



District-Wide LSDMC

September 18, 2024



AGENDA

INTRODUCTIONS 6:00 - 6:10

Ceair J. Baggett, Sr. Director, Family & Community Engagement

POLICY UPDATES 6:10 - 6:20

Dan Hoying, General Counsel

GROWTH PLAN 6:20 - 6:30

John Chambers, Assistant Superintendent

PARENT VOICE 6:30-6:40

Laronda Thomas, District Parent Champion

**ELEVATING OUR SCHOOLS BRAND: PUBLIC RELATIONS AND MARKETING
STRATEGIES 6:40 - 7:00**

Kathryn Robinson, Manager of Communications

MENTAL HEALTH PARTNERSHIP 7:00 - 7:20

Susan Shelton, Executive Director of MindPeace

COMMUNITY LEARNING CENTER GOALS & EVALUATIONS 7:20 -7:25

Ceair J. Baggett, Sr. Director, Family & Community Engagement

EXIT SURVEY 7:25 - 7:30

Anna Berlon, Family & Community Engagement Specialist





Board Policies and LSDMC Meetings

Daniel Hoying
General Counsel



Board Policy 9142 – LSDMCs

Full description of LSDMCs in Board Policy 9142.

[Link to Board Policy 9142 - LSDMCs](#)

- a. Composition / Membership / Terms
- b. Procedures for Meetings
- c. Role / Scope of Work

Composition

Membership:

- Principal

- 3 Parents (non-employees)

- 3 Teachers / Certificated

- 2 Non-teacher employees

- 3 Community Members

- 1 Lead Agency Representative

- Students (non-voting members)

Term Limits - 2 x two-year terms

Procedures for Meetings

Quorum – two-thirds of entire membership for decisions to be made

12 members (at least 8 are present)

Principal or designee – except for principal selection

Majority – decisions made by $\frac{1}{2}$ members in attendance plus one (i.e. - if 8 attendees, need 5 votes)

Officers – President shall be a parent / community member

“The Chairperson and the Principal will work collaboratively in convening meetings, setting agendas, initiating committee work, monitoring members’ decorum, and enforcing Robert's Rules of Order.”



“Open to the Public”

Policy 9142 – All meetings “shall be open to the public” except as allowed by law.

Ohio Open Meetings Act – Ohio Rev. Code 121.22

1. Provide notice to members of the school community
2. Keep meetings open to the public

Hearing of the Public

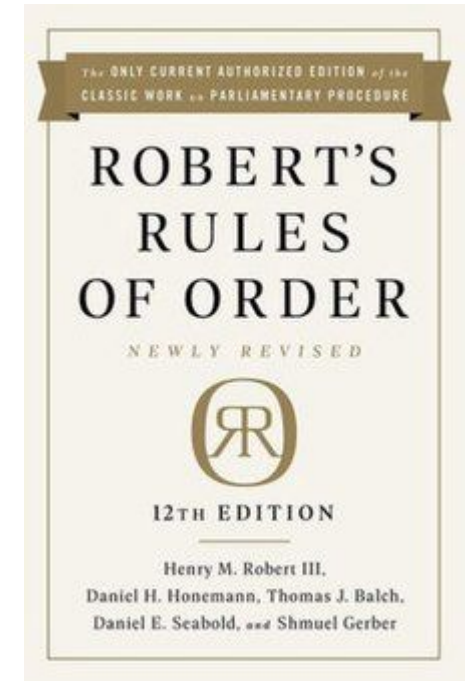
Right to “hear” not to be “heard”

- Time / topical limits are okay if applied consistently



Parliamentary Procedure

- To facilitate the orderly transaction of business during a meeting and ensures that all members have the opportunity to be heard
 - Consider only one question / issue at a time
 - Chair recognizes one speaker at a time – everyone, including the chair - is given an opportunity to express an opinion and vote on any issue
 - General decorum should be maintained at all times



Rules of Debate

1. The speaker must be recognized by the chairperson before speaking
2. If necessary, each speaker may be limited to a prescribed time – unless the members decide otherwise
3. The chairperson cannot close debate before every member who wishes to speak is able within a reasonable period of time
4. Carry on the debate in an orderly manner without personal attacks on other members
5. After each member has had an opportunity to speak, a motion may be made to close debate and “call the question.” If a majority agrees, a vote is taken on the motion

Board Policies Update

- Artificial Intelligence – pending for review by the full Board of Education
- Cell phones – some changes over the last 12 months, including permitting schools to prohibit cell phone use during the school day
- School fees – stopped charging a student fee effective for the 24-25 school year
- Crowdsourcing – enabling as a fundraising tool with oversight by school and district administration
- Renewable energy and electrification resolution passed in 23-24

COAST / Campaigning

A reminder that CPS is prohibited from using its property or personnel for political campaigning.

- CPS may not support or oppose any political candidate or political issue.

- Email may not be used for political solicitations – student / staff directory information is public information and has sometimes been requested and used by political campaigns

- Candidates' signs may not be posted on CPS property.



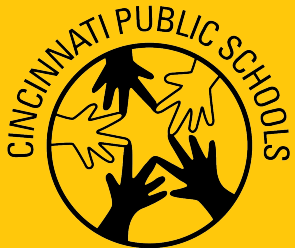
Growth Plan

Phase 1 Recap
Phase 2 Update



Objective/ Mission

To foster growth within the District, we aim to ensure that each building is populated with an appropriate number of students while optimizing both operations and learning environments. We strategically consider: middle schools, neighborhood schools, feeder patterns, and corridors in this process.



Growth Plan Phase I

Building

**Mt. Washington
Spencer Center
Riverview East**

**Shroder High School
Shroder Middle School
O'Dell Owens Center
Promise Center**

Former Configuration

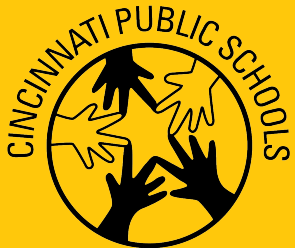
**PK - Grade 6
Grades 3 - 12 (Spencer Building)
PK - 12**

**7 - 12
New School

Located at Jacob Center**

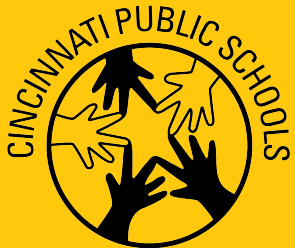
New Configuration

**PK- Grade 8
3-12 Moved to Riverview East
Riverview 7-8 to Mt. Washington
9-12 share space with Spencer
Grades 9-12
Grades 7 and 8 from Shroder HS
Moved to Spencer Building
Moved to Spencer Building**



Growth Plan Phase II Update

- Conversations with Building Principals
- Engage in conversations with School's LSDMCs
- Faculty and Staff Engagement
- Community and Stakeholder Engagement
- Middle School Advisory Committee



Activating Your Voice!

Laronda Thomas
District Parent Champion
513-377-2167
thomlar@cps-k12.org



Join CPS for a Community Conversation

Tuesday, Oct. 1, 2024
6- 7:30 p.m.

CPS Education Center Banquet Room
2651 Burnet Avenue
Cincinnati, OH 45219

Cincinnati Public Schools invites parents, community organizations and members to a discussion on school safety, threats and student behavior and well-being. Your voice matters as we work together to address the challenges facing our schools and community.

HERE FOR
KIDS



Does Your School Have a Parent Engagement Plan?

The Vision:

Activate the voices of all CPS Parents, Guardians and Caregivers and encourage the power of their voice and presence. Create opportunities that will empower parents, caregivers and guardians to advocate for their students effectively. Inform CPS families how to utilize available programs, resources and spaces to engage and support their students learning by building a diverse and inclusive parent community where everyone learns and grows together.



Introduction to Parent Organizations

- OVERVIEW

- Parent Organizations are formal groups of parents, teachers, and school staff that encourage and facilitate parental involvement for the benefit of the school and its students

- IMPORTANCE OF PARENT ORGANIZATIONS

- Daily Decisions: Decisions affecting students and families are made daily in our schools
- Critical Presence: The presence of every parent, guardian, and caregiver is critical
- Foundation for Engagement: Parent Organizations serve as the foundation for engagement with school administrators, staff, and other families
- Proven Impact: Informed parents make a significant difference in both academic and social-emotional development



CPS Board Policy 9140

The Board of Education believes that parent participation in the school community is most likely to occur through a robust parent organization.

Every school shall have at least one parent organization.

The District will provide physical space and support for parent organizations to meet at the school. The parent organization will have access to communicate to parents, guardians, and caregivers through email, robo-call, or other forms of communication.

The District will pay the annual PTA membership for each school to have an organized parent organization in every school. The parent organization meets regularly throughout the school year to ensure consistent and effective communication between the school, parents, guardians, and caregivers.

The parent organization shall select parent representatives to the Local School Decision Making Committee as described in Policy 9142 - Local School Decision Making Committee (LSDMC).

Opportunities for Parents/Families to Engage

Parent Organizations

- Strengthen partnership between, parents, teachers, and school administrators to support educational experiences for all students
- Enhance School Resources, organizing fundraising efforts to support educational materials and extracurricular opportunities
- Increase parent involvement in school activities, volunteering, and decision-making process

LSDMC, ILT, PBIS Meetings

- Bring a diverse perspective to the table, leading to more informed and equitable decisions
- Staff, parents, and community members work together it helps create a positive school culture.
- Increased awareness of school policies and activities

Volunteer

- Being involved in your students school life allows you to connect more with them building stronger relationships.
- Improved academic performance
- Enhance the school community
- Better communication with teachers

What Type of Parent Organization is Right for Your School?

Parent Teacher Organization (PTO)	Parent Teacher Association (PTA)	Parent Teacher Student Association (PTSA)
<ul style="list-style-type: none">• In a PTO, parents and teachers come together to support and enhance the experience children have during their education. The activities the members of a PTO participate in vary & include things like creating & planning fundraising campaigns for the school• Dues are not required, they are determined at the school level.	<ul style="list-style-type: none">• School-based organization that aims to improve the school experience for children. PTAs are made up of parents, teachers, students, administrators, and community leaders who work together at the school, district, state, & national levels• Their mission is to improve education, health, and safety for children, and to promote family engagement in schools• Requires dues being paid at the state and local level	<ul style="list-style-type: none">• Volunteer organization that involves parents, teachers, students, and other community members in their schools.• The goal of a PTSA is to promote parental participation in schools and to support the educational success of children• Dues depend on local PTA

Your Voice Matters

Each LSDMC should have a Parent Representative at their table.

LSDMC



Parent Representative



Parent Organization



Parent Academy- ELL Focus

ELL Parent Academy Begins the week of September 23

- Focus:
 - Communication
 - Navigating School System
 - US Education
 - Advocacy
 - Leadership
 - Safe Communities
 - Employment
 - Youth Mental Health First Aid Certification
 - Housing



Parent Academy-ELL Focus continued

Courses will run for 6 weeks by qtr

- Carthage/Hartwell-1qtr (9/23-10/21)
- Dater Montessori-2 qtr (10/21-12/1)
- AWL -3qtr (1/13-2/18)
- Carson-4th (3/31-5/5)

Courses will be facilitated by ELL Family Coordinators at each school

Community Mobile Engagement Unit

If you would like for the Connecting Our Community Mobile Engagement Unit to attend your school or community event please submit a request to cpsparevoice@cps-k12.org

To see a schedule of events please visit

<https://www.cps-k12.org/our-community/parent-voice>



What You Need To Know About Volunteering

Volunteering with CPS *HERE FOR KIDS*

1. Visit cps-k12.org for volunteer opportunities to get involved
2. Complete the **volunteer registration form**
3. **Contact** the preferred school you wish to volunteer, schedule a time to visit
4. **Visit** the school and speak with a member of the front office staff /point of contact
5. They will complete a **NON-CPS Employee** business plus request form for badge access and approval
6. The principal will receive notification in their workflow and give volunteer approval at their discretion
7. CPS Volunteers will be contacted with approval by the school front office staff/point of contact to proceed with the next steps within 24 hrs.



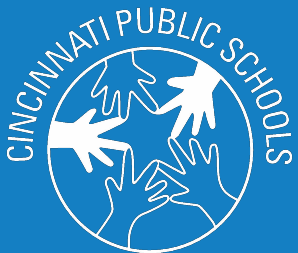
Elevating Your School Brand

Public Relations and Marketing Strategies



Office of Marketing and Communications

We are committed, creative, problem-solving experts using knowledge and storytelling to inspire, inform, empower and engage CPS' students, families, staff and community.



Branding v. Marketing v. Public Relations

Your **brand** is the full expression of your organization—the public's perception of how you look, sound and act. Ultimately, your brand is your reputation.

CPS purposefully informs, engages, educates and amplifies our community. CPS' voice is welcoming, professional, friendly and inclusive. It is always direct, helpful and upbeat. We speak to our audience optimistically with a positive can-do attitude.

Branding v. Marketing v. Public Relations

Marketing is the tangible execution of your brand to build engagement and drives sales, or in this case “sell your school.” It’s how you communicate your brand.

Your brand’s story should tell the world what your company stands for. Your marketing efforts should influence your customers to engage, enroll, etc.

Branding v. Marketing v. Public Relations



Cincinnati Public Schools

Published by Brandwatch



· July 15 ·

Enroll your child in a CPS neighborhood school, where life-long staff members create life-long learners! Our dedicated teachers and supportive community are here to nurture your child's curiosity and growth from day one. Join our CPS family and watch your child thrive in a loving, neighborhood environment!

Create a FOCUS account and enroll today:

<https://www.cps-k12.org/our-district/enrollment>



Branding v. Marketing v. Public Relations

Public relations is about influencing, engaging and building a relationship with key stakeholders across numerous platforms in order to shape and frame the public perception of an organization.

WCPO 9 Cincinnati

'We work together': CPS pre-employment program helps students with disabilities prepare to enter workforce

CINCINNATI — In College Hill, Sleepy Bee Cafe is bustling. High school student Destinee Johnson is keeping the coffee coming.

Mar 12, 2024



WCPO 9 Cincinnati

'Phenomenal day at UC': Cincinnati Public Schools Basketball All-Star Showcase set for Fifth Third Arena

The third annual Cincinnati Public Schools Basketball All-Star Showcase is Saturday afternoon at the University of Cincinnati's Fifth Third Arena.

Mar 27, 2024



WLWT

Cincinnati Public Schools, Fidelity Investments team up for financial literacy pilot program

Making sure teenagers have a roadmap to success when it comes to dollars and cents is the driving principle behind a new pilot program...

Mar 19, 2024



Developing Your Brand Voice



Developing Your Brand Voice

- 3 C's – Consistency, Clarity and Character
- Define Your School's Why
- Differentiate From The Crowd
- Decide Who Your School's People Are
- Develop Your School's Personality - "We're This, Not That"
- Dedicate Your School's Content Mission
- Consider Tone - change according to the message context

Developing Your Brand Voice

Branding begins with developing a consistent voice, determining effective placement and delivering it with frequency.



Effective Social Media



Best Practices for Social Media

- Work with your Principal
- Know your audience – Is your community engaged on FB/IG, X, LinkedIn?
- Scheduling – develop a daily posting habit
- Links & Hashtags - #HereForKids, #WeAreCPS

Social Media – Storytelling Through Content

- Sharing consistent, good experiences, more impactful than advertising
 - Awards and recognitions
 - Highlight unique programs
 - Celebrate student success
- Share for your school, but also the greater community. You may recruit new families to your school!
 - Stories beyond events or flyers
- Less words! Use photos/video
 - < 80 characters = 66% more engagement, video posts – 30/60 seconds, stories/reels < 15 seconds
- Goal – align your stories to your brand

Social Media – Storytelling Through Content

- Timing + relevant and relatable content is everything
- Focus on shareable content (link back to your website)
- Conduct polls to generate engagement
- Smiling, happy children always get “likes”
- Provide history/notable alumni posts to increase engagement
- Tag CPS accounts

Effective Social Media

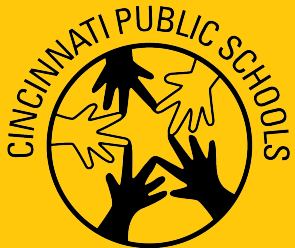
- Be intentional
- Always tell a story
- Keep it brief
- Drive traffic to web
- Use photos of students and staff smiling, engaged in learning and/or fun activities



OMC Project Request Form



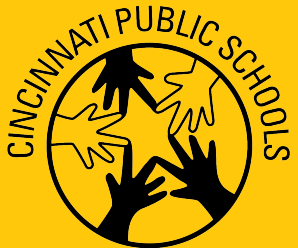
<https://bit.ly/OMCProjectRequest>



Good News Story Submission

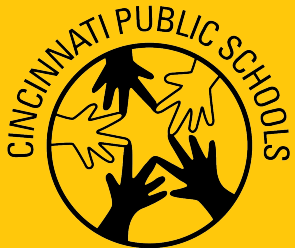


<https://bit.ly/CPSGoodNewsSubmission>



Kathryn Robinson
Marketing and
Communications
shoemka@cps-k12.org

513-363-0033



CPS LSDMC
MindPeace Collaboration-
September 18, 2024



WWW.MINDPEACECINNATI.COM



MindPeace Staff Supporting CPS

- Susan Shelton- Executive Director
 - Sheltons@mindpeacecincinnati.com
- Nicole Pfirman- Senior Vice President
 - Pfirmann@mindpeacecincinnati.com
- Tina Russo- Program Director
 - Russot@mindpeacecincinnati.com
- Jessica Carroll- CPS Liaison
 - Carrollj@mindpeacecincinnati.com

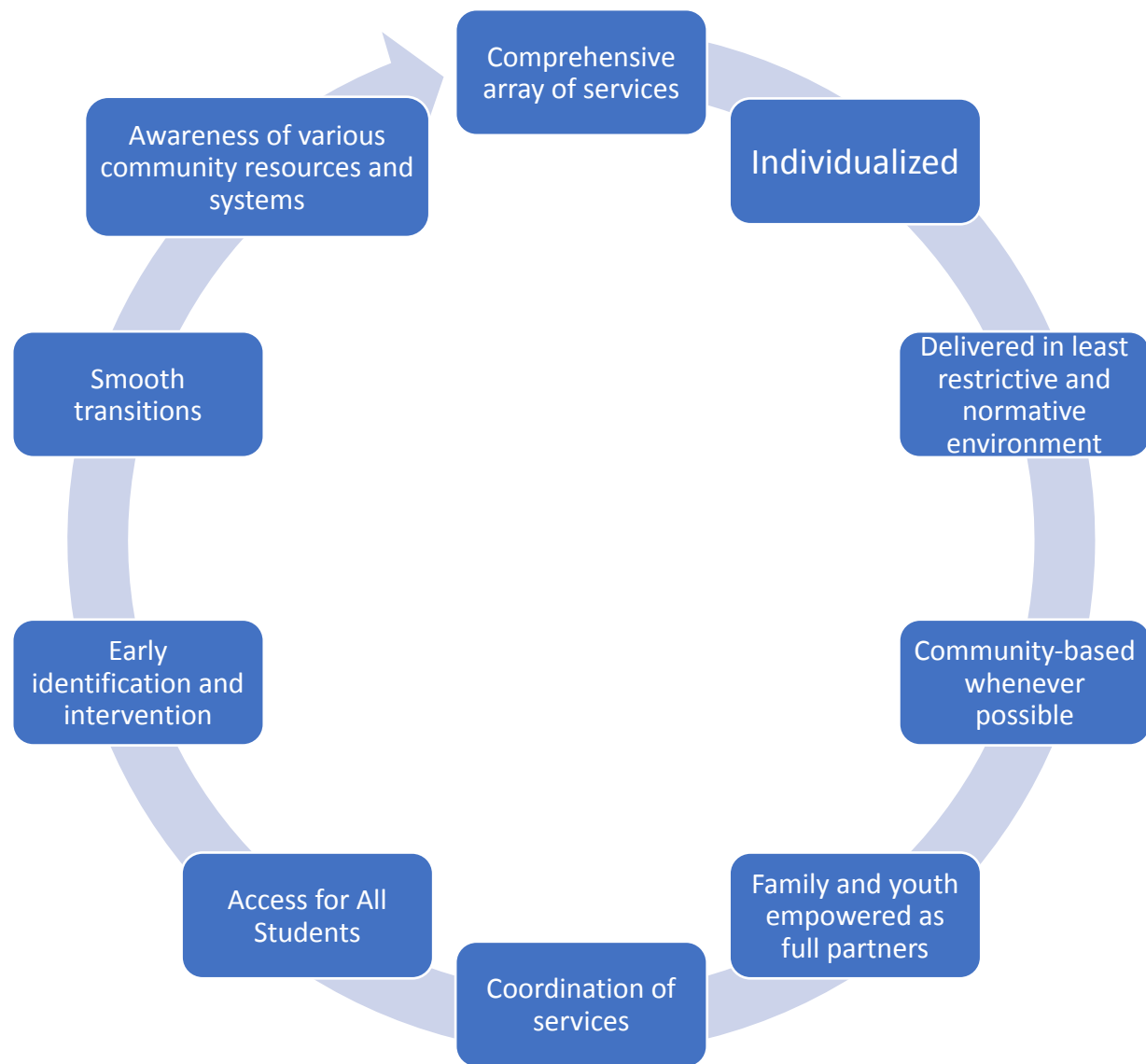


Mission

- The **Mission** of MindPeace is to ensure that every child and adolescent has access to an effective system of mental health and wellness.



Guiding Principals: System of Care



The Role of MindPeace

- Leads the school-based mental health network
- Partners with the school district and community stakeholders to achieve their vision for supporting whole child wellness
- Facilitates the Lead Mental Health Candidate Selection Process
- Serves as a neutral party to address the needs of both the school and the mental health partner
- Implements a network of system-of-care values focused on evidence-based practices
- Advocates for the long-term sustainability of school-based mental health partnerships
- Works to eliminate barriers, build capacity, identify gaps and improve quality of care
- Provides consultation to internal school teams on aligning educational systems (i.e. behavior, discipline, student services) while focusing on student wellness

Role of Lead Mental Health Partner

- Long-term, lead partner with a school committed to integration, alignment, and mutually agreed upon, shared outcomes
- Collaborates with school's staff and partners to meet the needs of students and the school community
- Recognizes that each school is unique and requires different approaches to meet community-specific needs
- Supports or leads the mental health team
- Screens and assesses the needs of students who may have potential mental health needs.
- Offers direct evidence-based treatment interventions as appropriate and with parent/guardian consent
- Collects and submits data as agreed upon
- Participates in quality improvement efforts and follows agreed upon Network processes

Role of the School Team

- Provides leadership, guidance, and support to ensure the sustainability and long-term success of the partnership
- Participates in the process of determining the community's mental health needs
- Implements a multi-tiered system to support student mental health
- Respects and participates in processes including partnership selection (if partnership not already in place), MOU development, student referral meetings and administrative reviews
- Leads internal staff and facilitates collaboration efforts to improve student outcomes
- Actively participates in the Network learning community, respecting all organizations that are part of the Network
- Reviews shared outcomes data and supports Network and school level quality improvement efforts
- Regularly attends meetings

New Partnership Selection Process



Lead School-based Mental Health Partners Serving CPS

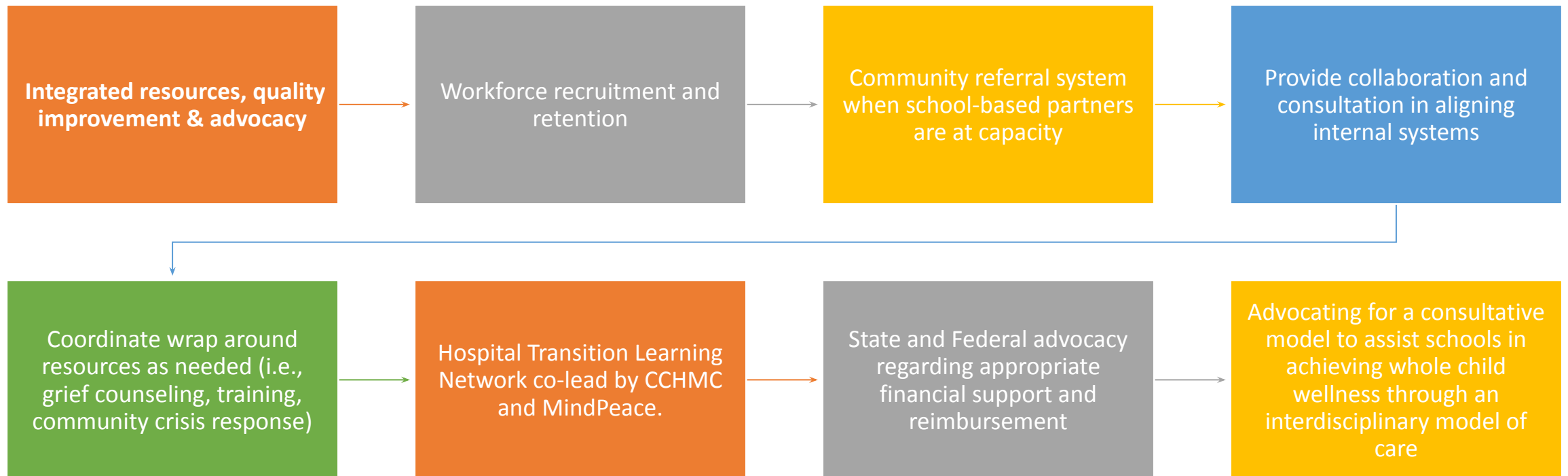
<input type="checkbox"/>	Cincinnati Children's Hospital	<input type="checkbox"/>
<input type="checkbox"/>	TriHealth	<input type="checkbox"/>
<input type="checkbox"/>	Talbert House	<input type="checkbox"/>
<input type="checkbox"/>	Best Point	<input type="checkbox"/>
<input type="checkbox"/>	UMADAOP	<input type="checkbox"/>
<input type="checkbox"/>	Poppy's Therapeutic Corner	<input type="checkbox"/>
<input type="checkbox"/>	Lighthouse Youth & Family Services	<input type="checkbox"/>
<input type="checkbox"/>	Beech Acres	<input type="checkbox"/>
<input type="checkbox"/>	Central Clinic	<input type="checkbox"/>
<input type="checkbox"/>	Child Focus	<input type="checkbox"/>
<input type="checkbox"/>	GCB	<input type="checkbox"/>
<input type="checkbox"/>	Butterfly Support Services	<input type="checkbox"/>



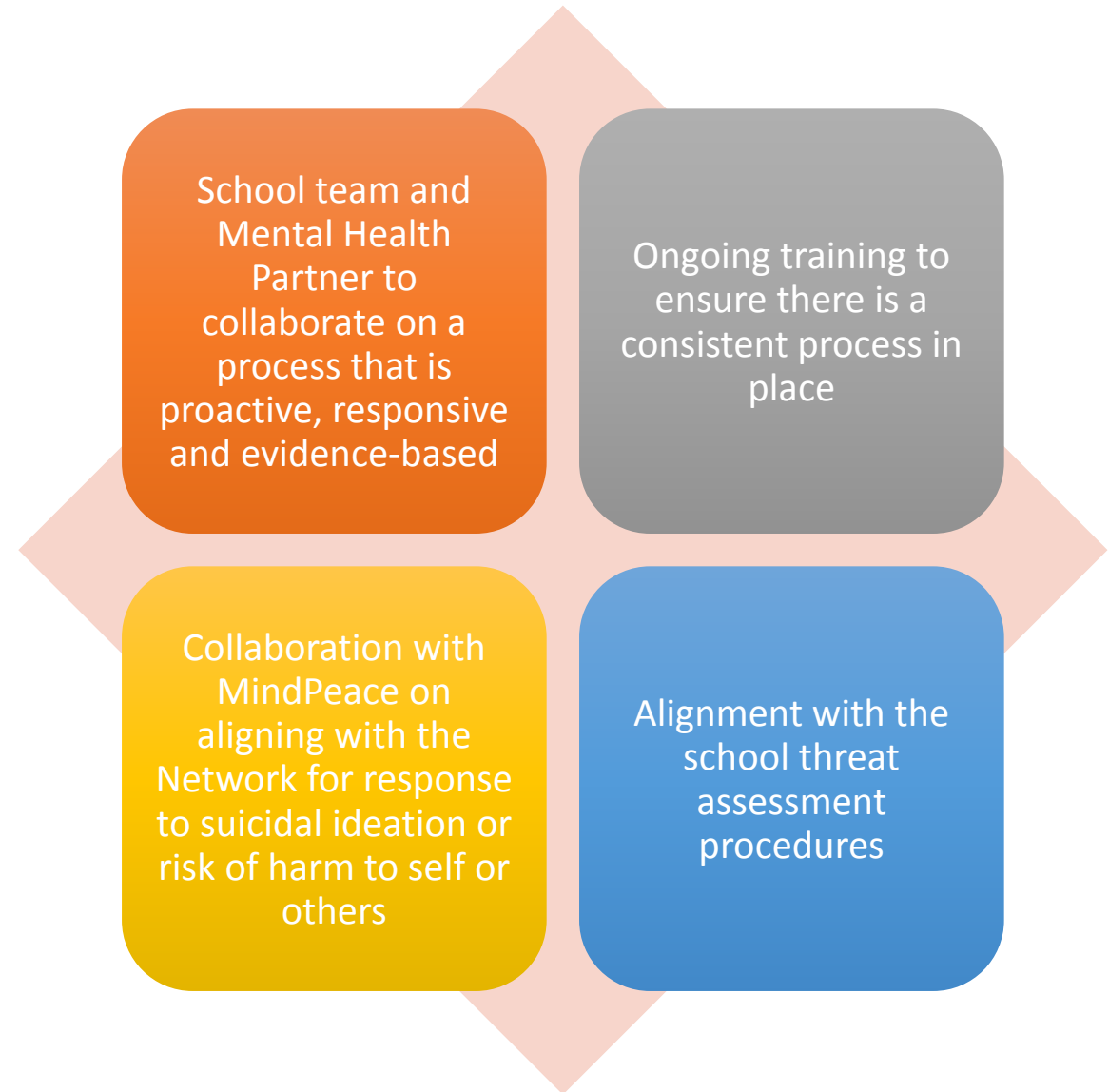
Internal School Team Systems

- How do your internal team systems align to support student wellness?
 - Discipline
 - Attendance
 - Homelessness
 - Emergency Removal process
 - Restraint and Seclusion
 - Student Services

How can MindPeace Help?



Crisis and Safety Planning





Reminders for the 2024 School Year

1. Follow the school-based mental health process:

Monthly referral meetings to increase access to mental health care (30 minutes)

Monthly SmartSheet updates for access status

Quarterly administrative planning and review meetings to talk about the partnership, areas of opportunity and how MindPeace can assist your team in building systems of care that support the whole child. (1 hour)

Review of the MindPeace Access Data report (September)

Review of partner's annual quality report

*****If there are CONCERNS with the mental health Partnership contact MindPeace right away**

2. Make sure your school team reviews your school's suicide and crisis response plans

- For assistance visit the SERA resources at www.mindpeacecincinnati.com/suicide



What Questions
Do You Have???

Thank you for
your Partnership!

Evaluations

Goal Impact Conversations should take place by **October 31, 2024**

Mid-year Evaluations are due no later than **January 31, 2025**

End of year Evaluations are due no later than **April 30, 2025**

[Evaluation of Lead Agency](#)

- [Rubric- Lead Agency](#)



District Wide LSDMC Feedback Survey



Feedback form will close at 8pm ET on Thursday, September 19th



HERE FOR KIDS



cps-k12.org



#IamCPS