



THE SCHOOL DISTRICT OF  
PHILADELPHIA

# OFFICE OF STRATEGIC PARTNERSHIPS

---

BIENNIAL REPORT  
2017-19

# CONTENTS

1. About Us
2. Partner Match Highlights
3. Partner Onboarding Process
4. College & Career Readiness Alignment
5. Leveraging Corporate Resources
6. Building Capacity

**Are you an organization or formal entity interested in partnering with the District or its schools at no cost?**

Complete our General Contact Form located on our website at [www.philasd.org/partnerships](http://www.philasd.org/partnerships). A member of our team will get back to you with next steps!

You can also reach us by emailing [partnerships@philasd.org](mailto:partnerships@philasd.org)

## **Office of Strategic Partnerships**

440 N. Broad Street, Philadelphia, PA 19130  
[partnerships@philasd.org](mailto:partnerships@philasd.org)  
[philasd.org/strategicpartnerships](http://philasd.org/strategicpartnerships)

# ABOUT US



Middle school students participating in United Way's Day of Caring tabling activities in 2017.

Six years ago, the Office of Strategic Partnerships (OSP) was established to improve the way the District and schools engage with the many external organizations that offer programming and services at no cost to the District or schools. The key functions of our office are to:

- Assist schools in **identifying key need areas** where partners can provide support
- Provide partners and schools with **tools to establish and maintain healthy partner relationships** that align with school priorities and District Anchor Goals
- Support partners and schools in **navigating District policies to ensure partner compliance**
- Connect external partners with schools to **equitably invest programs and small donations**
- Serve as a liaison **between partners, schools and departments** within the District's Central Office

**EQUITY • COLLABORATION • RESPONSIVENESS  
EFFECTIVENESS • ENGAGEMENT**

# PARTNER MATCH HIGHLIGHTS

2017-2019

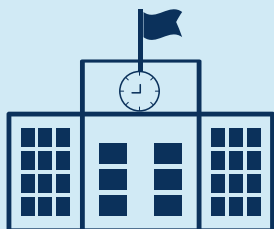
# 219

TOTAL PARTNER TO SCHOOL MATCHES

Each year, OSP collaborates with the Office of Research and Evaluation to administer the School Supports Census (“The Census”): a survey of school principals that collects data on existing supports and needs for additional partnerships. When a partner contacts OSP looking for support in identifying new schools with which to partner, OSP uses this data from the Census to direct partners to schools with needs that the partner can address.

## One hundred & forty-seven

TOTAL MATCHES TO CENSUS NEED



## 102

UNIQUE SCHOOLS RECEIVING AT LEAST ONE MATCH

## 88

UNIQUE SCHOOLS RECEIVING AT LEAST ONE MATCH TO NEED

**86%** PERCENT OF UNIQUE SCHOOLS RECEIVING AT LEAST ONE MATCH TO NEED

### MATCHES BY SPR AND YEAR

OVERALL SPR STATUS	17/18 MATCHES	18/19 MATCHES	TOTAL MATCHES	% OF TOTAL MATCHES
Intervene	60	39	99	45%
Watch	44	43	87	40%
Reinforce	13	14	27	12%
Model	3	2	5	2%
Insufficient Data	1	0	1	0%
<b>Grand Total</b>	<b>121</b>	<b>98</b>	<b>219</b>	<b>100%</b>



# PARTNER ONBOARDING PROCESS

TO INCREASE PARTNER COMPLIANCE WITH STATE LAW AND DISTRICT POLICIES WE:

- ▶ Rolled out the School Partner Agreement (SPA), the District's **first online legal agreement with electronic signature workflow**. This streamlined and simplified the process for completing fully executed agreements, which is a requirement for all school-based partnerships.
- ▶ Collaborated with the Office of Employee Records to develop a centralized clearance submission process that removes the burden of collecting and reviewing clearances from schools.
- ▶ Conducted three information sessions and met with school-based VISTAs, school-based Assistant Program Coordinators and new principals to explain the need for the SPA and the importance of their support in encouraging its completion by all school-based partners.
- ▶ Convened a partner orientation to provide instruction on how to: 1) complete the SPA, 2) obtain and submit necessary documentation, and 3) access updated policies and procedures relevant to partner compliance.

**80+**  
**PARTNERS NOW HAVE FULLY EXECUTED SPAs ON FILE WITH THE DISTRICT**

“OSP has been an essential facilitator and guide for transforming how we partner with the District. OSP has helped us navigate the complexity of partnering with schools and networks, learn from how we work, and use that to create better ways to support our District partnership. The question for us is no longer about whether to partner with the District, but how to make the most out of our collaborative work, and much of that has to do with the support provided by OSP.

**Dr. Sean Vereen**, President, Steppingstone Scholars, Inc.

# COLLEGE & CAREER READINESS ALIGNMENT

## COLLEGE SIGNING DAY 2019

We joined the College Signing Day (CSD) Committee to celebrate the Class of 2019 at the #ReachHigherPhilly 5th Annual College Signing Day event. As part of the CSD Committee, OSP supported school and family registration efforts and welcomed more than 3,000 of our seniors pursuing a post-secondary education. Students had the opportunity to connect with representatives and mascots from local universities, and hear from a lineup of notable guest speakers including Hall of Famer Dawn Staley.

## YOUNG PRESIDENT'S ORGANIZATION

OSP connected the Philadelphia Chapter of the Young President's Organization (YPO), a global leadership organization made up of chief executives, with the District's Work Based Learning Coordinator in the Office of Career and Technical Education. The partnership resulted in 11 student internships at Saxbys, the Franklin Institute, Schulson Collective and Campus Apartments.



High school seniors at the Liacouras Center celebrating College Signing Day 2019.



Students and Dr. Hite at the Career Week kick-off hosted at Drexel University.



Students practiced developing medicine in a lab at GlaxoSmithKline.

“

My visit [to the PA Attorney General’s Drug Enforcement Office] helped me decide what career path I want to have. I want to give back to the community in the Kensington area...by giving opportunities to the people that are less fortunate and affected by drugs. [This experience] has opened my eyes to so many career paths and opportunities that Philadelphia has to offer to young kids like myself.

**Rikayah Hunter**, Student, George Washington High School

## CAREER WEEK WITH THE PENNSYLVANIA ATTORNEY GENERAL

- ▶ OSP collaborated with the Pennsylvania Attorney General’s (AG) Office, and the District’s Offices of Career and Technical Education and the Arts, to kick off the first annual Career Week, where over 200 students from across the District explored cross-sector career opportunities in the Philadelphia area.
- ▶ After beginning the week at Drexel University, student groups took over Fox 29 "The Q" Show’s live audience, developed “medication in a lab” at GlaxoSmithKline, co-wrote an article to be published at the Philly Inquirer, observed the inner workings of the Franklin Institute, learned about graphic design and marketing at the Brownstein Group, had lunch with narcotics agents at the AG’s office, and met with executive chefs at Aramark.



# LEVERAGING CORPORATE RESOURCES



Sixth grade students from Alain Locke School visiting the Brandywine Realty Trust through the Chamber of Commerce's Future Ready program.

*Photo courtesy of the Brandywine Realty Trust.*

## JOHN TEMPLETON FOUNDATION & THE TRAVIS MANION FOUNDATION

In March 2018, the Parkway Northwest High School for Peace and Social Justice unveiled its new library and dedicated the Frison Center for Peace in memory of Lt. Demetrius Frison, an alumnus who died in combat in Afghanistan. Parkway Northwest students, staff and dozens of volunteers from the John Templeton Foundation and the Travis Manion Foundation joined together to paint and equip the new space with brand new furnishings and technology. Volunteers donated and cataloged over 1,000 books to establish a peace and justice-themed book collection.

## CAMBER SPINE

Through our partnership with the United Way, Camber Spine was introduced to OSP and later matched with Alain Locke School for a long-term partnership. The medical engineering company has conducted in class STEM career workshops with Locke's 5th grade classes, sponsored uniforms for the newly-formed girls basketball team, and hosted a field trip at their engineering lab in King of Prussia.



## PROJECT MANAGEMENT INSTITUTE

Project Management Institute (PMI) is a global membership organization with more than 10,000 volunteers worldwide. In January, PMI launched a 'Celebration of Service' and asked their volunteers to commit to 50,000 volunteer hours throughout 2019 to commemorate PMI's 50th anniversary. At a kickoff meeting in Philadelphia, senior volunteers from countries around the world took part in a volunteer project to benefit students at John F. Hartranft School. Volunteers created individual school supply kits for all 528 students at the school. They also created kits with classroom supplies for each of the 34 classrooms.

## NATIONAL SCHOOL BOARD ASSOCIATION

In the Spring of 2019, the National School Board Association (NSBA) visited Philadelphia for their annual conference. Modern jazz bands, vocalists, and student DJs from Edison High School, Frankford High School, and Franklin Learning Center had the opportunity to showcase their musical talents in front of attendees, including noted guests Dr. Angela Davis, Arturo Vargas and Dr. Bryant Marks. In addition to providing opportunities to our student performers, NSBA also donated classroom furniture to five 2nd and 3rd grade classrooms at Horatio B. Hackett School.



On behalf of the local #depotdifference team and Office Depot, we are incredibly appreciative to the Office of Strategic Partnerships and the entire School District of Philadelphia for the opportunity to serve and partner.

**Danielle Trepeck**, National Manager,  
Community Investment, Office Depot, Inc.



Volunteers paint the walls of Sullivan Elementary School during Office Depot's Depot Day of Service.

Photo courtesy of Sandrien B. Photography.

## SCHOOL BEAUTIFICATION

OSP is proud to work with corporate partners to create school beautification projects across the District. Days of Service are a great way for companies to create team-building experiences for their employees while improving the educational landscape for local students.

## CORPORATE SUPPORT

Additional ways for corporate partners to support our schools include: sponsoring school supply drives, contributing to the FAFSA Challenge, participating in school career days, and hosting students at their place of business. Contributions like this provide valuable resources, create career-ready experiences, and support District-wide initiatives.

**151**

CORPORATE  
PROJECTS

**100**

SCHOOLS  
IMPACTED



# BUILDING CAPACITY



High school seniors at the Liacouras Center for College Signing Day 2019.

## FAFSA CHALLENGE & COMMUNITY OF PRACTICE

Starting in 2016, OSP collaborated with the District's Office of High School Supports to launch 4 capacity building initiatives to increase District-wide student completion of the Free Application for Federal Student Aid (FAFSA), required of all students seeking access to state and federal financial aid dollars.

1. **Recruited FAFSA Coaches** to support schools in developing strategies to boost FAFSA completion rates;
2. **Hosted monthly FAFSA Community of Practice (CoP)** where Coaches discussed challenges, best practices and key strategies;
3. **Organized the FAFSA Challenge**, sponsored by the Wilt Chamberlain Memorial Fund and Senator Hughes. Schools with the highest year to year completion growth **won up to \$3,000 in monetary support for FAFSA**;
4. **Advocated for a FAFSA Completion VISTA** to ensure sustainability of District-led FAFSA completion efforts.

### FAFSA CHALLENGE HIGHLIGHTS:

- 5 Neighborhood High Schools had double digit growth
- Schools with a FAFSA Coach had an average of 5% completion growth
- 22 schools have increased their FAFSA completion rates since 2017
- Average 2-year growth for the Top 10 winners in 2019 was 21%



“

It was a really great experience this year with the FAFSA Challenge. We really pushed it...We got everyone involved. Once I saw that we placed in the top 10 my competitive side came out. We had Art Teachers, CTE and regular Ed teachers assisting with the FAFSA and encouraging them to complete it. We were really excited that we won 2nd place.

**Hope Worthy**, Counselor, Benjamin Franklin High School

Top 3 FAFSA Challenge winners 1) Strawberry Mansion HS, 2) Benjamin Franklin HS, and 3) Kensington HS awarded on stage by the 76ers at College Signing Day 2019.



## PARTNERSHIP COORDINATOR TRAINING

We gathered school-based Community Partnership Coordinators four times throughout the year to create a professional network or community of practice – a space to share best practices, talk about challenges, identify useful resources, network, and celebrate successes. This was a collaborative project between the District, Philadelphia Higher Education Network for Neighborhood Development (PHENND), Mayor’s Office of Education, Delaware Valley Fairness Project, Communities in Schools Philadelphia, and the Netter Center for Community Partnerships.

## LEVERAGING PARTNER SUPPORT TO MEET ESSA REQUIREMENTS

OSP organized principal professional development in collaboration with Carver Principal Ted Domers, Assistant Superintendent John Tupponce and Steppingstone Scholars, Inc., to help school leaders identify partner resources that could bolster their efforts to meet new state Every Student Succeeds Act (ESSA) requirements. After a number of principals expressed interest in continuing the conversation around partner alignment to school-based college and career readiness goals, OSP staff met individually with 6 schools to assist leadership teams in developing school-specific plans to strengthen partner support.



OSP has truly helped me frame out my high school programming that supports Anchor Goal 1 – College and Career Readiness. [OSP] has supported Network 4 high schools with college readiness programs (FAFSA, college signing, etc),

CTE components, information around high school choice options for middle schoolers and pathways for graduation. Their communication and follow through to support my network has been outstanding and truly school-facing.

**Dr. John Tupponce**, Assistant Superintendent



Board of Education:

JOYCE S. WILKERSON, Board President

WAYNE WALKER, Board Vice President

JULIA DANZY

LETICIA EGEA-HINTON

MALLORY FIX LOPEZ

LEE HUANG

MARIA MCCOLGAN

CHRIS MCGINLEY

ANGELA MCIVER

WILLIAM R. HITE, JR. Ed.D

Superintendent

NAOMI WYATT

Chief of Staff

Office of Strategic Partnerships:

VICKI ELLIS, Executive Director

AYANA LEWIS, Assistant Director

SEVERIN TUCKER, Assistant Director

ANJELA ALVARADO, Partnerships Coordinator

MARIANNA SANN, Project Assistant

MADELINE DAHLIN, VISTA Partnerships Coordinator

With support from DONNA FRISBY-GREENWOOD

President and CEO

The FUND for The School District of Philadelphia

**Office of Strategic Partnerships**

440 N. Broad Street, Philadelphia, PA 19130

[partnerships@philasd.org](mailto:partnerships@philasd.org)

[philasd.org/strategicpartnerships](http://philasd.org/strategicpartnerships)