

FCS PARTNERSHIP *Program* AND TOOLKIT



Building strong relationships with the community is critical to the success of Fulton County Schools. We encourage and value partnerships with businesses, faith communities, nonprofit organizations, and civic groups that align to school goals.

update: January 20, 2022

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When stakeholders partner with the school system, your contributions of time, talent or financial support help FCS reach its Community Collaboration mission. These relationships are created through mutual beneficial agreements between schools directly or the district and the community organization or business entity. Our community agrees that Community Collaboration is something we want Fulton County Schools to be known for, and we thank each of you for your continued support.



100% of schools will have
AT LEAST 1 OF ALL THREE EXPECTED PARTNERS
(business, faith, and community)



100% of schools will have at least
1 STRATEGIC PARTNERSHIP PROJECT



At least 75% of schools will have at least
1 IMPACTFUL PARTNERSHIP PROJECT
aligned to school goals



Community Collaboration

Community Collaboration is one of the four pillars of Strategic Plan 2022. We know that effective community collaboration happens in pockets across our district, but there is room for increased consistency, clarity, and tools to support the engagement process. One of the outcomes in Strategic Plan 2022 is to increase the percentage of schools with impactful partnerships. These are partnership projects that meet or exceed agreed upon goals established between school principal and partner at the start of the project, or department leader and community partner.

We know community partnerships and collaboration add value when done in service of improved student outcomes. Your contribution matters. Better collaboration with the community also supports telling our story, supports our schools, and prepares our students for their chosen paths. We want school leaders to be able to easily engage community organizations and understand the help they can provide. We want community organizations to easily access the resources and data they need to tailor programming to meet our students' needs. FCS promotes best practices and measures to effectively engage schools with at least one of each type of partnership.

Key Terms

Strategic Partners are external individuals or organizations that provide measured supports and/or services to one or more student(s) at a FCS school, aligned to the school's strategic goals.

A specific activity outlined in a partnership agreement/plan focused on a given initiative/program (e.g., Literacy) is a **Partnership Program**, which could be supported by one or more partners and has agreed upon outcomes.

A partnership project that meets or exceeds agreed upon goal(s), as determined by principal/partner at the start of the project, is an **impactful partnership**.

Schools are encouraged to develop **faith-based, business, and non-profit or community partnerships** to serve as reading and lunch buddies, mentors, help with homework and providing classroom assistance.

An individual entering an agreement and facilitating communication, providing support who may be working on several partnership projects independently and/or with other partners is a **contact**.

Individuals who donate time, energy, or talent to support a school are **volunteers** and must complete the required Volunteer Registration Application, found at <https://www.fultonschools.org/volunteer>.

A **donor** is an individual or organization who donates money or materials/resources to support our students.

A **vendor** that desires to solicit business and/or present information or products to a school must adhere to the Vendor Process, found at www.fcspurchasingdept.org.

Establishing Partnerships with FCS

Organizations desiring to establish partnerships with local schools should start with a conversation with a school leader. Working collaboratively, the organization and local school must design the parameters of the partnership including outcomes to be reviewed annually.

This Partnership Program Toolkit provides guidelines for building relationships between schools and the community, detailing the steps and best practices in building impactful partnerships. These guidelines also apply for partnerships between FCS departments and organizations. The Partnership Agreement is a starting point for partnership activities. This toolkit covers the 5 steps needed to solidify and maximize your annual partnership program.

Steps to Successful Partnerships

- 1. Identify School Needs (discuss how partnership will enhance learning)**
- 2. Agree on Goals:**
 - a. Student Achievement
 - b. Parent Involvement
 - c. Teacher Motivation
 - d. Readiness to Learn
- 3. Agree on how to achieve goals (what each entity will do and expected outcomes).**

We will be successful if _____

 - a. Financial Involvement
 - b. Employee Involvement
 - c. Goods
 - d. Services
 - e. Training
 - f. Other
- 4. Secure top management support**
- 5. Determine Points of Contact**
- 6. Communicate regularly**
- 7. Monitor and Evaluate Progress**
- 8. Report Success**
- 9. Recognize and Reward**



FCS PARTNERSHIP PROGRAM 2.0

RELATIONSHIPS MATTER...

Fulton County Schools understands the importance of community engagement and how collaboration can be done in service to improve outcomes and build champions who support student achievement for our district and schools. This 5 step process will ensure partnerships are recorded, supported, and impactful.

IDENTIFY

Before recruiting partners and volunteers, you need to first identify the needs of your school. Determine a broad range of needs for your school: services, time, and experiences. Also, determine who they are for: the students, the staff, the building. Then, identify community partners and volunteers who can help meet the need.

Ideas for identifying needs:

- Ask for suggestions from principal, teachers, SGC, PTA and others
- Consider what other schools are doing and if it is something your school needs
- Ask teachers to identify students or programs that have a need. Partners and volunteers love to hear specifically how they can help and how they can make a difference

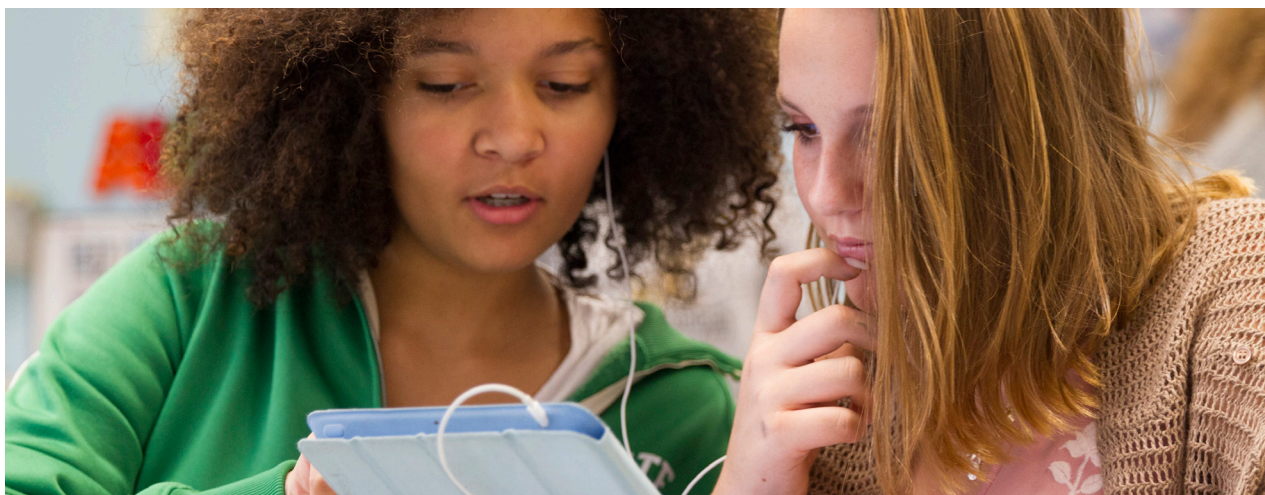
Ideas for identifying partners and volunteers:

- Ask teachers about parents who are interested in getting involved; explore their resources
- Talk with local businesses and ask if any of their employees are interested in supporting their local school
- Visit local faith houses and ask for them to help recruit their members to volunteer
- Contact local civic organizations in your area and let them know of volunteer opportunities at your school
- Ask friends, parents, and current volunteers to identify other potential volunteers
- Attend community meetings in the area and ask to announce volunteer opportunities at your school
- Make announcement at school PTA meetings
- Put a “Partnership/Volunteer Opportunities” link on your school website
- Execute a school marketing plan (tell your school’s story)

Building a School Marketing Plan

School marketing is a strategic tactic for managing the perception a community has about your school. The process begins with clarifying your school's landscape, story, and need. It is a communications strategy that is based on presenting the facts and vision of your school. Good marketing will set schools apart and make learning and other school successes visible. Consider these 10 recommendations when creating or relaunching your school's marketing plan. This will give your school an advantage during the partnership recruitment process.

- 1. DETERMINE THE CURRENT LANDSCAPE AND SCHOOL NEEDS.** Utilizing your school's strategic plan, gather updated information to communicate your current landscape. Engage stakeholders to gain their perspective and gauge school needs. Confirm your logo and tagline uniquely represents your school's vision. Create a tagline, determine what the school stands for, the mission and what makes the school different from other schools in the area.
- 2. REDEFINE THE CORE BELIEF.** Core values can be the foundations of the school. They can become what the school is known for and is identified with. The core values are the reasons the teachers get out of bed every day, and why parents choose to send their students. Create a list of core values to support, shape the culture, and reflect what your school values.
- 3. ALIGN MISSION, VISION, AND THEME.** Clarity of mission and vision is critical to the design of the school's brand and engagement. Engaging stakeholders and staffing the process, aids in carrying out the mission and theme with the vision of excellence. Leverage your School Governance Council (SGC) and Parent Teacher Association (PTA/PTO) to help in aligning school needs and goals.
- 4. UPDATE THE SCHOOL AND DIGITAL COLLATERAL.** If possible, update everything. Refresh letterhead, brochures, website banners, posters, paraphilia with school logo and tagline to display throughout the school. For maximum impact, the school's mission, vision, theme, and achievements should be prominent from the front office, lobby, or website.
- 5. CREATE A SCHOOL BRAG SHEET.** Complete a school brag sheet detailing your school's academic programs + awards, extracurricular activities, community engagement wins and pictures of school pride to market the school to the community. School brag sheets can accompany Zone brag sheets and should be used to highlight and showcase the school's unique achievements and impacts as a way of changing the image that a community has about a school.
- 6. INCORPORATE STAKEHOLDER PARTICIPATION.** Building community and developing relationships is the foundation of a successful learning environment. Leverage all stakeholders to engage, develop, and share the school's brand.
- 7. COMMUNICATE SCHOOL DATA AND NEEDS.** Utilize the school data and need report template to share your school's demographic information, big picture data, and areas of need. As stakeholders are engaged, determine the outreach plan to build partnerships and solidify resources.
- 8. CLEARLY AND TRANSPARENTLY COMMUNICATE POLICIES AND PRACTICES.** Ensure all FCS processes are completed as necessary including but not limited to the [SGC Election Process](#), Storytelling liaison process (see appendix, page 30), and the [FCS Partnership Agreement](#).
- 9. COMMUNICATE ACADEMIC AND BEHAVIORAL STORIES OF IMPACT.** Extend communication with updates on school events, highlights of recent student achievements, along with school awards to staff, parents, SGCs, and PTAs/PTOs, partners, elected officials and community members to share impacts and help change the school's narrative. Widely [share stories of impact across school networks](#), that tell the school's journey of transformation and highlights of achievement.
- 10. CELEBRATE ACADEMIC AND BEHAVIORAL ACHIEVEMENTS.** In communicating the school's vision and priorities, there should also be attention given to celebrating the successes of the students, teachers, and staff. Celebrations should be widespread to include all stakeholders: families, school partners, SGC, PTA/PTO, partners, and the community.



While considering potential partners and preparing to recruit, be clear about ways partners can help.

Ways Partners Can Support Schools:

- ☐ Tutor
- ☐ Mentor
- ☐ Academic/Literacy support
- ☐ Lunch buddy
- ☐ Reading buddy
- ☐ Donate funds
- ☐ Facilities/Capital Improvement (technology, playground, etc.)
- ☐ Social Emotional Learning
- ☐ Sponsor teacher appreciation event
- ☐ Staff & Student incentives
- ☐ Classroom speaker
- ☐ Share real-world college & career experience
- ☐ Student Workforce Development/Internships
- ☐ Sponsor student trips
- ☐ Build collaboration to benefit school
- ☐ Parent/Family Resources (health, financial, housing, etc.)
- ☐ Serve as an advocate for your school
- ☐ Sponsor uniforms for students in need
- ☐ Facilitate a college/career fair

Ways Schools Can Support Partner:

- ☐ Recognition on a marquee or at a public meeting
- ☐ Nominate your partners for state and district awards
- ☐ Send notes from students to thank partners for their activities.
- ☐ Have a special place in the school to announce and highlight partnership activities.
- ☐ Have choral or musical performances at the partners' business during the holidays.
- ☐ Provide student artwork for a partner's lobby or for holiday cards.
- ☐ Media coverage by sending news releases and notifying media of special events
- ☐ Appreciation at breakfast or luncheon programs.
- ☐ Include Partners in Education column in the school newsletter
- ☐ Share or provide photographs of students and partners working together
- ☐ Plaques and banners to thank the partner for their commitment
- ☐ Free tickets to school sporting events or other activities
- ☐ Volunteer to assist at a special company event
- ☐ Invite your partner to shadow a teacher or administrator
- ☐ Open in-service sessions to company staff

Annual Partnership and Engagement Timeline

August-October	<ul style="list-style-type: none"> <input type="checkbox"/> Identify current and potential partner contacts <input type="checkbox"/> Using the school's Strategic Goals, determine how potential partners can assist <input type="checkbox"/> Determine the Action Team and Partnership Coordinator for the school (we suggest the SGC Communications and Outreach Chair) <input type="checkbox"/> Plan for outreach and engagement by utilizing tips from the Building your School Marketing Plan.
November- December	<ul style="list-style-type: none"> <input type="checkbox"/> Prioritize and align messaging to recruit partners <input type="checkbox"/> Complete the Annual Partnership Agreement to retain impactful partners and work together to implement the plan outlined in the agreement <input type="checkbox"/> Connect partners with the school's SGC Communications and Outreach Committee
January-March	<ul style="list-style-type: none"> <input type="checkbox"/> Highlight "Good News" stories of impact with school Storytelling Liaison <input type="checkbox"/> As you near the end of the year, both parties should evaluate the partnership and discuss next steps <input type="checkbox"/> Prepare to complete an evaluation that captures areas of support and highlights the partnership's impact
April-June	<ul style="list-style-type: none"> <input type="checkbox"/> Celebrate achievements at the school, include Community Champions and Partners <input type="checkbox"/> Discuss continuing support at the school and opportunities to expand for the upcoming year <input type="checkbox"/> Review Annual Partnership Agreement goals and revise/ renew for the next school year <input type="checkbox"/> Engage with SGC Meetings to share partnership data and needs

Partnership Meetings

Determine who should be involved. Put together a team of representative school and community stakeholders (including all partners – school / community / parents) who are:

- ✓ Big picture and detail-oriented
- ✓ Thinkers and doers
- ✓ Ability to manage and network

Building Action Teams for Partnerships

On the Community/ Partner side:	On the School/ District side:
<ul style="list-style-type: none"> <input type="checkbox"/> Local Officials <input type="checkbox"/> Community Associations <input type="checkbox"/> Corporate/ Industry Sector <input type="checkbox"/> Business/ Executive representative <input type="checkbox"/> Faith/Church Groups <input type="checkbox"/> Public relations <input type="checkbox"/> Support staff directly 	<ul style="list-style-type: none"> <input type="checkbox"/> The principal <input type="checkbox"/> Teaching staff <input type="checkbox"/> Parents <input type="checkbox"/> School Governance Council <input type="checkbox"/> Youth and family coordinators <input type="checkbox"/> Students <input type="checkbox"/> Partnership Coordinator/Principal Designee

Roles & Responsibilities

Partnership Coordinator/Principal Designee: Acts as main contact and school manager of the partnership. Responsible for recruiting school staff, matching business volunteers to specific teacher requests, conducting orientation for teachers and partner volunteers, overseeing planning and evaluation of activities. Serves as primary contact between the partner and the school. Responsible for recruiting employees for partnership activities, identifying corporate resources, coordinating activities and evaluations, working our administrative procedures and reporting to management.

Principal: The Partnership Coordinator facilitates communication and engagement with new and existing partners. They would also monitor the specific activity outlined in the partnership agreement. An organization or individual providing support who may be working on several partnership projects independently and/or with other partners is a contact. It will be the Partnership Coordinator's responsibility to maintain communication with the partner contacts.

SGC Member/Outreach & Communications

Committee: Comprised of the Committee Chair, the principal (or his/her designee) and at least three (3) additional members of the Council. The principal (or his/her designee) will be a non-voting member of this committee. The Council may add up to three (3) additional external (non-Council) members to serve on the Outreach & Communications Committee.

Any external committee members must be approved by a majority vote of the School Governance Council before serving on the committee. No more than eight (8) people may serve on the committee.

Parent/Guardian: The parent/guardian must provide written consent for student participation and data release prior to enrollment. Feedback should be collected and review for program and partnership review.

Partner Staff: Serve as the most important players in the partnership. Clearly define the role of partner volunteers in planning and implementing your activities.

Partnership Coordinator: The partnership coordinator may be the SGC Communications & Outreach Committee Chair. With the exception designated programming, all Partnership Coordinators hold the liaison role for a one-year term. A Partnership Coordinator may be designated for the duration of the partnership. Annual Partnership Program trainings will be available along with refresher training sessions throughout the school year, from August through June. Partnership Coordinators will not make statements, provide information for distribution, or provide background information to any media source unless specifically directed to do so by the principal and/or a representative of the Fulton County Schools. All media requests should be directed to the Communications Dept., Communications@fultonschools.org.

RECRUIT

When recruiting partnerships, you are inviting them to become involved with your school. You want to help them understand how their contribution can make a difference in the lives of the students at the school.

Once you have identified the school's needs and potential partners and volunteers, contact them. Let them know what the needs are at your school and how they can help make a difference in the lives of your students and community. Invite them to participate in enhancing learning for our students.

Ideas for recruiting volunteers:

- **Direct them to your school website to learn more about your school and its needs**
- **Create a flyer to pass out that explains more about your school and the volunteers needed to make a difference in the academic performance of the school**
- **Direct them to the FCS website and the “Volunteers & Partners” link under the Community tab to learn more about volunteering and about the district**
- **Utilize your school Storytelling Liaison to tell stories about students and programs and current partners and volunteers and how the relationships benefit both your students and partners**

Make sure they are aware they need to register on-line and complete the child abuse reporting training before they will be able to volunteer. Direct them to: the Partners and Community link under the Community tab on the website to register.

The following is an example of how to contact a prospective partner:

- 1.** Send an initial e-mail to the partner or volunteer, expressing your thanks for his/her interest in becoming involved with your school, telling him/her a little more about your school and mentioning specifically the volunteer opportunities available there. Ask about their interest (type of partnership/volunteer role and availability) and ask for a reply back to you so that you can match them with a need at your school. (See attached Sample Initial E-mail, p.8).
- 2.** If the e-mail returns undeliverable or you are having trouble contacting the potential partner or volunteer, send a letter by mail or call them on the phone.
- 3.** Once you hear back from your partner or volunteer, match the volunteer's interest with the need you have in your school. Contact the teacher to make sure that the student/program still has the need and discuss details and logistics.
- 4.** Contact the volunteer and confirm the day and time the volunteer will be at school and tell the volunteer a little about the student or program they will be working with. Let them know about sign-in procedures at the school. Attach or enclose any information that would help with their partnership or volunteer role. (See attached Sample Follow-up E-mail, p.9).
- 5.** Make a note on your calendar for the partner or volunteer's initial visit. Plan to greet them in the main office and walk him/her to their assignment, asking if they have any questions or concerns.
- 6.** It may be helpful for you to develop a tracking sheet to monitor your contact with partners and volunteers. This will help you keep up with each of the prospective partners and volunteers, as well as help with acknowledgement of service during April's Volunteer Appreciation month.

Sample First meeting:

- Welcome/Introductions
- Share a comprehensive school overview (history, demographics, academic data, academic goals/needs, school strategic plan goals, other needs – i.e., teacher appreciation support, increase parental involvement, mentors, real-world experience opportunities, recruit volunteers, etc.)
- Share what volunteers and partners have done in the past, solicit feedback, provide each potential partner with an information kit about your school (be sure to include contact information)
- Allow partners to consider how they can support your goals
- School events partners should attend
- Partner events school staff should attend
- Schedule future meetings to check progress

You will want to have your partnership coordinator develop a partnership plan that outlines the arrangement and complete and sign a partnership agreement. This comprehensive document will allow each partner to see what the other is doing. Set clear expectations which will allow you to measure success.

Types of Community Engagement

Fulton County Schools (FCS) welcomes and encourages community organizations to partner with schools to support student achievement and improve student outcomes. To that end, FCS has developed a this toolkit for community organizations that want to collaborate with schools. To simplify the process, we will assume there are two basic levels of community engagement: Events and Programs. **Events** tend to be more straightforward and require less engagement from school administrators. Examples of event-driven community engagement include providing a guest speaker for a classroom, building picnic tables, serving lunch to teachers, etc. **Programs** tend to be more complex and require more engagement from school administrators. Examples of program-driven community engagement include forming a Robotics program after school, case managing a subset of students, providing tutorial support, etc. The nature of the community collaboration will determine the processes that need to be followed.

Event-Driven Community Engagement:

FCS strives to provide meaningful ways to involve parents and community members in our schools. District events such as College and Career Fairs, Faith Summits, First Responder Events, First Day Fulton, etc., provide parents and community members opportunities to get involved and take an active role in education. School-based events such as Math Night, Family Reading Night, STEM Night, Spirit Night, etc., bring families and community members together to support their local school. Events provide many opportunities for parents, students, and community members to meet the principal and staff. If your organization wants to organize an event at a school, you will need to coordinate with the principal or his/her designee.

Program-Driven Community Engagement:

Some of our students need more support and services than our schools can provide. Therefore, FCS partners with community organizations to provide programs that align with schools' strategic plans. For programs to be successful, strong coordination is required between the school and the community organization **and is often solidified with a Memorandum of Understanding (MOU).**

Sample Elementary Engagement

August	<input type="checkbox"/> Include partnership info in back-to-school communications for families and new staff. <input type="checkbox"/> Inform staff about partnerships <input type="checkbox"/> Review partner needs/interests and identify possible partners
September	<input type="checkbox"/> Prepare compelling story about your school with facts (demographics, successes, history) <input type="checkbox"/> Invite partners in to discuss partnership and visit your school
October	<input type="checkbox"/> Develop partner plan / agreement / calendar of activities
November	<input type="checkbox"/> Partner guest readers visit classrooms <input type="checkbox"/> Students create thank-you posters
December	<input type="checkbox"/> Partners visit classrooms for holiday parties
January	<input type="checkbox"/> Guest readers return
February	<input type="checkbox"/> Partners support a school-based project such as STEM Fair, History Day, Art Fair, or academic competition
March	<input type="checkbox"/> Display items from partnership during school conference or business event. <input type="checkbox"/> Tutors help students prepare for testing <input type="checkbox"/> Partners help with spring school clean-up project
April	<input type="checkbox"/> Students/staff hold partnership appreciation activity <input type="checkbox"/> Review partnership status and assess progress. <input type="checkbox"/> Begin plans for following school year – so partnership can begin in September
May	<input type="checkbox"/> Report out partnership progress and successes/Celebrate <input type="checkbox"/> Include partners in end-of-year activities

Sample Middle School Engagement

August	<input type="checkbox"/> Include partnership info in back-to-school communications for families and new staff. <input type="checkbox"/> Inform staff about partnerships <input type="checkbox"/> Review partner needs/interests and identify possible partners
September	<input type="checkbox"/> Prepare compelling story about your school with facts (demographics, successes, history) <input type="checkbox"/> Invite partners in to discuss partnership and visit your school
October	<input type="checkbox"/> Develop partner plan / agreement / calendar of activities
November	<input type="checkbox"/> Partners participate on Student Wellness Committee
December	<input type="checkbox"/> Hold “unplug” day for student wellness
January	<input type="checkbox"/> Partners visit PE classes – “A Day in the Life of.... Project” related to staying healthy in the workplace. <input type="checkbox"/> Students / Partners meet to work during month to work collaboratively on an identified academic project that students present in class.
February	<input type="checkbox"/> Hold various targeted career exploration activities
March	<input type="checkbox"/> Display items from partnership during school conference or business event. <input type="checkbox"/> Tutors help students prepare for testing
April	<input type="checkbox"/> Hold school bike/walk to school day <input type="checkbox"/> Students/staff hold partnership appreciation activity <input type="checkbox"/> Review partnership status and assess progress. <input type="checkbox"/> Begin plans for following school year – so partnership can begin in September
May	<input type="checkbox"/> Report out partnership progress and successes / Celebrate <input type="checkbox"/> Include partners in end-of-year activities

Sample High School Engagement

August	<input type="checkbox"/> Include partnership info in back-to-school communications for families and new staff. <input type="checkbox"/> Inform staff about partnerships <input type="checkbox"/> Review partner needs/interests and identify possible partners
September	<input type="checkbox"/> Prepare compelling story about your school with facts (demographics, successes, history) <input type="checkbox"/> Invite partners in to discuss partnership and visit your school
October	<input type="checkbox"/> Develop partner plan / agreement / calendar of activities
November	<input type="checkbox"/> Partners support a school-wide community service project to help support needy families
December	<input type="checkbox"/> Partners/school present results of service project <input type="checkbox"/> Students sing at partner holiday
January	<input type="checkbox"/> Partners visit classrooms to share career info. <input type="checkbox"/> Students create thank-you posters for partner
February	<input type="checkbox"/> Hold targeted academic competition – partners “judge” the projects. <input type="checkbox"/> Tutors help students prepare for testing
March	<input type="checkbox"/> Display items from partnership at school activities or business event. <input type="checkbox"/> Tutors help students prepare for testing
April	<input type="checkbox"/> Students/staff hold partnership appreciation activity <input type="checkbox"/> Review partnership status and assess progress <input type="checkbox"/> Begin plans for following school year – so partnership can begin in September
May	<input type="checkbox"/> Partners support service-learning day <input type="checkbox"/> Partners meet with senior groups for successful transitions presentation
June	<input type="checkbox"/> Report out partnership progress and successes / Celebrate <input type="checkbox"/> Include partners in end-of-year activities

Aligning to MOU Exhibit A: Scope of Activities

Sample Program Proposal (Generated by Partner)

ORGANIZATIONAL
LOGO

Name of County/Organization

Address

City, State Zip Code

Telephone Number

Fax Number

Email Address

BACKGROUND INFORMATION:

- Describe the problem, concern or issue that is to be addressed, solved, or improved
- Explain why the issue is important to whom it is important,
- Describe underlying theories and logic used in taking a particular path or approach
- Articulate benefits of the initiative, program, or project

PURPOSE OF INITIATIVE, PROGRAM, OR INTERVENTION:

- What is the name of the new practice
- Explain why this practice was selected above other practices or approaches
- Discuss any evidence that speaks to its effectiveness or efficiency

IMPLEMENTATION:

- Discuss who should be involved in implementation
- Describe the steps to implementation
 - List of FCS/school responsibilities
 - List of Partner/Organization responsibilities
- Clarify the expected outcomes of the new practice

RETAIN

Once securing the partner or volunteer, you need to cultivate the relationship. Meet them at the office when they are scheduled to come in. Call or e-mail them to see how things are going – both for the student and for the volunteer. Make sure they know how much you appreciate their time and give them examples of how their student or the program is doing because of their efforts. If there needs to be modifications to the assignment, acknowledge this and work together to resolve. This is also the time to acknowledge the volunteer's contribution with some type of recognition.

Checklist for retaining each partner or volunteer:

- ☐ Make sure teacher is aware that partner/volunteer is coming on specified day/time to see student. Determine where the partner/volunteer activity will take place.
- ☐ Greet partner/volunteer at the office on first day and walk them to the classroom
- ☐ Call or e-mail monthly to see how things are going
- ☐ Contact teacher to see how partner/volunteer is making a difference
- ☐ Let partner/volunteer know what impact their time is making on the student
- ☐ Ask for feedback from partner/volunteer on how the experience could be enriched and try to accommodate

Ways to recognize volunteers:

- Have student write a thank you note
- Place the partner/volunteer's name on the school marquee or sign in office with a great big THANK YOU
- Ask the principal to write a note to the partner/volunteer letting them know how important their time is to the success of the school
- Plan a recognition for Volunteer Appreciation Month in April
- Attend the district Volunteer Appreciation Luncheon
- Send a "Certificate of Appreciation," acknowledging their commitment and hours of service
- Include a list of partners/volunteers in the school newsletter or yearbook
- Send a birthday card on their birthday
- Have a "Partner/Volunteer of the Month" award and place their picture in the main office
- Nominate partners/volunteers for awards
- Send a thank you note to the partner/volunteer's employer to express appreciation the sharing of the employee's talents and what impact the partner/volunteer is making at your school

Annual Partnership Agreement

The partner engagement and recruitment culminates with the execution of the Partnership Agreement form. The Annual Partnership Agreement is fillable online and has a process flow for all the appropriate people to complete their sections. The [Annual Partnership Agreement Form](#) can be completely executed online, maximizing the ability to monitor, support, and highlight impactful partnerships on a central platform.

The partnership agreement is a starting point for partnership activities. Each local school partnership should include:

1. **Partnership goals for the school and partner organization**
2. **Resources to be provided by the organization and the school**
3. **How the partnership supports school strategic plan initiatives**
4. **A completed Annual Partnership Agreement which includes the signatures of the principal and partner representative**
5. **Steps to follow to be eligible to access the district's Student Data Reporting Portal**

The screenshot shows a web browser window with the Nintex Workflow Cloud interface. The browser address bar displays the URL: fultonschools-302163.workflowcloud.com/forms/45984cca-b236-4c7f-a9.... The form is titled "FCS Partnerships" and features the Fulton County Schools logo with the tagline "Where Students Come First". The form is divided into two main sections: "FCS Contact Information" and "Partner Contact Information".

FCS Contact Information

- School Name * (Dropdown menu with "Please select" as the current selection)
- Partnership Coordinator OR Principal Email * (Text input field with placeholder "Enter a Fulton County Schools email address")

Partner Contact Information

- Organization Name * (Text input field)
- Organization Type * (Radio button options: Business, Government/Civic, Faith, Non Profit, Education, Others)
- Contact Person * (Text input field)
- Contact Street Address (Text input field)
- Contact City * (Text input field)
- Contact State * (Dropdown menu with "Georgia" selected)
- Contact Zip * (Text input field)
- Contact Phone * (Text input field)
- Contact Email * (Text input field with placeholder "Please enter a full email address")

A "Next Page" button is located at the bottom right of the form.

Process Timeline for Partnership Programs and Afterschool Enrichment Partners

Who	What	By When
Principal (Partnership Coordinator) and Partner	<ul style="list-style-type: none"> <input type="checkbox"/> Hold meeting to review key priorities and discuss impact/ goals <input type="checkbox"/> Complete the Annual Partnership Agreement Form <input type="checkbox"/> School letter of support stating alignment to School Governance Council or Strategic Goals <input type="checkbox"/> Determine schools based on capacity and support services 	April
Partner (Only New Partners)	<ul style="list-style-type: none"> <input type="checkbox"/> Send school Support Letter for record and a copy of parental/ guardian consent form to be used to Community Relations Dept for legal review <input type="checkbox"/> Send *Mental Health Providers: The therapist must complete a Confidentiality and Access Agreement submit it to the school social worker (cc: principal) before the intake process 	May
Principal (Partnership Coordinator) and Partner Mental Health Partners	<ul style="list-style-type: none"> <input type="checkbox"/> Schedule planning meeting with principal (or his/her designee). Discuss: <ul style="list-style-type: none"> <input type="checkbox"/> MOU (including goals, target population, space, data needs, start date, transportation, nutrition) <input type="checkbox"/> Beginning of year meetings that partner should attend <input type="checkbox"/> Schedule mid-year meeting or reporting deadline <input type="checkbox"/> School's emergency procedures (such as fire drills and evacuations), the procedures for actively suicidal students, and the sign-in procedures <input type="checkbox"/> In lieu of requiring an MOU at the beginning of the school year, Fulton County Schools require each therapist to complete a Mental Health Provider Confidentiality and Access Agreement for each child with which s/he works. The therapist must complete this form and submit it to the school social worker (cc: principal) before the intake process. 	May
Partner, Principal (Partnership Coordinator) and District Rep.	<ul style="list-style-type: none"> <input type="checkbox"/> Finalize and sign MOUs* <input type="checkbox"/> Contact the Office of Grant Development for assistance. <input type="checkbox"/> Send completed versions to the Community Relations Dept to retain records 	May
Partner	<ul style="list-style-type: none"> <input type="checkbox"/> Complete Background Check and Volunteer Registration; you may begin the background check process at any time. Please note that all badges should have a two-year expiration date <input type="checkbox"/> Contact the Safety and Security Dept with questions 	June
Principal (Partnership Coordinator) and Partner	<ul style="list-style-type: none"> <input type="checkbox"/> Identify and recruit target population <input type="checkbox"/> Determine program operation/ on-site logistics 	June

Who	What	By When
Partner	<input type="checkbox"/> Submit SchoolDude requests through Facility Rental <input type="checkbox"/> Annual waiver requests must be submitted to the Facility Rental Dept by June 30th	Rolling submission
Partner	<input type="checkbox"/> Submit application for afterschool snacks to the School Nutrition Dept, cc: the Community Relations Dept <input type="checkbox"/> Submit School Nutrition Program application for after school snacks by July 31st Note: sample completed document here	Rolling submission
Partner	<input type="checkbox"/> If applicable, contact the Transportation Dept for process and procedures of accessing FCS transportation (via contracting and/or sweep buses)	July
First Day of School		
Partner	<input type="checkbox"/> Submit copies of student roster and completed parental consent forms to principal(s), school partnership coordinator and the Community Relations Dept	September
Patrice	<input type="checkbox"/> Maintain current student roster with verified parental consent forms <input type="checkbox"/> Ensure school data clerks enter student rosters in FCS student information system for tracking and reporting purposes	October
Principal (or Designee) and Partner	<input type="checkbox"/> Hold mid-year meeting and/or written update <input type="checkbox"/> Discuss budget and data needs per MOU	January
Principal (or Designee) and Partner	<input type="checkbox"/> Hold year-end meeting and review data/outputs <input type="checkbox"/> Discuss or collaborate on year-end recognition/ celebrations <input type="checkbox"/> Renew/ revise Annual Partnership Agreement Form	March

Partnership Process Contacts

Department	Email	Phone
Community Relations	Community@fultonschools.org	470-254-4589
Safety and Security	Police@fultonschools.org	470-254-0599
Data Warehouse	ITservicedesk@fultonschools.org	470-254-4357
Facility Rental	FacilityRental@fultonschools.org	470-254-7368 (RENT)
School Nutrition	SchoolNutrition@fultonschools.org	470-254-8960
Transportation	CrossV@fultonschools.org	470-254-0390
Office of Grant Development	Grantdevelopment@fultonschools.org	470-254-4573
Communications	Communications@fultonschools.org	470-254-6830

Sustaining and Improving Partnerships and Engagement

Sample Third meeting:

- Team to review status of partnership plan tactics
- Survey partners and participants to gain feedback of the process and their experience
- Share successes and impact plan has made on students and teachers
- Review and discuss partner initiatives and the partnership plan

Communication

Storytelling is a strategic tactic for your school's marketing plan. Stories of Impact are collected for the school system's communication outlets and general outreach, featured on the FCS News page, www.fultonschools.org/news. The FCS Communications team is prepared to support to ensure that all schools are properly represented as the News page is refreshed. Each school's Storytelling Liaison works with their Communications Rep (assigned by Learning Zone) to collect and share school news via the [Good News submission form](#).



The FCS Communications Department is always looking for "great news" to share with the community and media. Is there something amazing happening in your school or department? Is there a student or teacher making a difference? Let us know about it... preferably BEFORE it happens so we can get photos and video. [Fill out the story submission form today!](#)

EVALUATE

When you began working with the partner/volunteer, they told you why it was important for them to be involved. Periodically, make sure that their needs, as well as the student or programs' needs, are being met.

Evaluation Ideas:

- **Before the volunteer begins, note what the volunteer told you why it was important to volunteer. Quarterly, ask if that need is being fulfilled**
- **Talk with the student's teacher or staff overseeing the program to determine the progress since the partnership began**
- **If the partner/volunteer has impacted the staff and teachers, let him/her know how their time has helped them**
- **Ask the partner/volunteer how the process can be improved**
- **Provide volunteer with overall school success and thank them for their contribution to the success**

At the onset of the partnership, goals for the partnership were defined for both the school and the partner. At least annually, these goals need to be evaluated to determine the success of the partnership. The partnership is seen as an investment by the partner and the evaluation process helps determine their "return on investment." Did students progress? Was the partnership useful to the staff? Was the program easy to manage? Include data collection and analysis to assess strengths and weaknesses. The evaluation process should be user-friendly, meaningful, and simple, but is critical to the continuation of the partnership and possible expansion.

Sample Fourth meeting:

- Consider what worked well and what needs adjustment
- Discuss the next school year's Partnership Plan (Utilize feedback from teachers)
- Consider the partner contact who volunteered as partnership coordinator
- Provide partners with next years' school calendar and select four (tentative) meeting dates
- Update and revise partnership agreement and plan for changes if necessary

EXPAND

If the evaluation yields positive results, consider how the partner/volunteer role could be expanded. Maybe the partner/volunteer would like to increase their time or service. Perhaps the partner/volunteer has a work or church group that would like to be included in the important work they are doing. Inquire about the volunteers' willingness to help expand the program so that more students or programs can be served.

Based on the evaluation of the partnership, it may be determined that the program needs expansion, adding new programs, involving parents and the community even more. If the partnership has reaped great rewards, why not expand it so that more children can benefit. Determine how the program will be expanded and a timeline for expansion.

Funding Tools



If you are interested in fostering grant development within your school, learn more about the Grant Champions Program. As a Grant Champion, you will build your grant development skills, lead a grant development team, and secure additional grant funding for your school.

Steps to becoming a Grant Champion:

1. **Let your principal know you are interested in being the Grant Champion for your school.**
2. **Form a Grant Committee with the Principal, a few members of Staff, Parents, PTA and SGC members.**
3. **Understand your School's strategic plan and discuss funding needs or resource gaps.**
4. **Inform school leadership of your intent to apply for a grant and complete the online grant approval form.**
5. **Mine local resources - local businesses, Partners in Education, Rotary, Corporate Foundations, local service groups, religious organizations.**
6. **Submit your proposals to the Funder or Grantor and win grant funding for your school!**

Grant Champions workshops are offered throughout the year to provide consultative support, grant writing tips and tricks and resources on a variety of programs for those interested in grant development, funding opportunities and grant research.

ADDITIONAL PARTNERSHIP PROGRAM RESOURCES

Annual Partnership Agreement Form
[[Partnership Agreement \(fultonschools.org\)](https://www.fultonschools.org/partnership-agreement)]

Volunteer Registration
<https://www.fultonschools.org/volunteer>

Community Webpage
<https://www.fultonschools.org/community>

Facility Usage Process
<https://www.fultonschools.org/Page/24024>

RFP/ RFQ (vendors)
<https://www.fultonschools.org/contracting>

Sample Memorandum of Understanding (services w/ student contact)
<https://documentcloud.adobe.com/link/review?uri=urn:aaid:scds:US:0de9faa8-0b11-4f02-a981-79066cce1082>

KEY CONTACTS

Please contact the Community Relations department (community@fultonschools.org) with questions, suggestions, or comments you may have about school or school system partnerships.

For additional information on the following topics, please refer to the following points of contact:

Topic	Point of Contact	Contact Information
Community Relations	Coordinator of Community Relations	community@fultonschools.org (470) 254-4589
Grant Development	Coordinator of Grant Development	grantdevelopment@fultonschools.org (470) 254-4573
Memorandum of Understanding	Director of Community Relations	maxey@fultonschools.org (470) 254-6820
Parent Consent Form	Director of Community Relations	maxey@fultonschools.org (470) 254-6820
Storytelling Liaison Process	Storytelling Liaison	fcsstorytelling@fultonschools.org
Student Data Reporting Password Reset	Self-service Tool or FCS Service Desk	itservicedesk@fultonschools.org (470) 254-4357
Student Data Sharing Toolkit	Director of Community Relations	maxey@fultonschools.org (470) 254-6820
Updating names of students who appear in the Student Data Reporting	School Partnership Coordinator + School Data Clerk	See School Partnership Coordinator
Community Engagement & Partnerships	Community Engagement Specialist	barlowph@fultonschools.org (470) 254-0935

APPENDIX

FERPA Parent Consent Form

Nutrition Application: Request for Snacks

Storytelling Liaison Process

Parent Consent Form

I understand that I or my child ("Student") has been selected to participate in _____ ("the Program").

I agree to notify Fulton County School District within three (3) days if the child withdraws from the Program.

In consideration of Student participating in the Program and related activities, I hereby agree to release, waive, discharge, and indemnify and hold harmless, to the fullest extent permissible under the law, Fulton County School District and its current, past and future members, board members, officers, directors, employees, contractors, volunteers, facilitators, representatives, successors and assigns (the "Indemnified Parties") from and against any and all actions, claims or losses, whether known or unknown, anticipated or unanticipated ("Claims"), that might arise out of or in connection with the administration of the Program or any services provided or performed by any of such parties in connection with the Program, whether such Claims are based on negligence, strict liability, breach of warranty, contract or otherwise. In addition, I fully, completely, and unconditionally waive and release each of the Indemnified Parties from all rights, liabilities, duties, claims, charges, demands, actions, damages, costs, attorney fees, or expenses of any kind that I may have now or in the future against any of them relating to Student's participation in the Program.

I agree that the Fulton County School District may release or discuss any and all educational records with the Program for the purpose of serving the student or for evaluating the Program. This may include sharing GTID (Georgia Testing IDs) with the Georgia Department of Education.

Student Name (Print): _____

Student Signature: _____ Date: _____

Parent/Guardian Signature (*If under 18 years old*):

_____ Date: _____

School Name: _____

**AFTER SCHOOL SNACK PROGRAM
REQUEST FOR SNACKS - FULTON COUNTY SCHOOL NUTRITION
SY 16-17**

School: McRae MS Principal: John Madden

Name of Program: Future Foundation

Mission of Program: (Attach a copy of the programs pamphlet/brochure to include the mission statement if available)

To level the playing field for Metro Atlanta youth and their parents
even through quality education, health, and life skills programs.

Site Supervisor and/or Program Administrator: Javana Monson-Hodges

Contact Telephone Number: (404) 766-0510

Beginning and ending dates of program: August 2016 - May 2017

Scheduled Meeting Days/Time: M-F 4:45p - 8:00p

Number of students enrolled: 30

Signatures:

Program Coordinator: J Madden Date: 12/6/16

Area Supervisor: _____ Date: _____

SNP Coordinator: _____ Date: _____

For SNP Office Use Only

% F & R: _____

TRADITIONAL

AT RISK

Information entered in SAM

YES

NO

Date Approved in SAM: _____

Signature: _____

Program Agreement Received:

YES

NO

(If yes, attach a signed copy of the agreement)

SNP Executive Director Signature: _____ Date: _____

NOTE: Completed document goes to SNP Accounting.

Program Start up Approval Date: _____

All schools that schedule after school programs, excluding Extended Learning Programs, must complete a "Request for Snacks" form. This form must be sent to the School Nutrition Central Office Accounting Assistant IV at least TWO WEEKS prior to the start of the program.

Schools who have an approved 50% and above free and reduced eligibility status and are identified by GADOE as an "AT RISK" school, will not be charged for snacks served in an approved afterschool educational program.

Schools who have an eligibility status of 49% and below will be responsible for a cost of \$ 0.15 per snack for reduced students, \$0.86 per snack for paid students, and no charge for free students. The school will be invoiced monthly.

****PRICES SUBJECT TO CHANGE.**

Storytelling Liaisons



What exactly is a Storytelling Liaison?

The Storytelling Liaison is the principal's designee (or team of designees) for working with a Communications Department rep **to spread the good news** about students, teachers, and school activities. A Storytelling Liaison is a staff member or parent/PTA volunteer (or team of individuals) who is knowledgeable and excited about the activities occurring in his or her school. **Please note, this role is not the crisis communicator.** That responsibility rests with the school administrative team and the system's communications professionals.

Storytelling Liaisons are **collaborative planners** who work with school leaders, department chairpersons as well as volunteer and business partnership coordinators to tell the good news about their schools.

Why are Storytelling Liaisons needed?

Staff members or parent/PTA volunteers have specific, unique knowledge of your school that makes them an expert on the things happening within it. Basically, they're a deputized member of the Communications Department. The Communications Department isn't able to learn about all of the great things occurring in schools without the local support. With a district as large as ours – more than 100+ schools and growing, in addition to being 80 miles long! – we can't make every event, even though we might want to. The storytelling liaison is the Communications Department's "man-on-the-scene" to capture the information and then share it with their Communications Department liaison.

Is this new?

No – Communications has partnered with school liaisons to share good school news with reporters for many years! It's been very successful for schools as well as the school system and our news media partners are very appreciative of the information our schools send them. We are one of the few school systems in metro Atlanta that do this.

What does this person (or team) do?

This person is your school's head cheerleader and has the opportunity to increase community support for your school. In addition to the many wonderful things he or she already does for students and faculty, this person or team now has the opportunity to draw the media spotlight to your school. Special training is given to new publicity liaisons so they have the skills needed to share positive news with local reporters. The publicity liaison works with the Communications Department to share information with our various media outlets.

Is this a difficult assignment? Does it take a lot of time?

Not at all. It does, however, take a little organization, pre-planning, and follow-through. Storytelling liaisons will be most successful if they develop a system for soliciting good news and then sharing it with their Communications rep. The training given to new storytelling liaisons by the Communications Department each fall specifically explains how to do this.

Communications Department

Samantha Maxey | Director, Community Relations

Fulton County School System

6201 Powers Ferry Rd, Atlanta GA 30339

470-254-6830 phone

Communications@fultonschools.org



Fulton
County Schools
Where Students Come First

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Atlanta, Georgia 30339

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www.fultonschools.org

[Twitter.com/fultoncoschools](https://twitter.com/fultoncoschools)

[Facebook.com/fultoncountyschools](https://facebook.com/fultoncountyschools)

[Instagram.com/fultoncoschools](https://instagram.com/fultoncoschools)