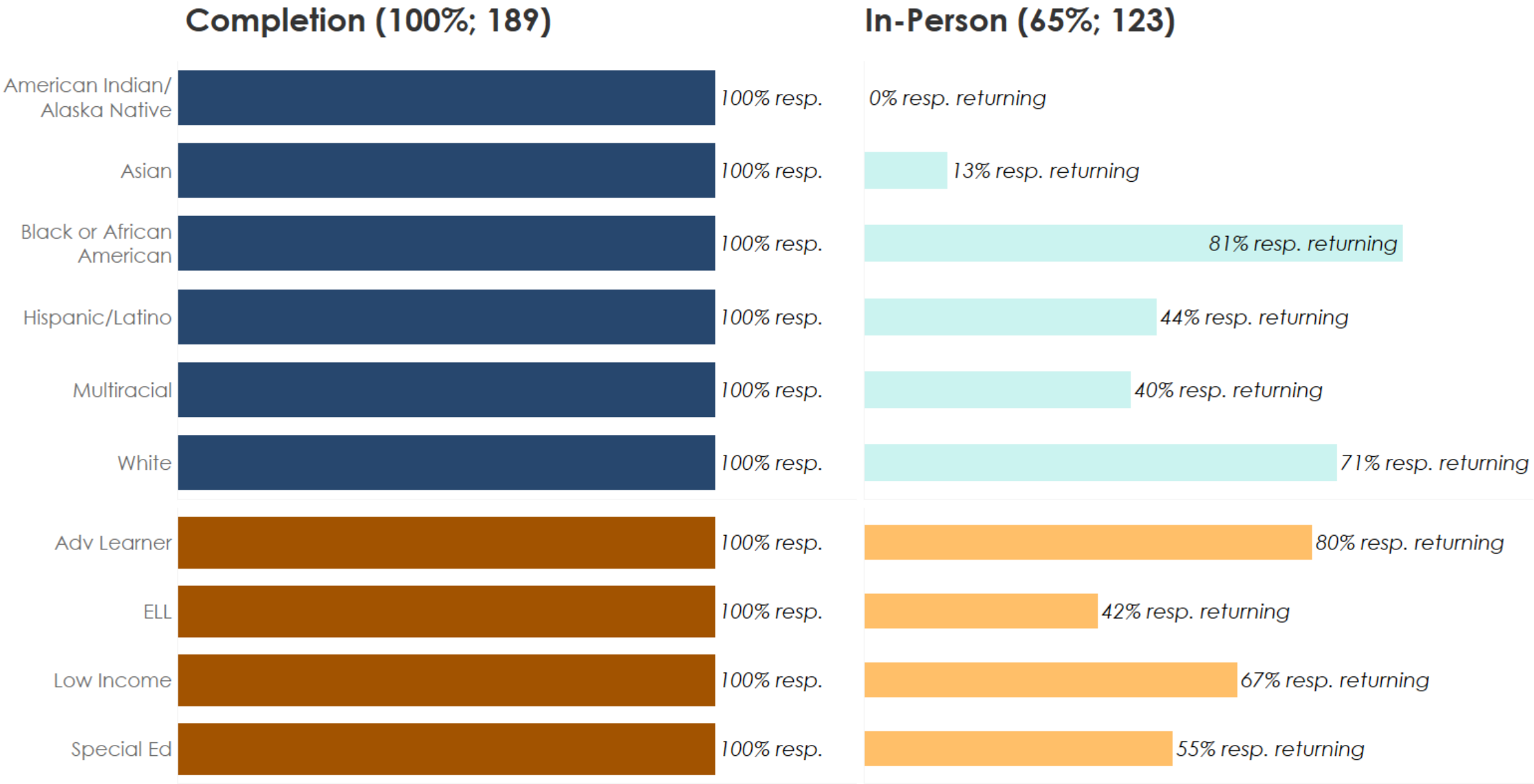
Completion (96%; 237)



In-Person (56%; 133)

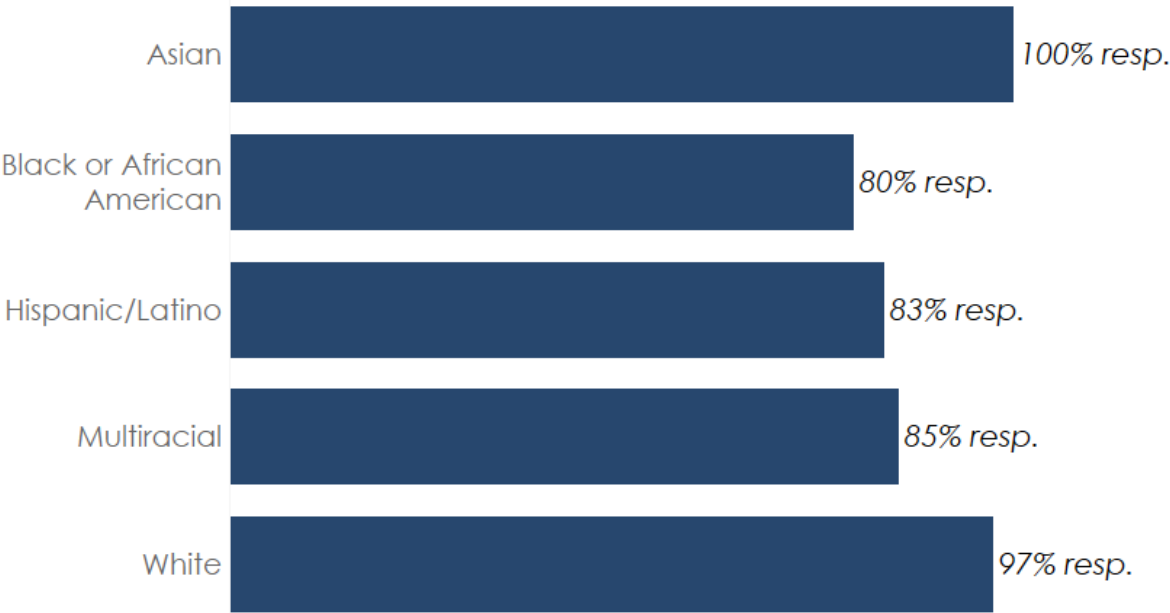


School: Lapham Elementary

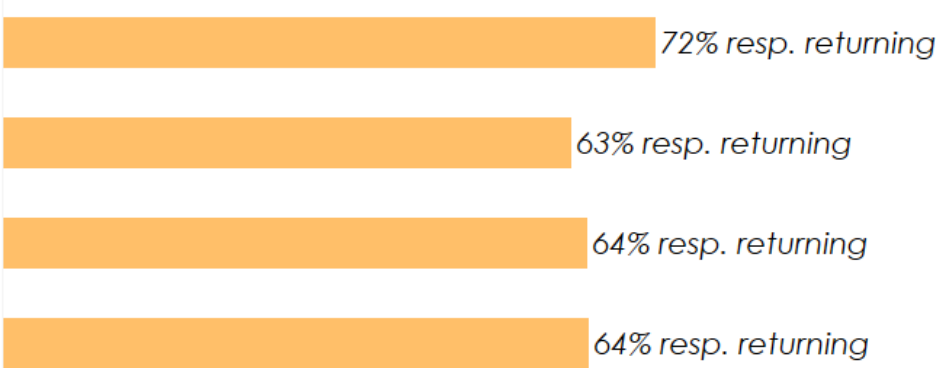
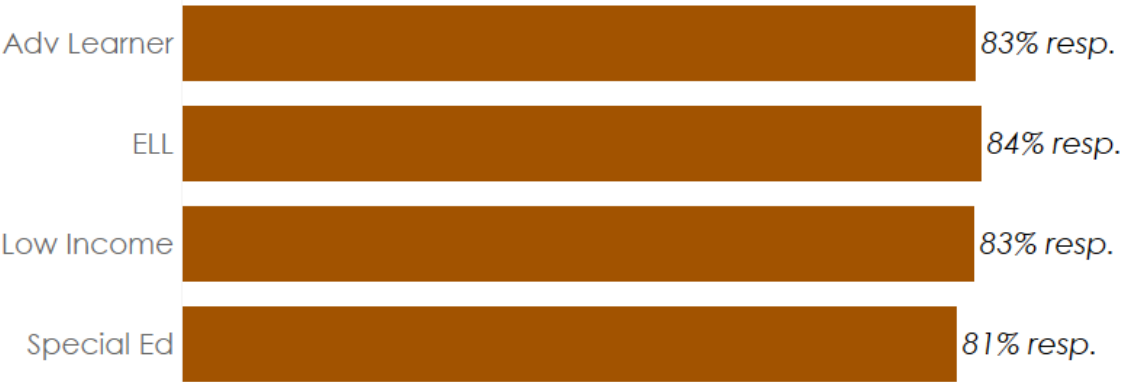
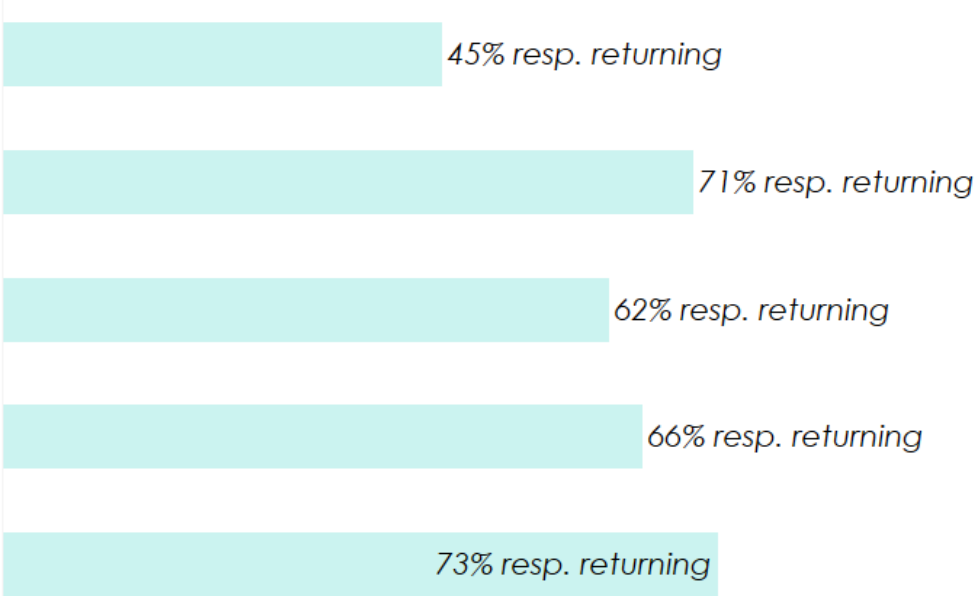


School: Leopold Elementary

Completion (86%; 568)



In-Person (67%; 379)

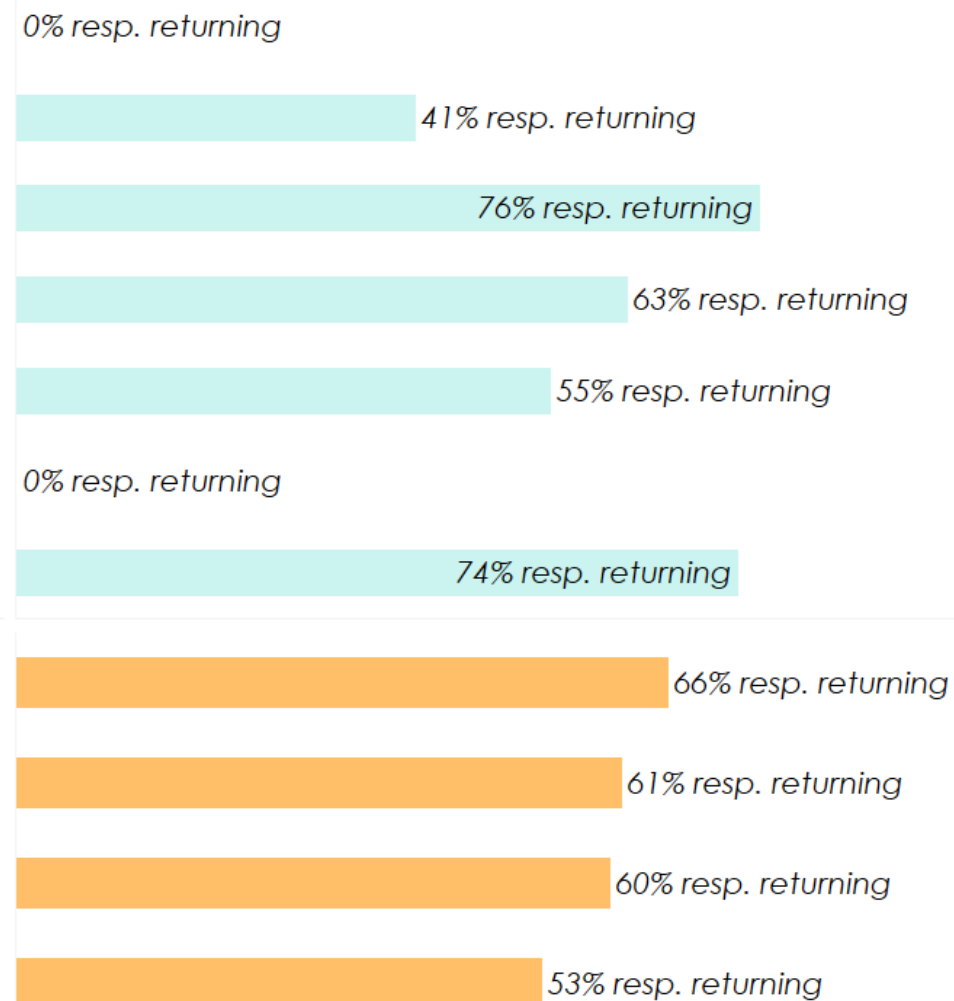


School: Lincoln Elementary

Completion (95%; 398)

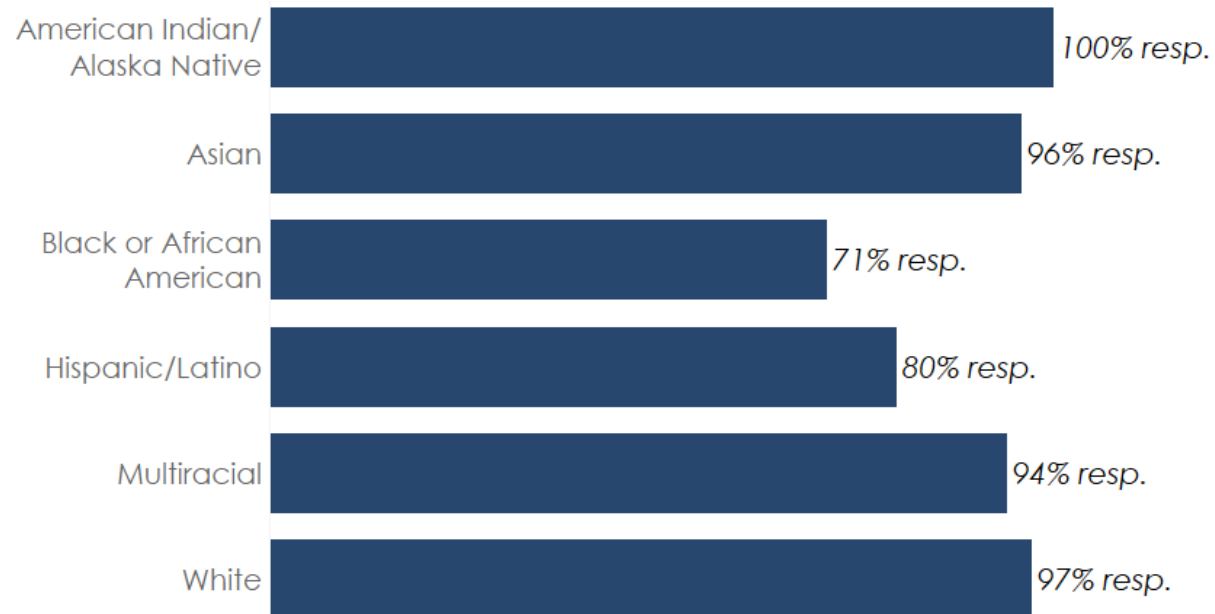


In-Person (66%; 263)

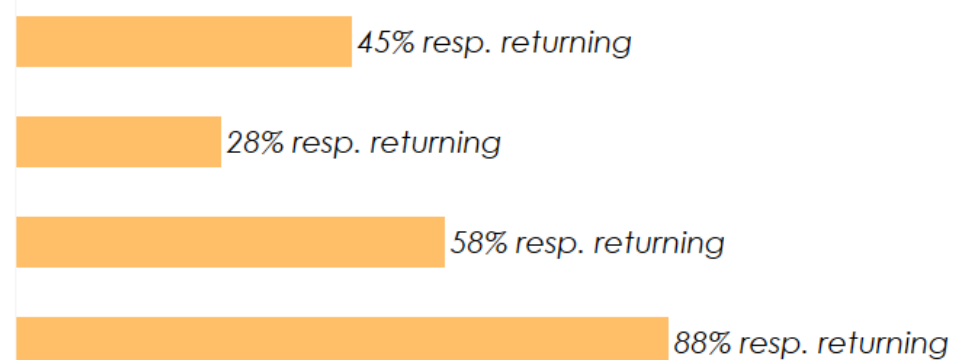
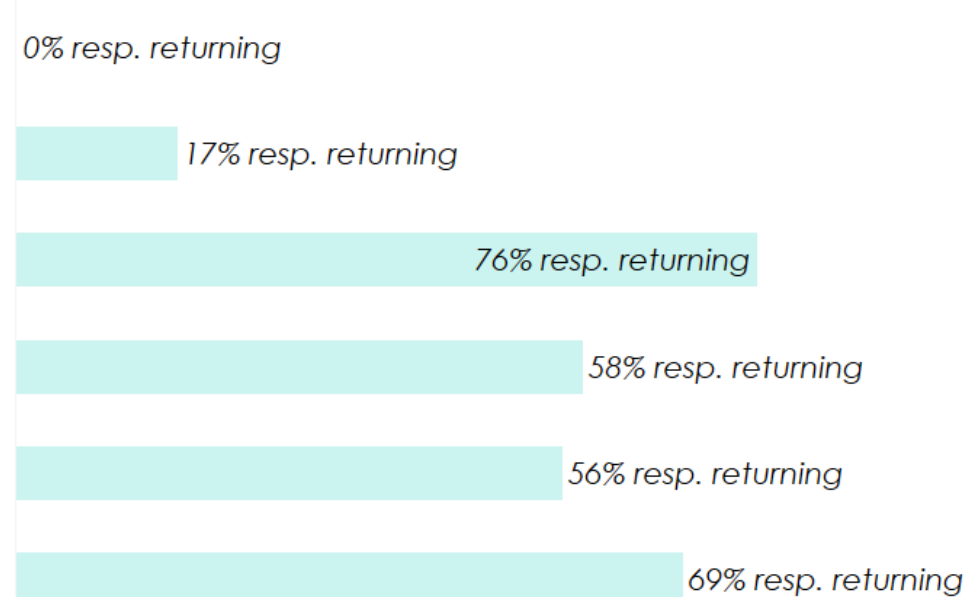


School: Lindbergh Elementary

Completion (85%; 142)



In-Person (58%; 83)

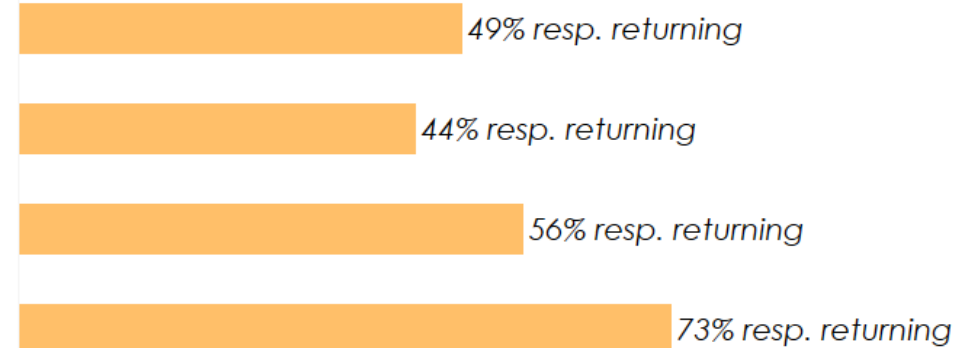
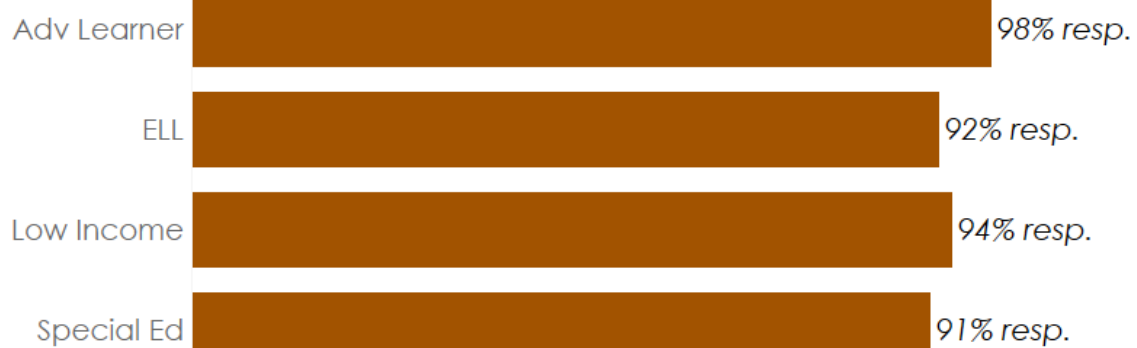
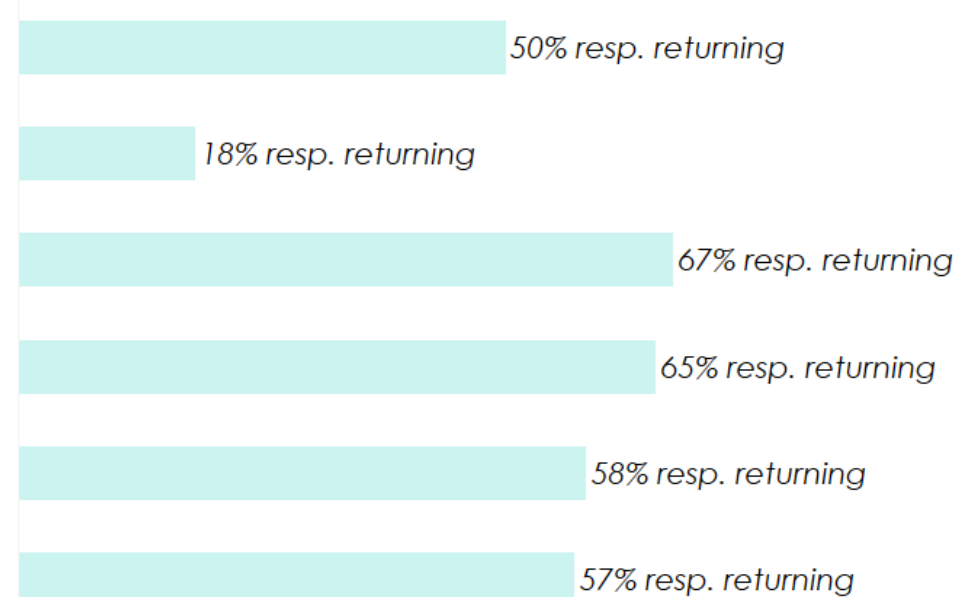


School: Lowell Elementary

Completion (96%; 342)



In-Person (58%; 200)

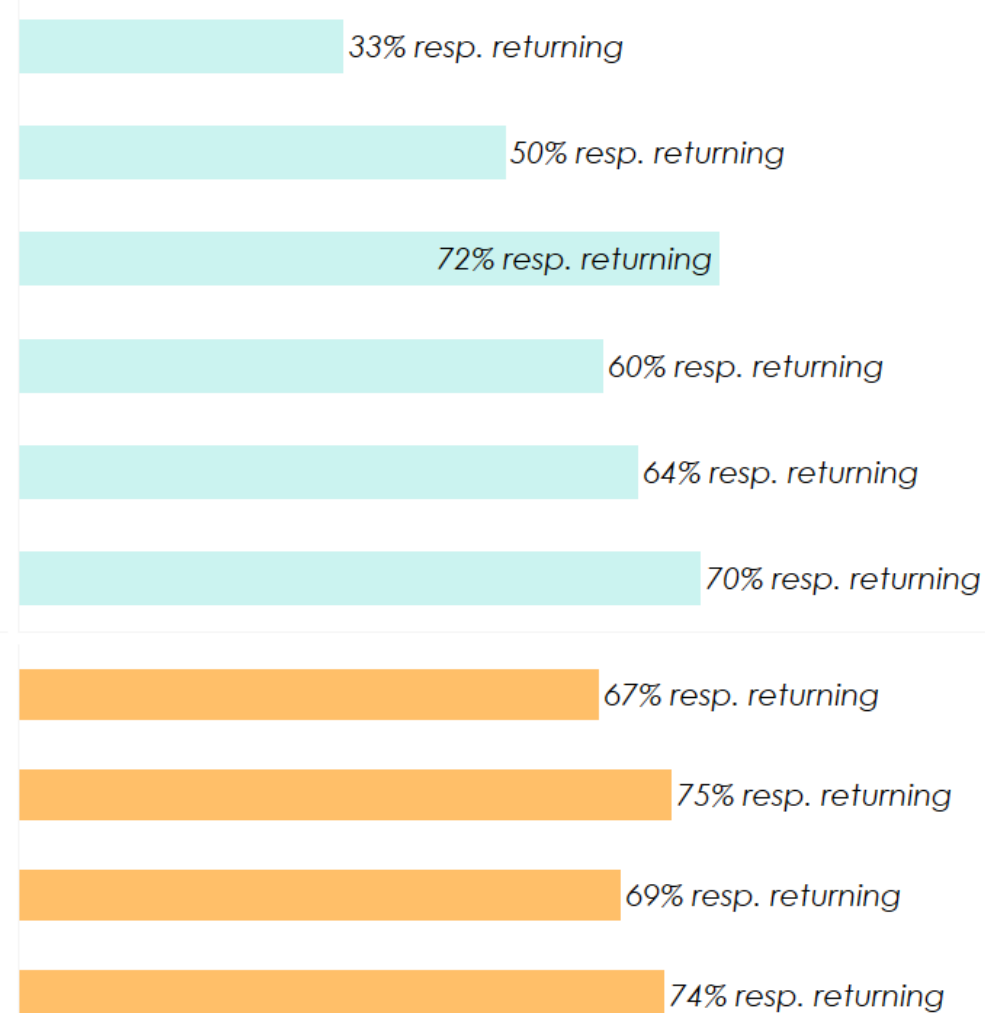


School: Marquette Elementary

Completion (99%; 161)

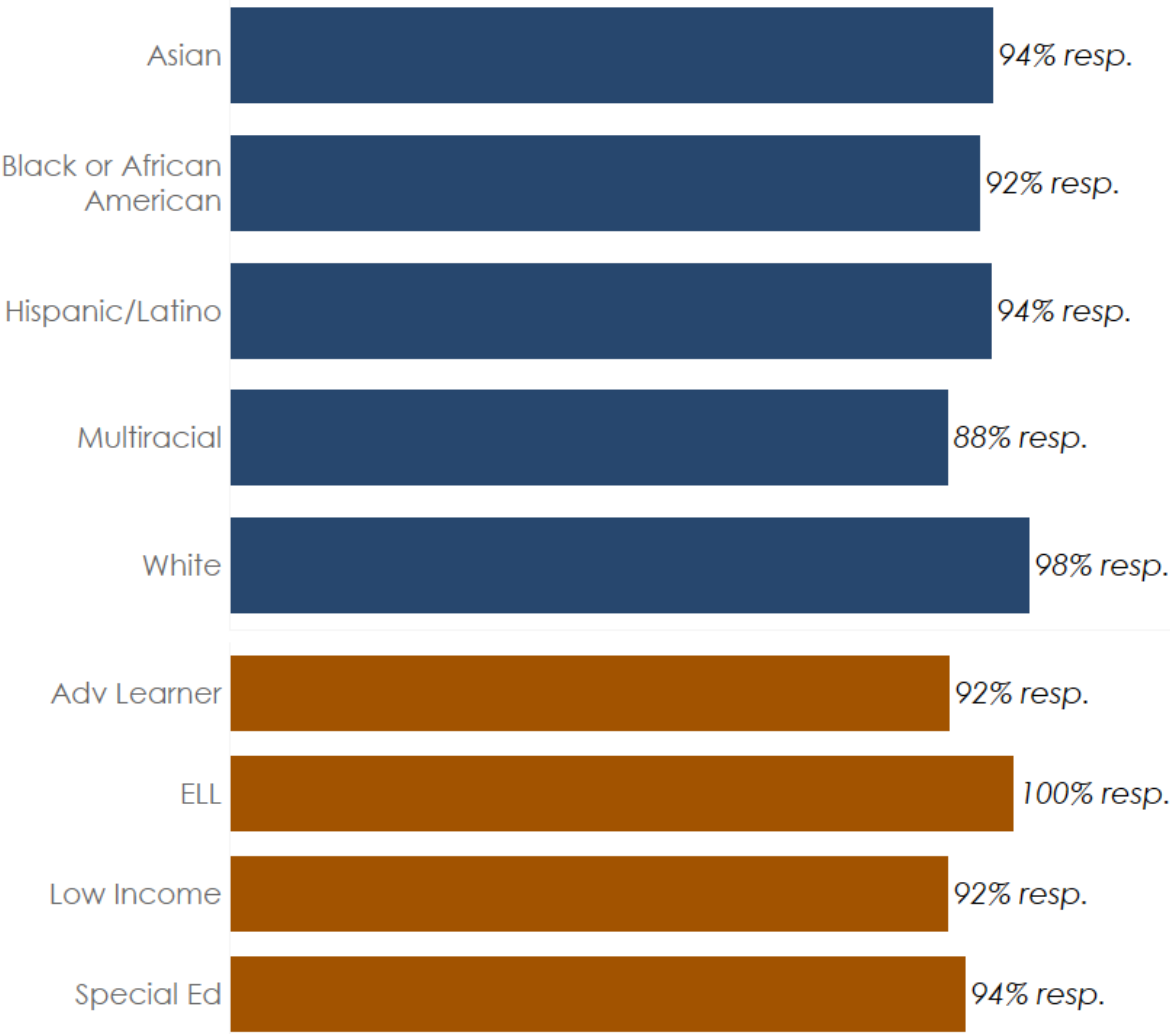


In-Person (67%; 108)

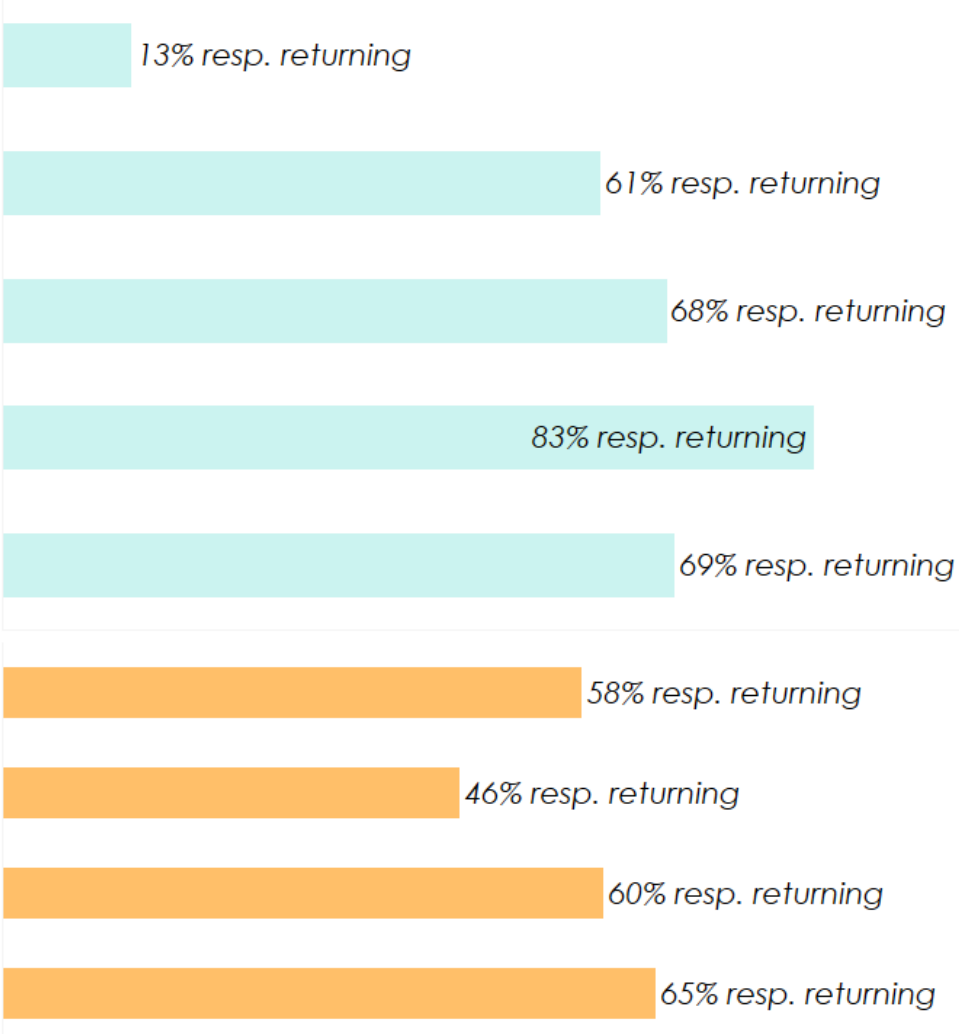


School: Mendota Elementary

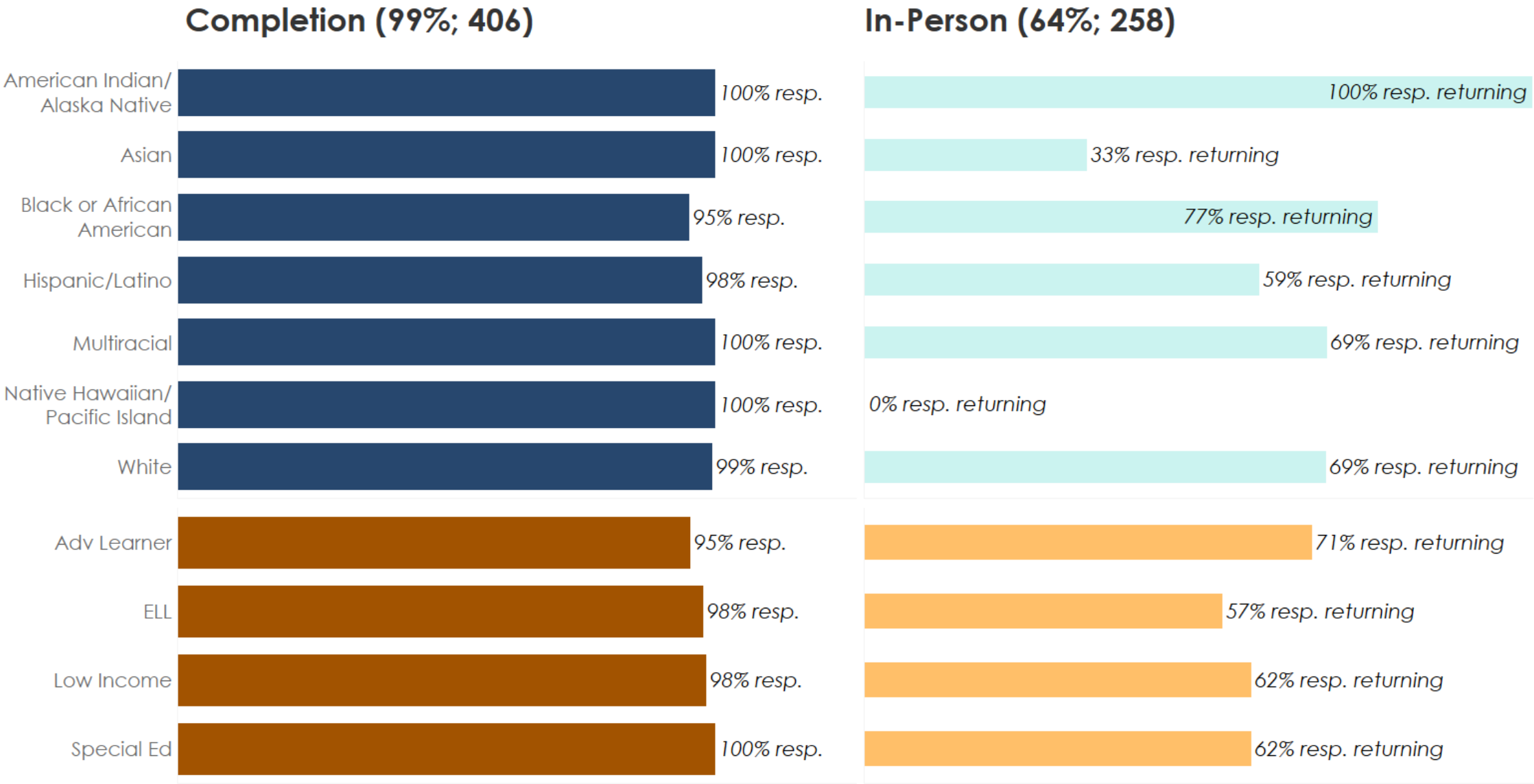
Completion (93%; 315)



In-Person (61%; 193)



School: Midvale Elementary

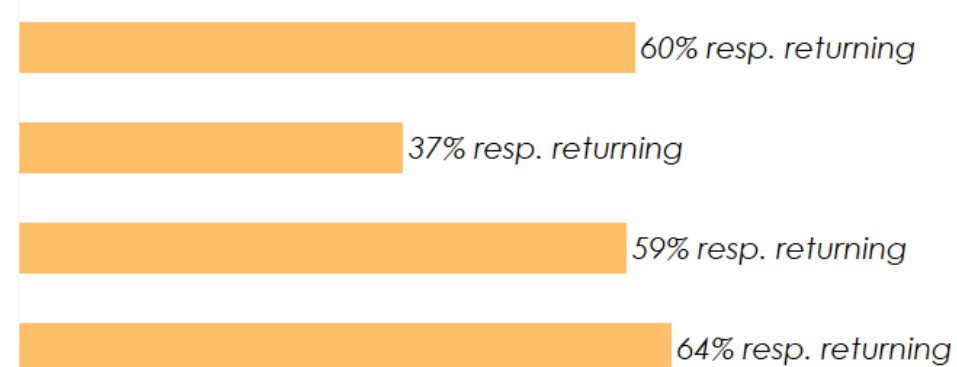
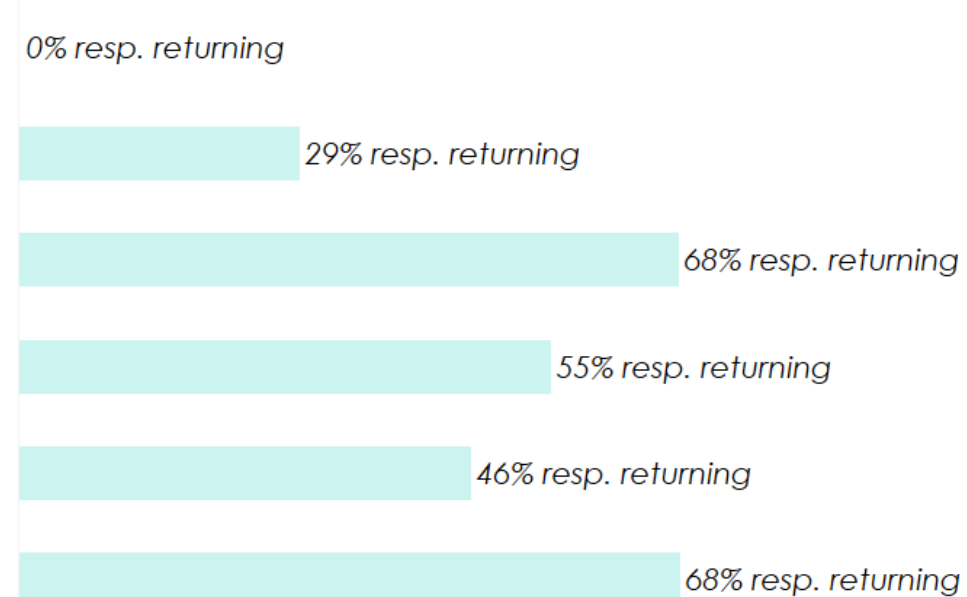


School: Muir Elementary

Completion (91%; 414)



In-Person (56%; 231)

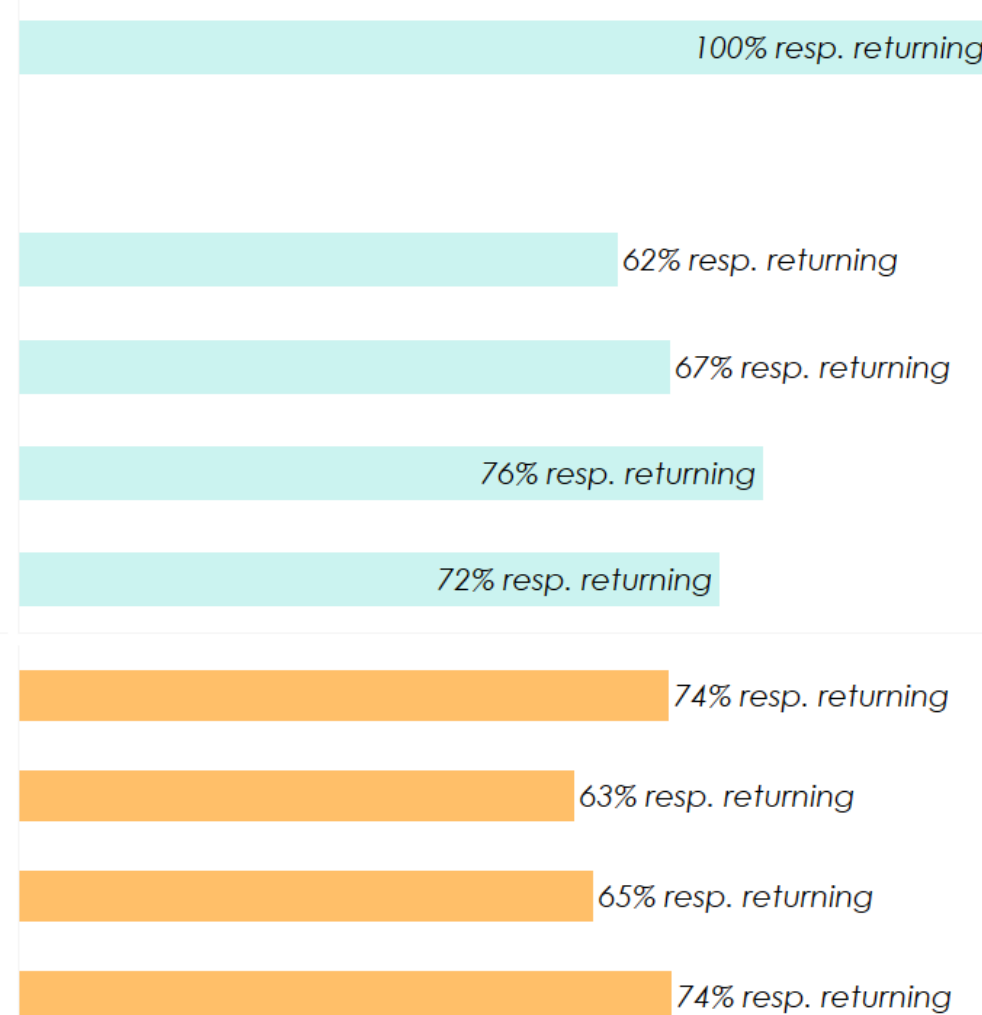


School: Nuestro Mundo Elementary

Completion (93%; 282)



In-Person (69%; 194)

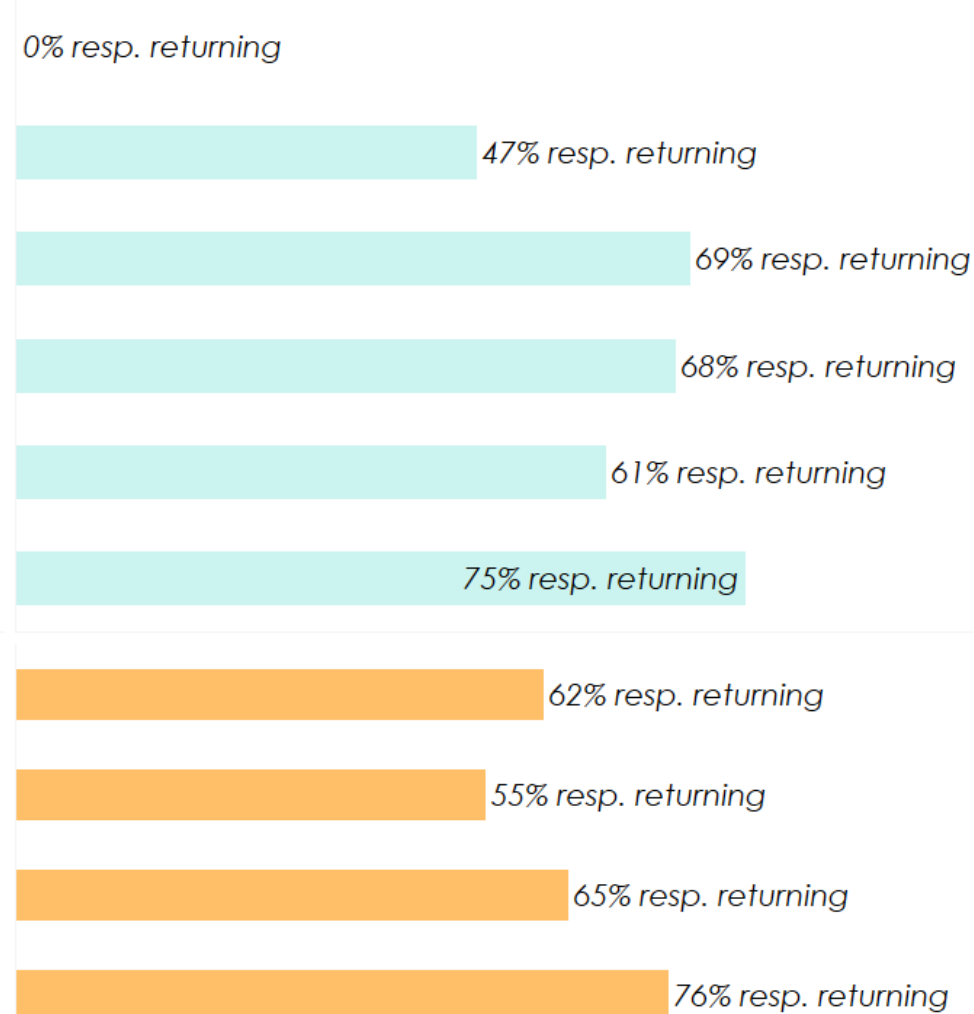


School: Olson Elementary

Completion (100%; 421)

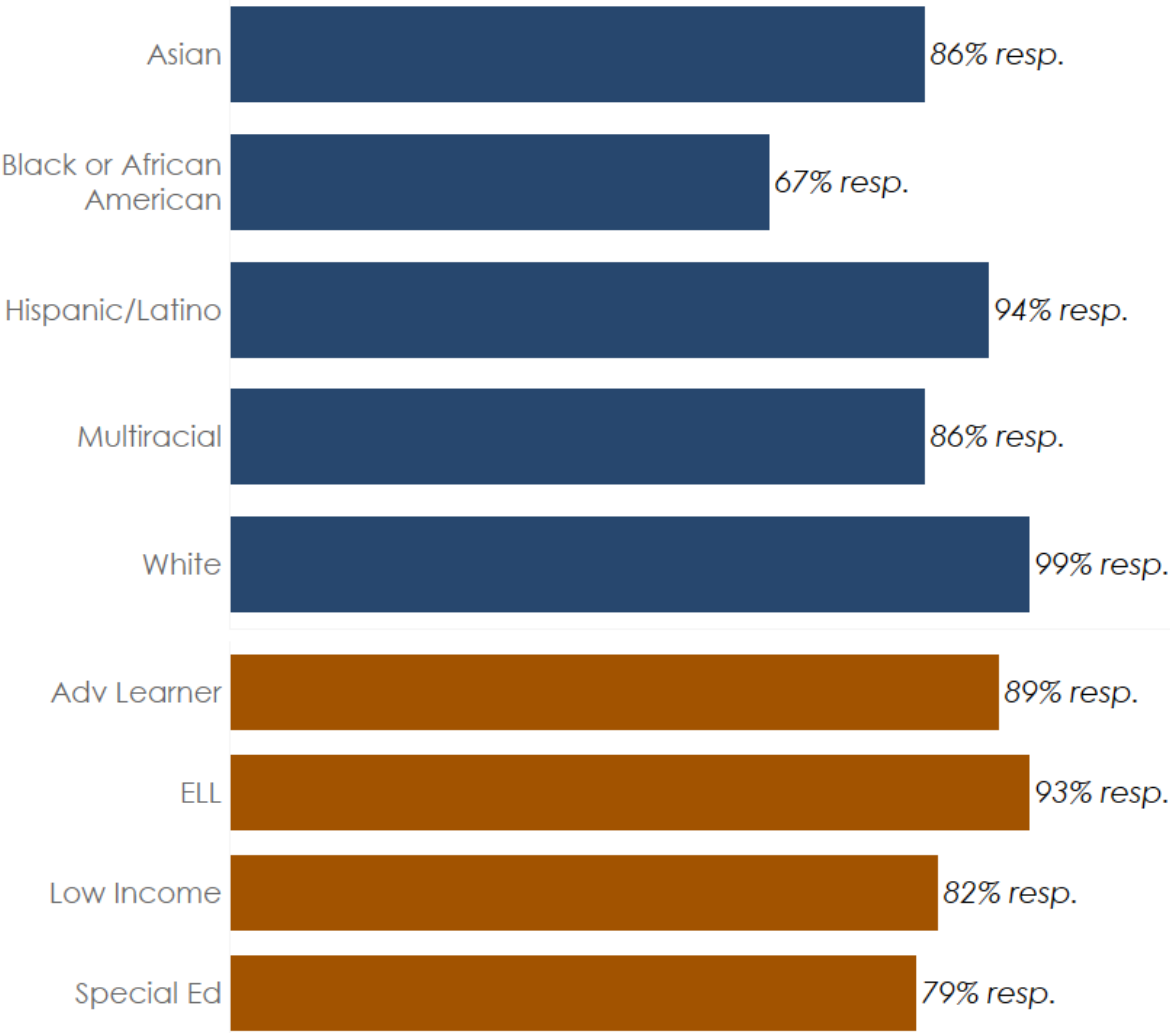


In-Person (67%; 282)

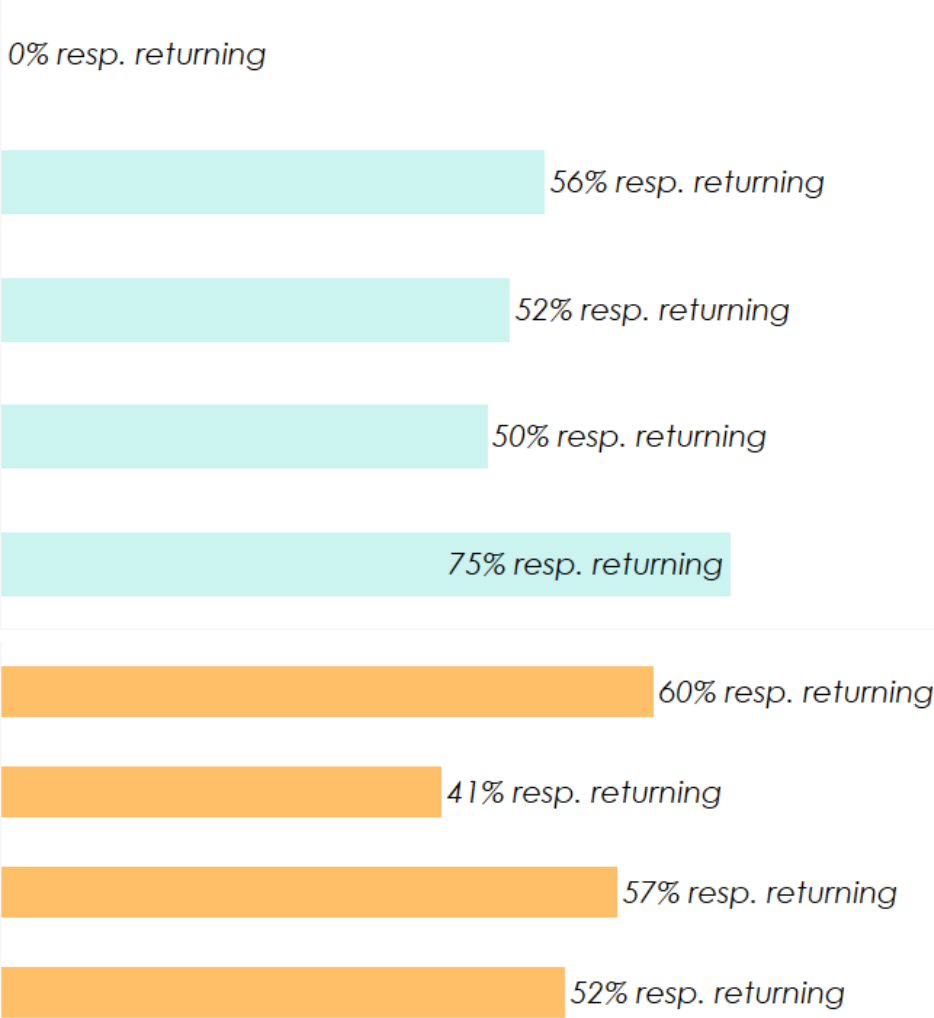


School: Orchard Ridge Elementary

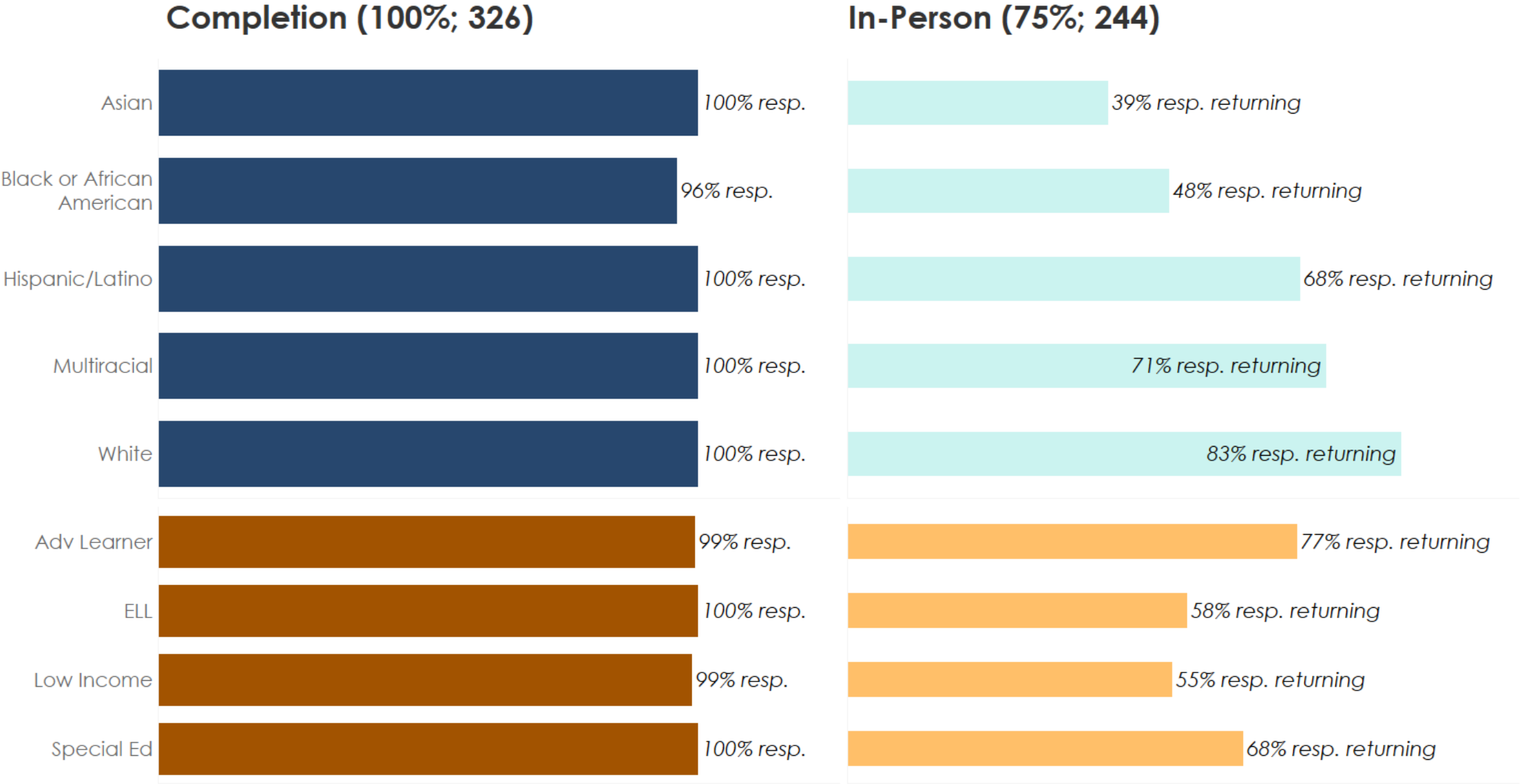
Completion (88%; 184)



In-Person (60%; 111)



School: Randall Elementary

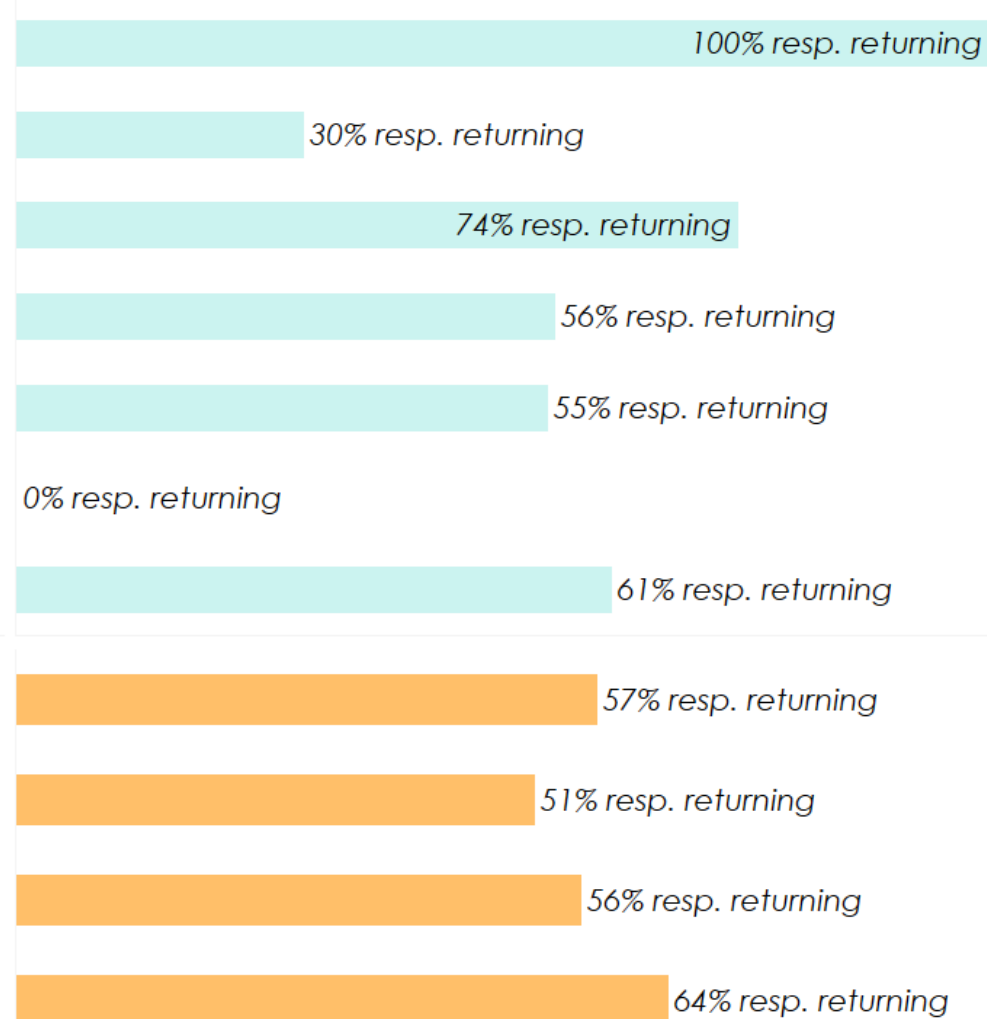


School: Sandburg Elementary

Completion (94%; 445)



In-Person (58%; 257)

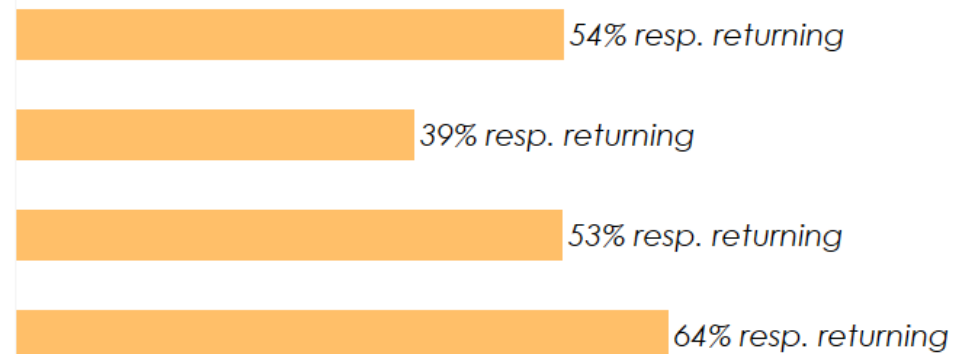
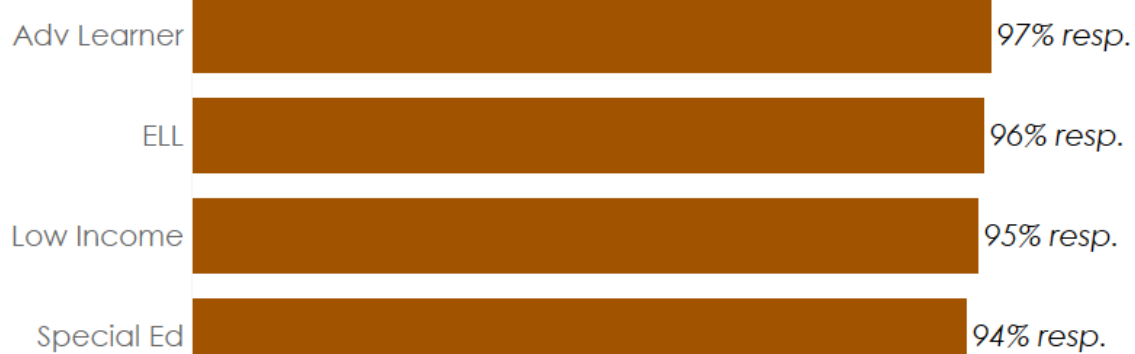
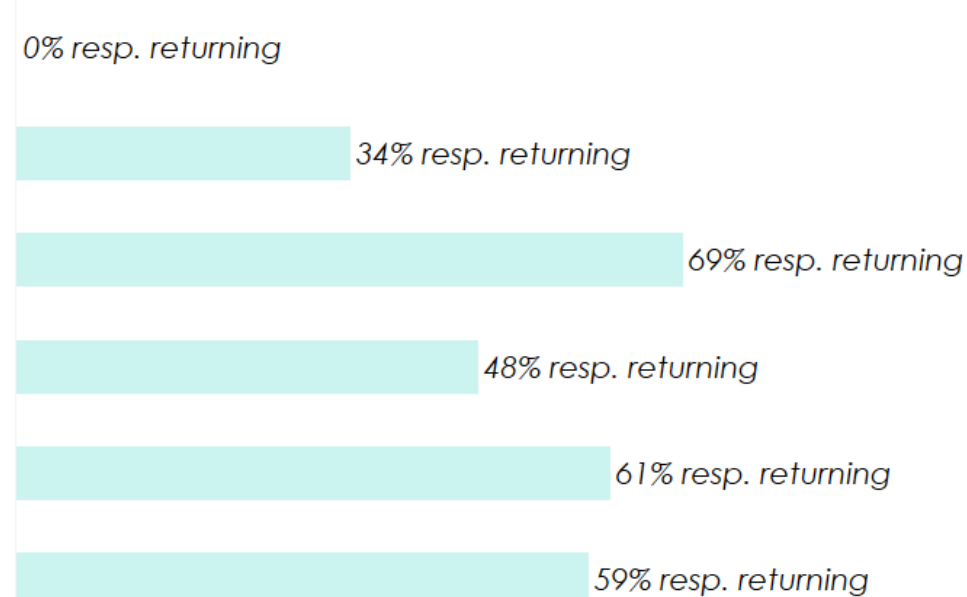


School: Schenk Elementary

Completion (96%; 372)

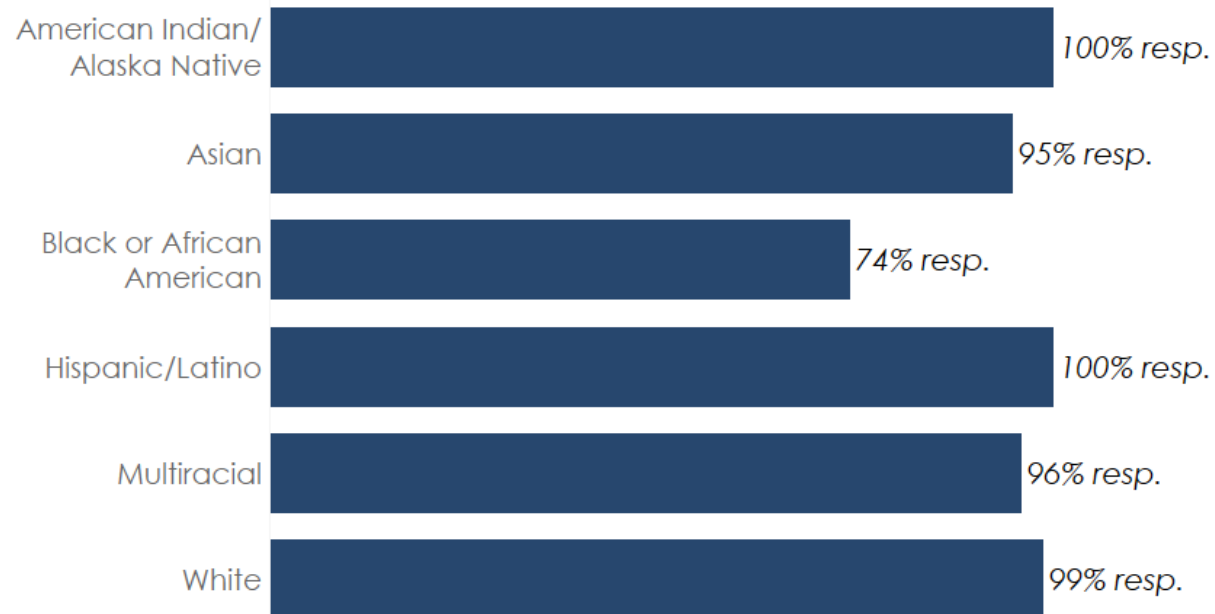


In-Person (56%; 209)

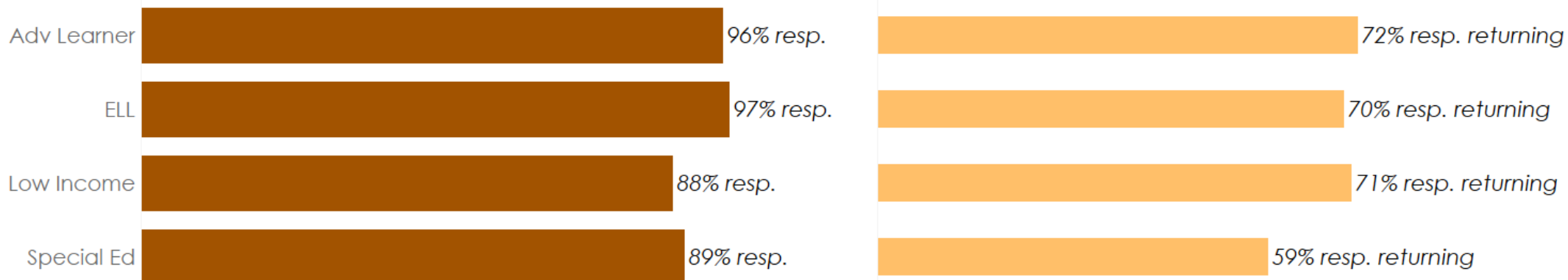
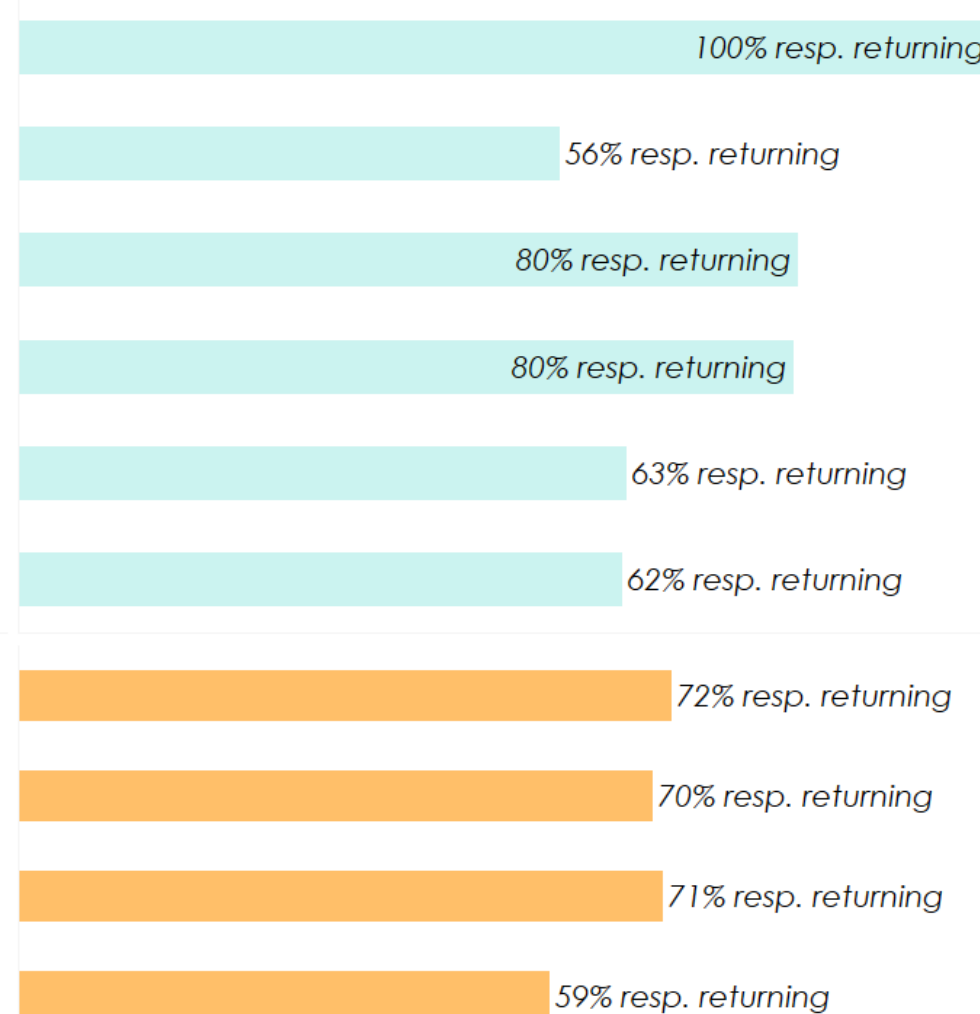


School: Shorewood Elementary

Completion (96%; 352)



In-Person (63%; 223)

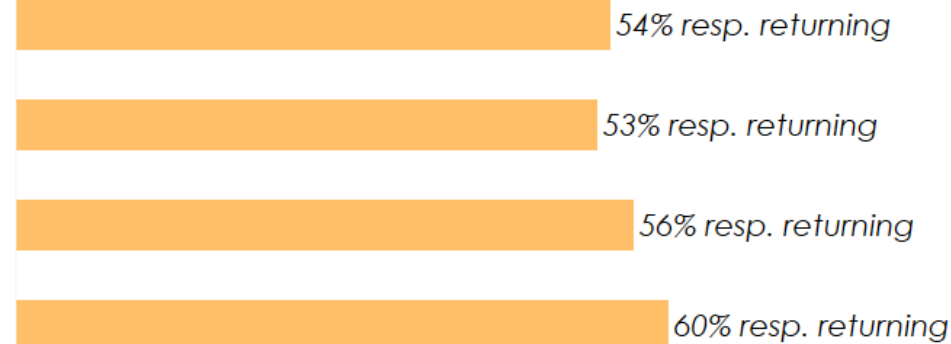
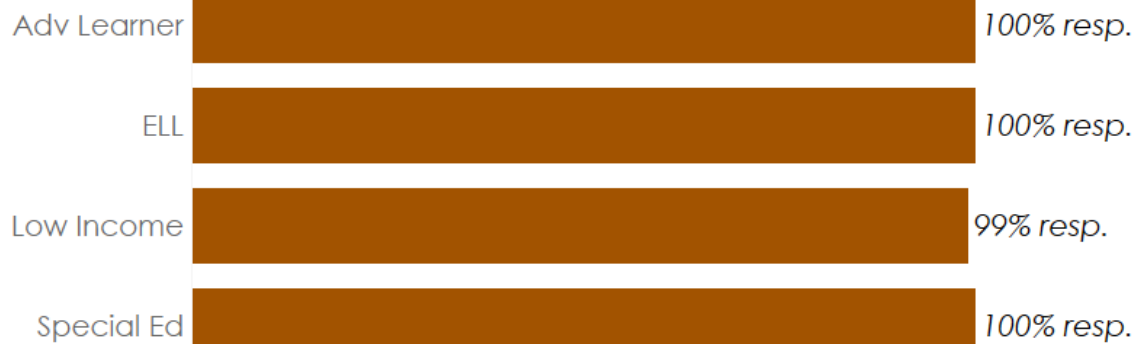
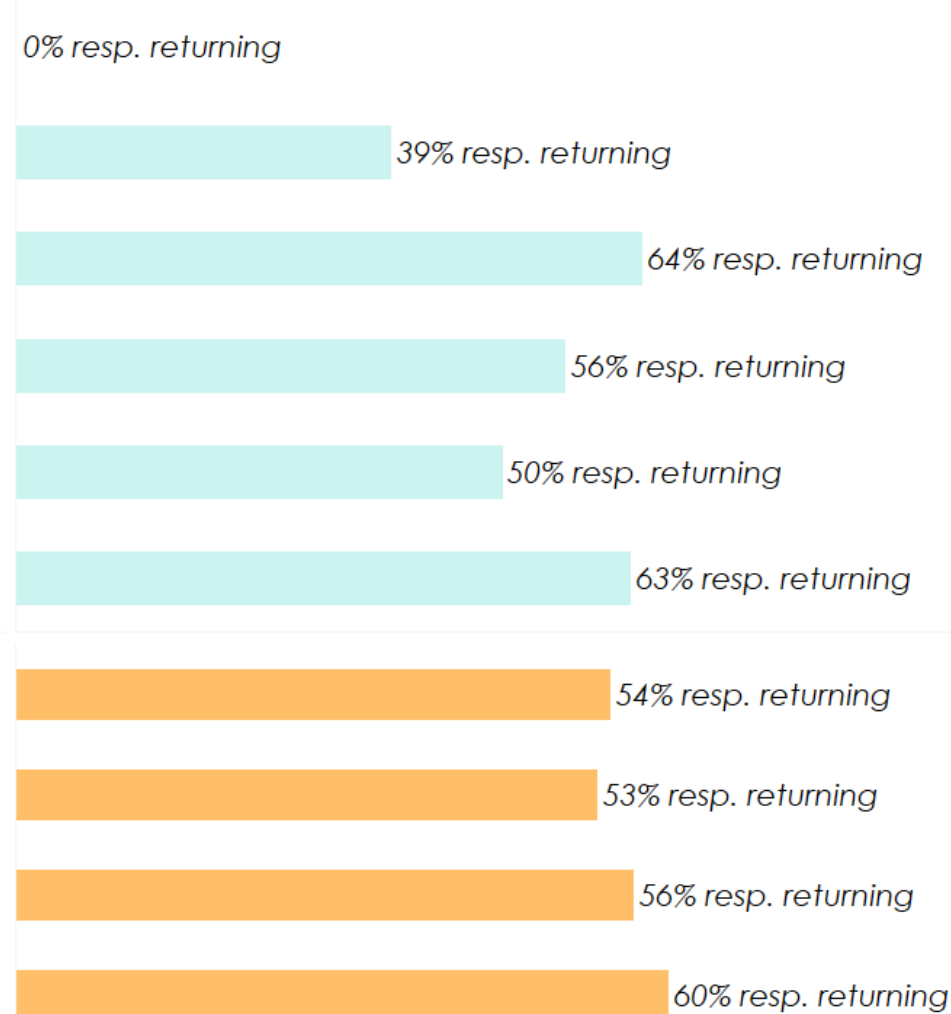


School: Stephens Elementary

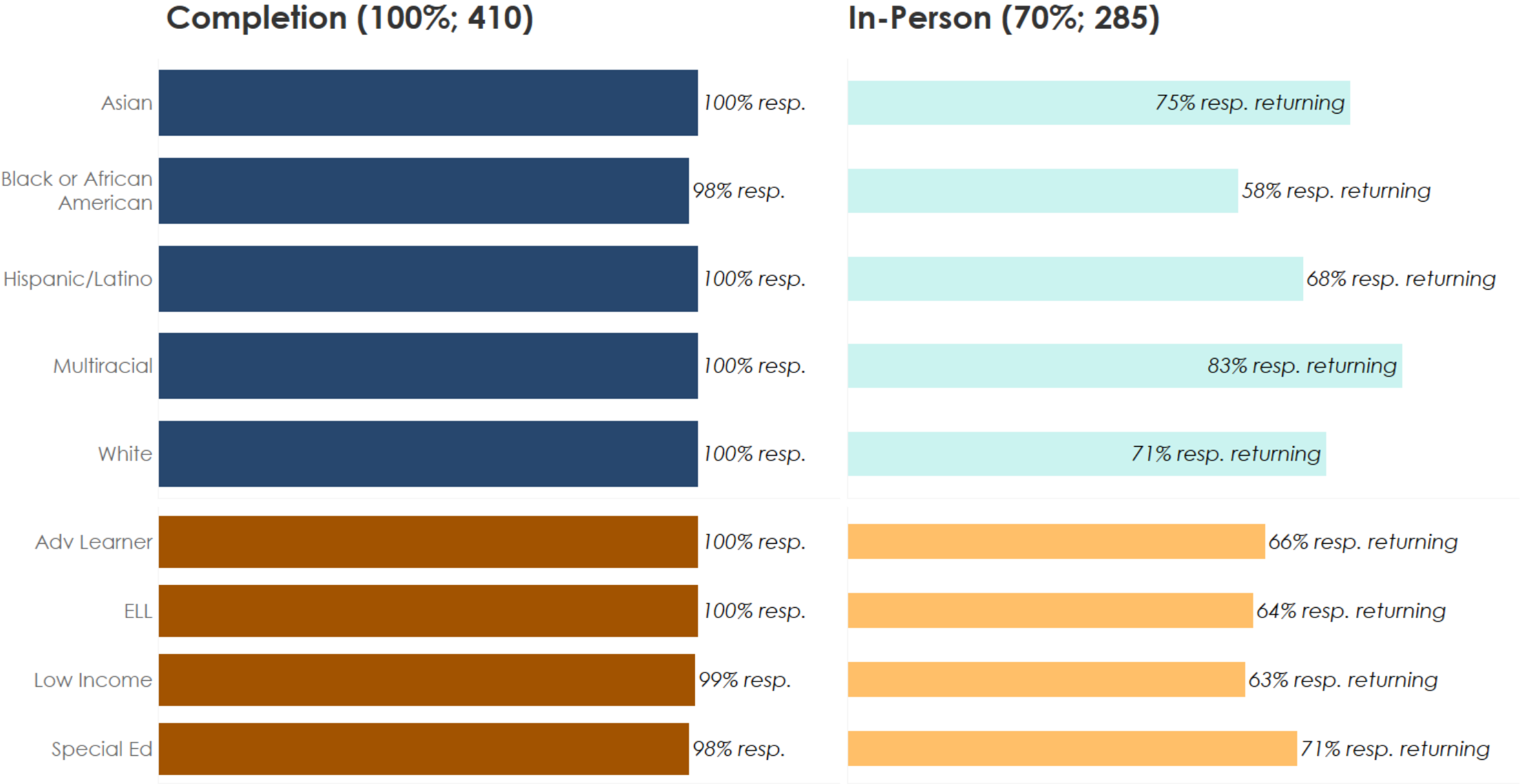
Completion (100%; 520)



In-Person (57%; 298)

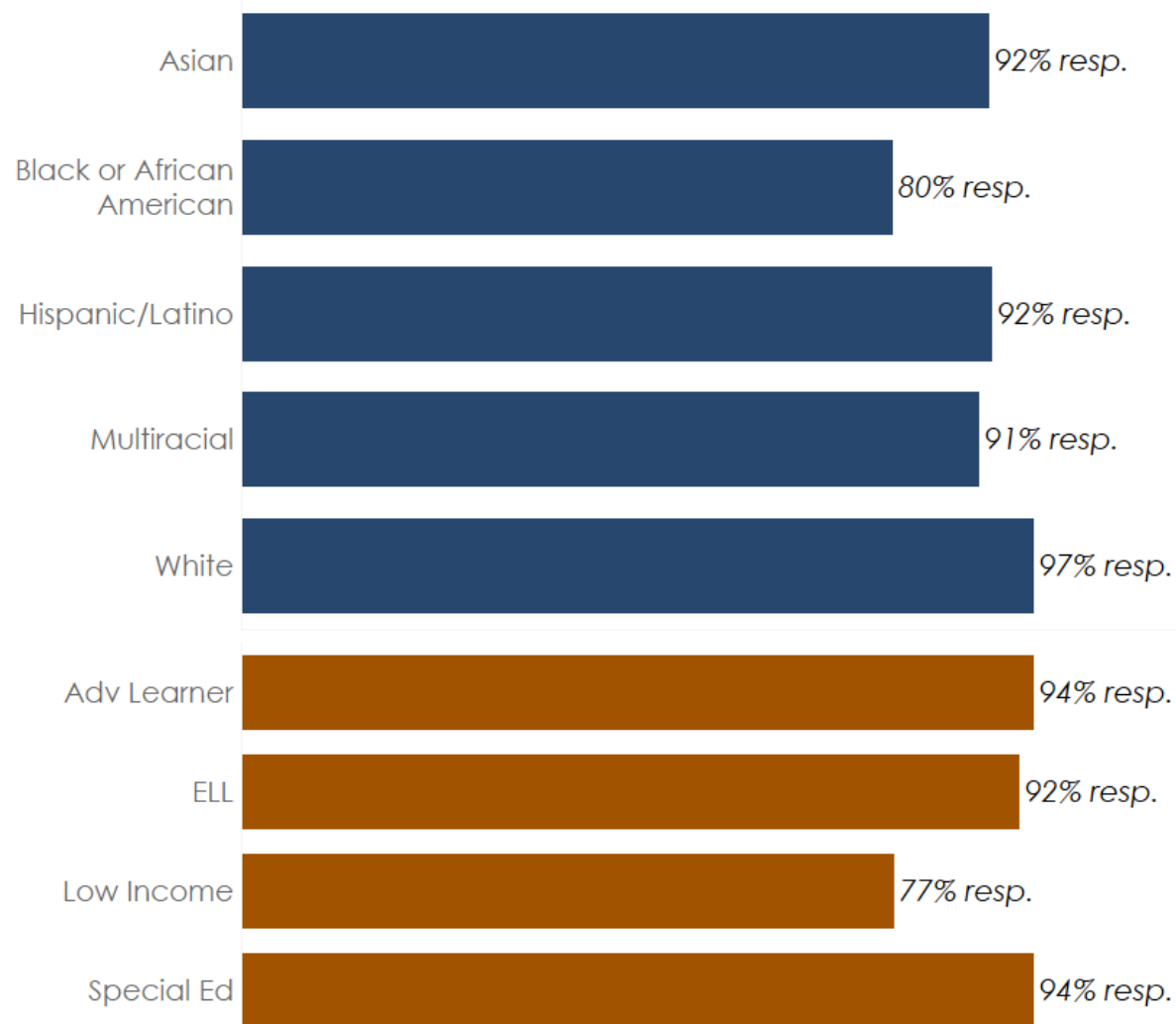


School: Thoreau Elementary

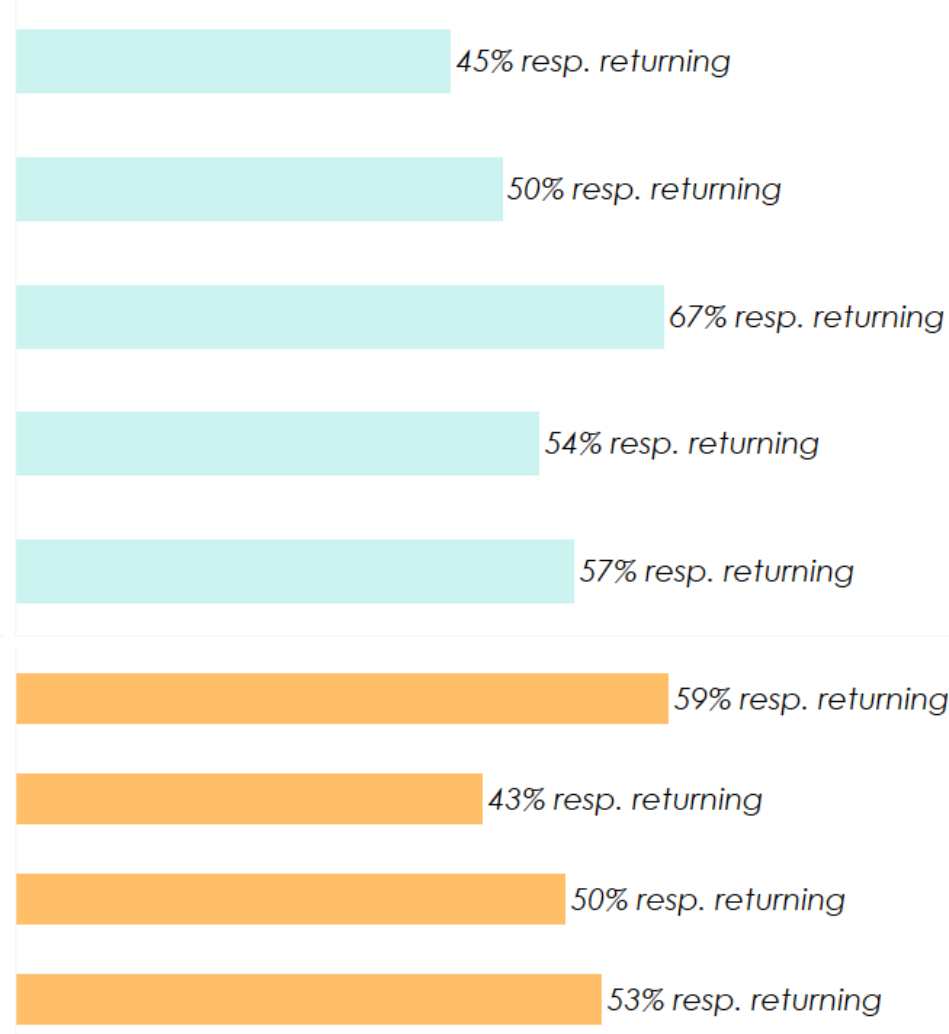


School: Van Hise Elementary

Completion (95%; 396)



In-Person (56%; 220)



To: Members of the Board of Education

From: Kelly Ruppel, Chief Financial Officer
Marcie Pfeifer-Soderbloom, Resource Development Manager

Re: Fundraising Campaign Update, with special focus on Memorial's progress

Date: March 18, 2021

Background

In the March Regular Board meeting, the Board will be asked to pass a motion that aims to reset all fundraising milestones for all projects, including any of those at LaFollette or Capital High that are internally funded. This effort is intended to make a consistent system for all projects under consideration and create efficiencies in the Central Office support efforts by moving those milestones back to an update to the Board in June 2021 and maintaining the final fundraising milestone of September 6, 2021.

At the January Regular Board meeting, the Board of Education approved a fundraising project at Memorial High School in support of an expanded theater as part of the overall referendum projects. This project aims to provide extraordinary, well rounded opportunities in the arts to students at Memorial, and in the broader community, by providing a state of the art theatre, music and practice space. As part of this effort, the Memorial Team was given a set of fundraising milestones. One of those milestones is at the end of March 2021. The memo below is from the Memorial Fundraising Team to give you an exciting update on their fundraising efforts.

Memorial Fundraising Update

Below is an update from the Memorial Committee, we hope to get these going for West soon too. Note that they are all making good progress.

Arts, Equity, and Excellence

A Campaign for Madison Memorial

The memo provides an update on the activities of the Memorial Fundraising Committee (Committee) related to Memorial High School's Music/Theater Fundraising Campaign. In late January 2021, the Board of Education approved the Committee moving forward to begin a campaign to raise funds for an upgraded Music/Theater wing beyond the upgrades available through the base scope of the referendum. While discussions about the potential for a fundraising initiative began soon after the approval of the November 2020 Referendum, the formal campaign planning and committee work began in mid-January. Also in January, with the hiring of GoodWorks Group as campaign consultant, the need for strategy, organization, and timetable were introduced to the Committee's efforts.

The campaign activities underway in February and March are as follows: (1) determining the project scope (Eppstein Uhen Architects (EUA)) and costs (Findorff); (2) identifying and researching leadership gift prospects; (3) initiating conversations with potential donors (*in lieu of a formal campaign feasibility study*); (4) negotiating agreements with potential fiscal agents; and (5) preparing collateral materials for donor prospect presentations and solicitations.

Multiple positive introductory conversations have begun with potential leadership gift prospects. Project design and associated costs were just recently prepared by EUA, who was engaged to propose layouts and renderings for cost estimates (due late March from Findorff). With these materials in hand, Memorial will be properly poised to approach donors to commit to 6- and 7-figure gifts and to facilitate their clear understanding of what the campaign scope entails (renderings, layouts, costs).

Despite the time lag in obtaining renderings and costs and despite the preliminary nature of prospect conversations, the Committee (a) received a \$100,000 gift (paid in full); (b) initiated encouraging solicitations with five prospects (alumni, parents and friends) for \$750,000-\$2,000,000; and (c) identified viable prospects and strategies for an additional \$7,000,000-\$11,000,000.

Some additional “runway” is needed to get ready for solicitations: campaign planning, project details, prospect identification and research, campaign marketing and collateral materials, and donor cultivation. The Committee is also awaiting a formal response from potential fiscal agents to manage gift payments. They expect to have all plans and materials in place by the end of March / early April.

While the Committee has made excellent progress on all fronts, and early feedback has been very positive, securing gifts and pledges must be deliberate and strategic over the next five months.

ACTIVITIES TO DATE

- Continuous recruitment for the Memorial Campaign Committee (currently at 29)
- Completion of campaign plan and six-month timeline
- Recruitment of campaign alumna chair: Jennifer Bartell, M.Ed. '99 (Chicago, IL)
- Assignment of subcommittees: Marketing, Prospect Research, Solicitation, Reporting
- Compilation of top 50-70 prospects
- Identification of top ten prospects (potential pledges of \$8 to \$11 million)
- Completed early cultivation and anticipated early solicitation:
 - Financial advisor meeting in preparation to meet with alumnus client (6-/7-figure gift)
 - Planning a meeting to propose a collective family, company, employee gift (6-/7-figure gift)
 - Asked to join a monthly family ZOOM™ to introduce campaigns (Memorial and West) and made request a collective family gift to the campaigns (mid 6-figure)
 - Three generation public school alumni family was introduced to the campaign (Memorial and West).

CONCLUSION:

There has been uniformly positive reaction from early conversations among the general public, alumni, and friends. Donor Sharol Hayner, a local Madison Memorial parent who made the largest philanthropic gift (\$100,000) of her life to the Memorial Campaign made the following statement (shared with Ms. Hayner's permission) "Passionate about education and convinced of the power of the arts to change lives, I am thrilled to be a part of this project. The vision is exciting and life-giving for Memorial students, but I believe it will ultimately affect students in all Madison schools (that is my goal). I am also grateful that my number one concern—equity and serving marginalized kids (especially students of color)—is also at the forefront of the Memorial committee's vision. I know that there will be others like me who will step up to make this vision a reality."

The committee is very encouraged and believes they will secure the necessary support for this campaign. As noted above, once all the supplemental and preliminary activities required for a proper solicitation are completed (March/April), Memorial will be prepared to properly and enthusiastically cultivate and solicit their already identified top donor prospects.