



Financial Sustainability: Telling Your Story

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By the end of our time together today we will have:

1. Understanding of what needs to be sustained
2. Learned the importance of framing
3. Identified messaging traps that challenge sustainability
4. Developed powerful narratives that inspire others





WHAT ARE WE TALKING ABOUT SUSTAINING?

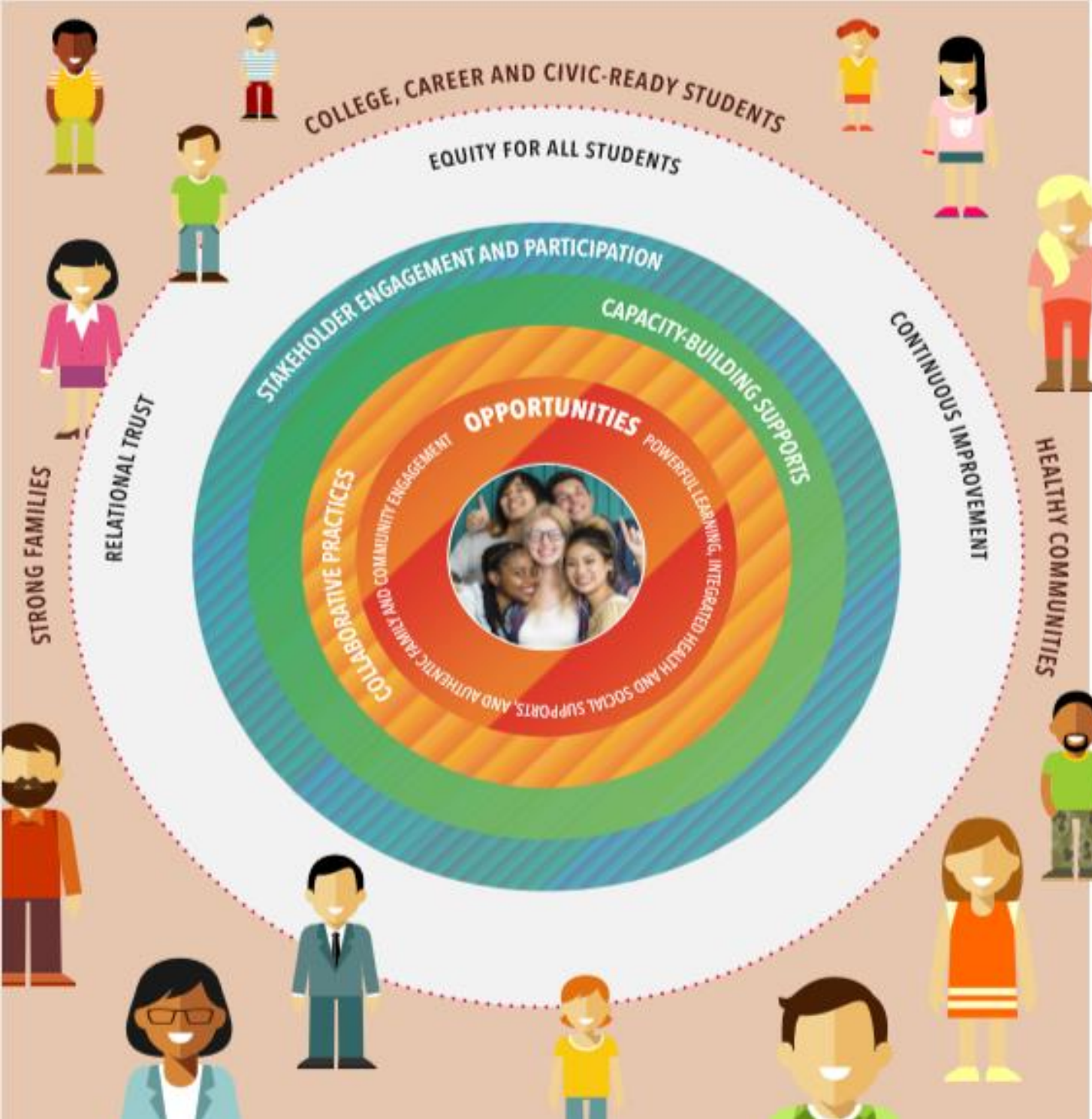


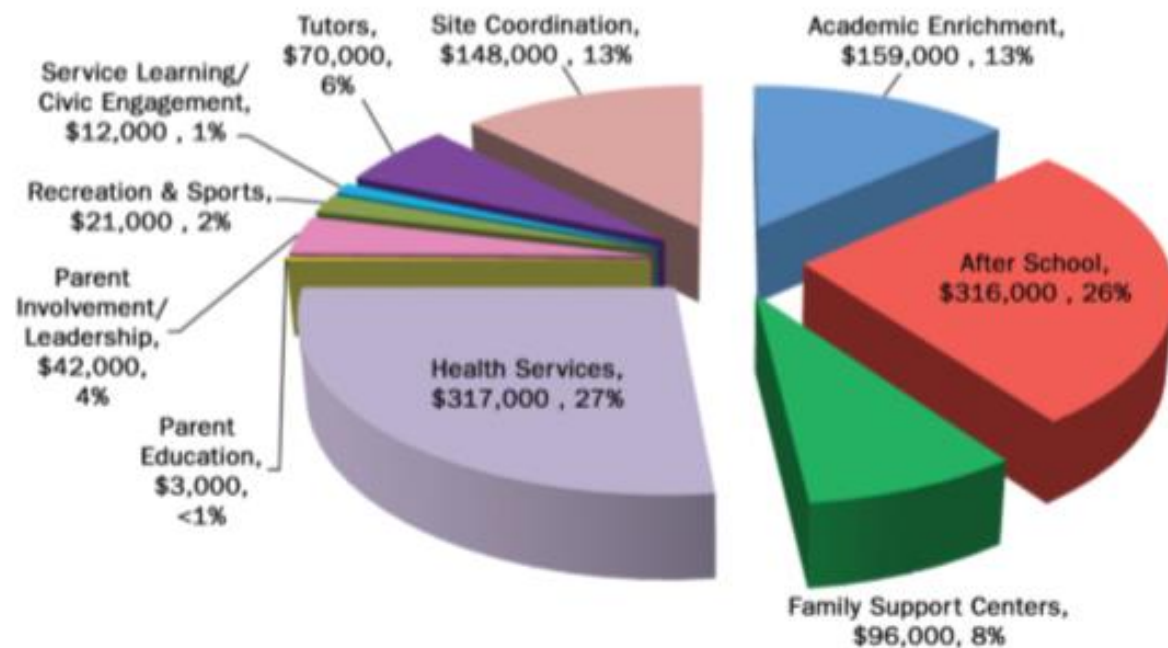
COMMUNITY SCHOOLS FRAMEWORK

KEY

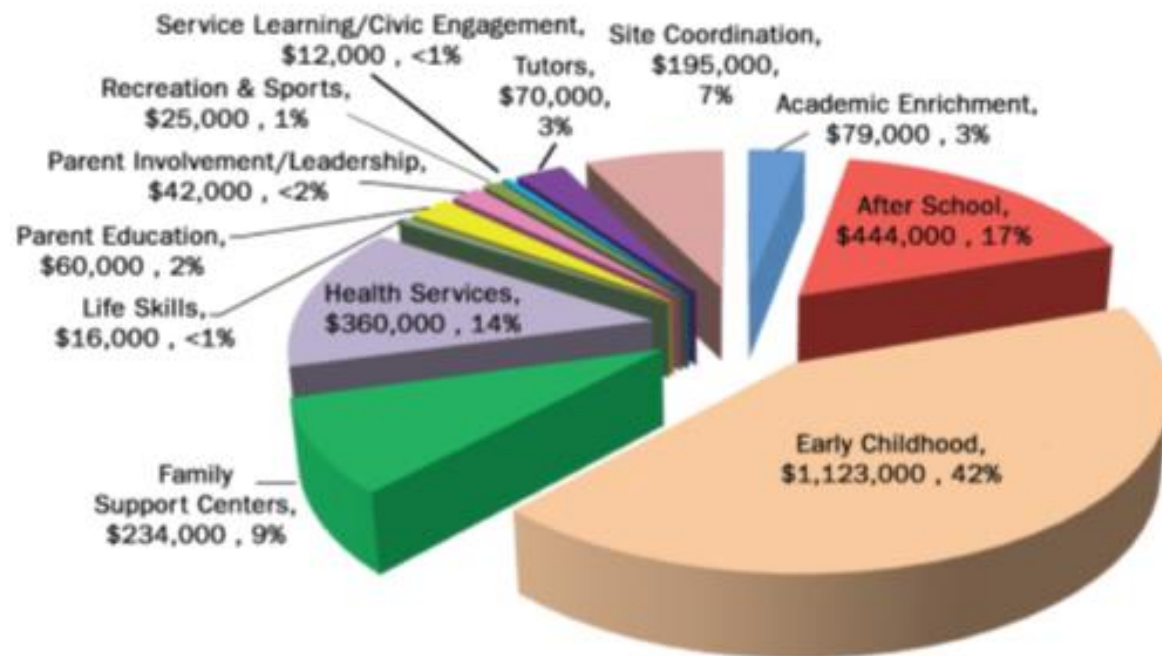
The community school framework puts students at the center.

- Supporting students are key opportunities: powerful learning, integrated health and social supports, and authentic family and community engagement.
- Undergirding these opportunities are a set of collaborative practices: shared ownership for results, strategic community partnerships, resource coordination, data-driven planning, and inclusive leadership.
- Capacity-building supports nurture these collaborative practices: coaching for continuous improvement, all-stakeholder leadership development, and professional learning.
- All of these gears are driven by stakeholder engagement and participation.
- Community schools are nurtured by relational trust among stakeholders, a sharp focus on equity for all students, and a continuous improvement process designed to enhance performance and improve results.
- Results: college, career and civic-ready students; strong families; and healthy communities.

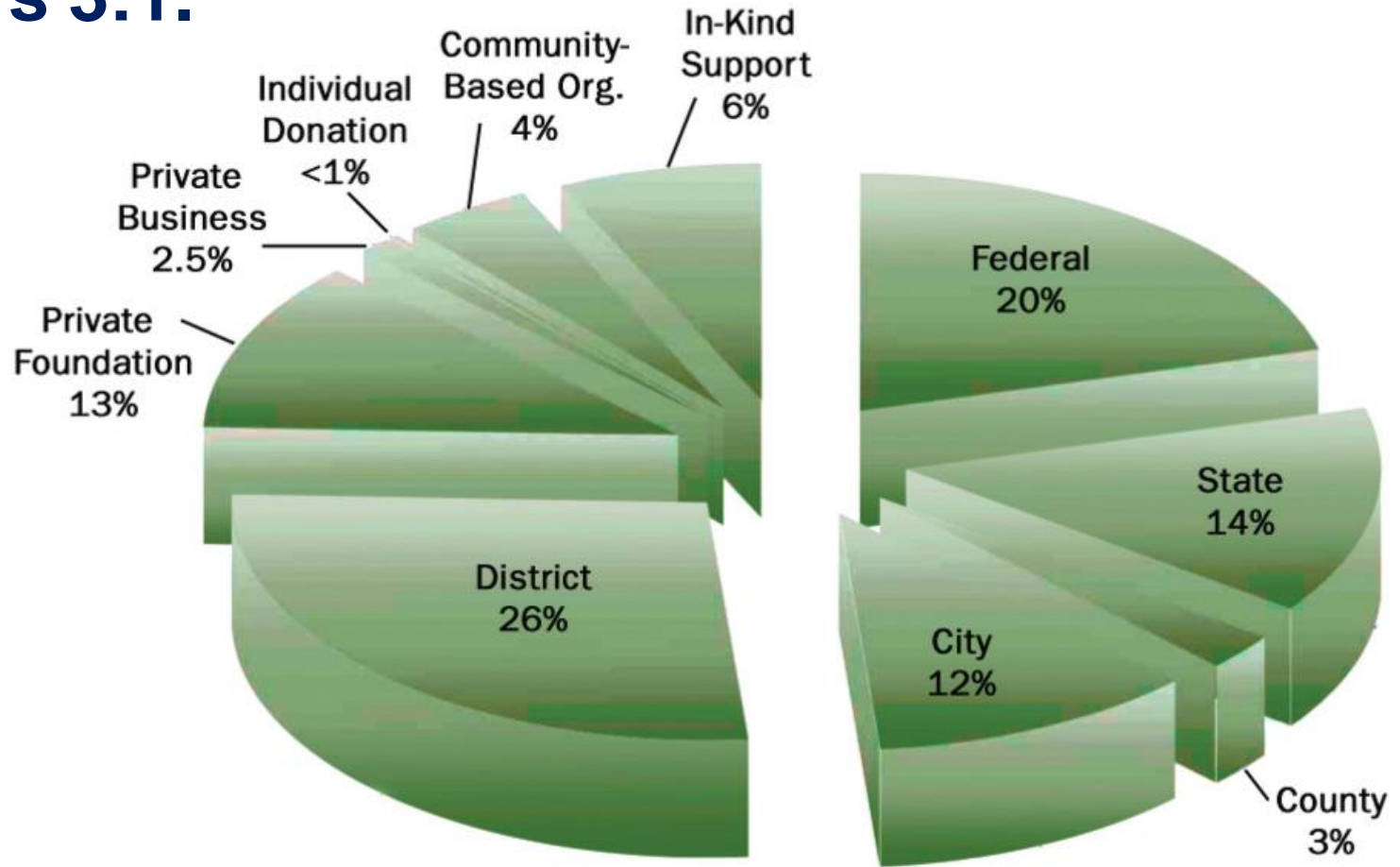




Full-time site coordination contributes essential site level capacity at minimal cost.

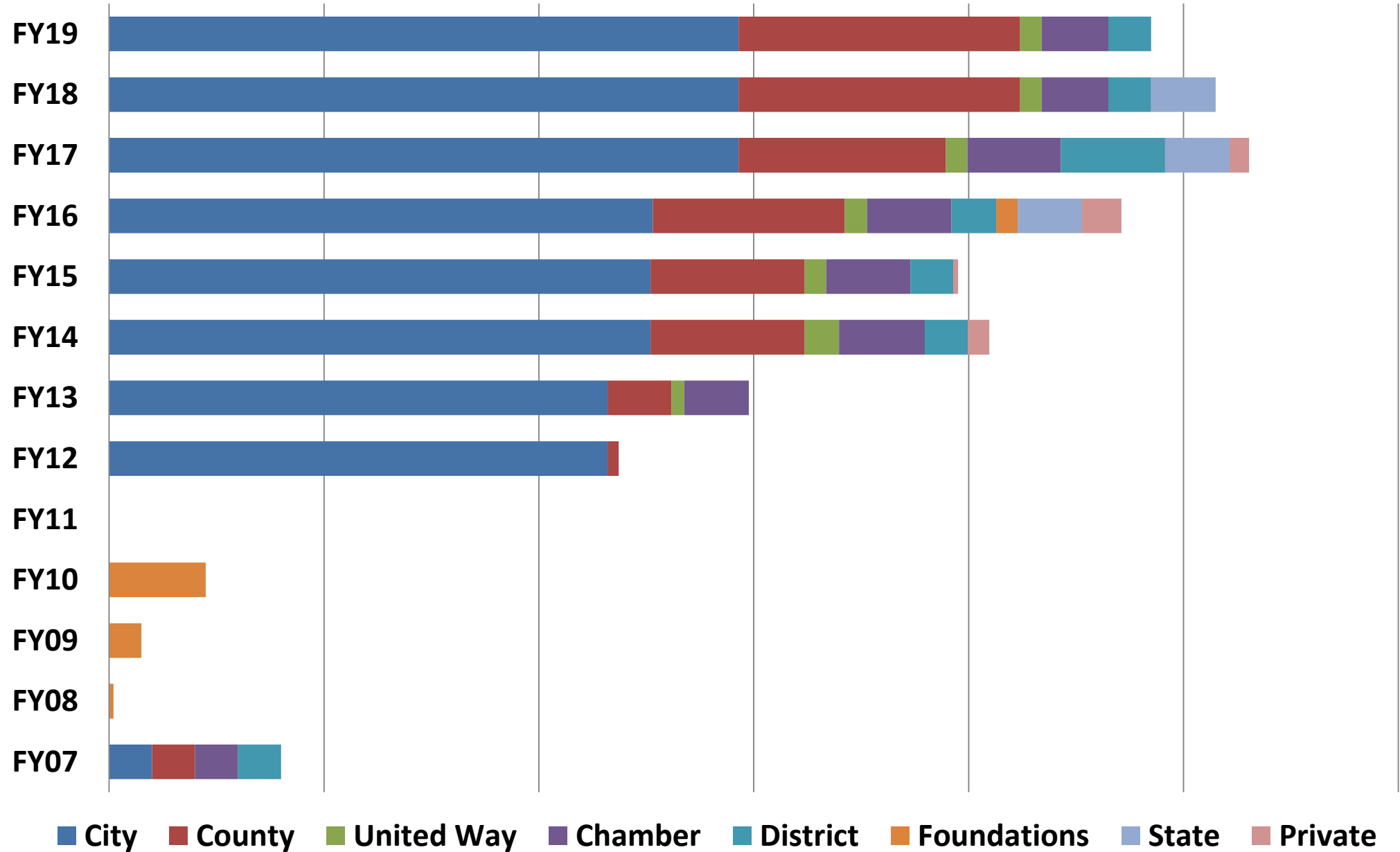


Diversified funding in community schools leverages district dollars 3:1.

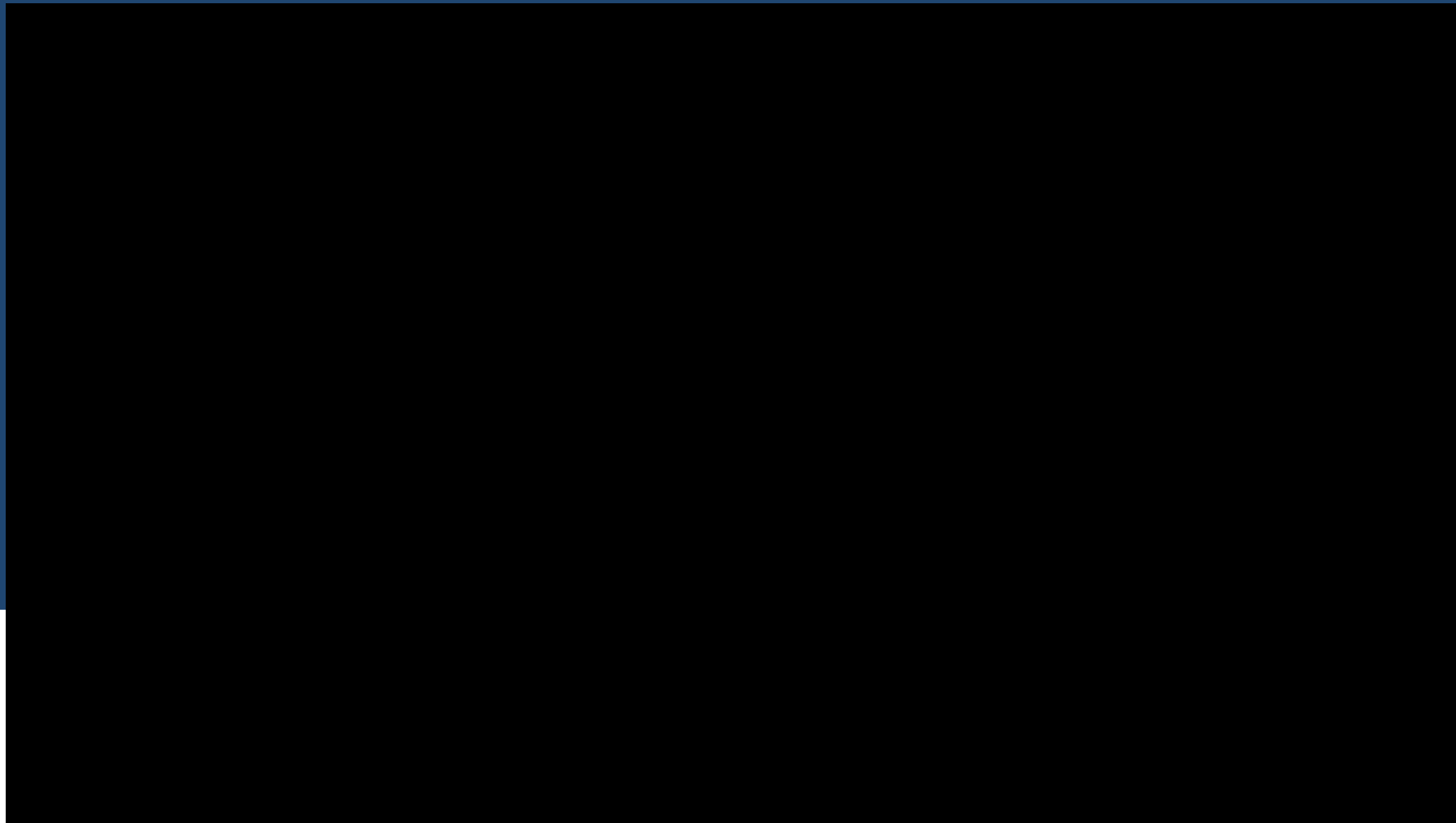


ABC Community School Partnership

Direct Cash allocated to 90 Schools (25 Community Schools)



What is your WHY?



Story Tips

**Future Progress/Social Responsibility
vs. Vulnerability**

You Say...They Think

**Sustained social change
REQUIRES culture change**



Frames are sets of choices about how information is presented:

What to emphasize, how to present it, and what to leave unsaid.



Given the importance of free speech, would you favor allowing a hate group to hold a political rally?



85% in Favor

Given the risk of violence, would you favor allowing a hate group to hold a political rally?



40% in Favor



MESSAGING TRAPS

The Crisis Trap

Our public school system is our country's biggest and most inefficient monopoly, yet it keeps demanding more and more money.

Phyllis Schlafly

Kids are falling through the cracks and nobody notices it. That to me is what's wrong with the school system.

Melinda Gates

The Fairness Trap

The public school system doesn't get everybody. Every generation has its rebels.

Rush Limbaugh

Racial segregation has come back to public education with a vengeance.

Jonathan Kozol



WHAT'S YOUR STORY?



PRACTICE

- Using the Narrative Strategy, think of stories that support your vision and our mission
- Write a compelling 90 second story
- Write a 10 second or less message from your story



Community School Story

Community Schools unite families, neighborhoods and schools to provide all learners the supports and opportunities they need to succeed.



Talking Points



- Partnerships for better learning
- Hyper-Local
- Proven approach, updated for a new era





VEHICLES OF COMMUNICATION



THANK YOU!

