DATE: December 15, 2009

TO: BOARD OF EDUCATION

FROM: Dr. Joe A. Hairston, Superintendent

SUBJECT: THE BALTIMORE COUNTY PUBLIC SCHOOLS’ PARTNER NETWORK

ORIGINATOR: Rita Fromm, Chief of Staff

RESOURCE PERSON(S):

RECOMMENDATION

That the Board of Education be informed about The Partner Network, a new Web-based tool designed to streamline the process for businesses and organization interested in establishing partnership(s) with a school.

*****
THE BALTIMORE COUNTY PUBLIC SCHOOLS PARTNER NETWORK

Background
The County Executive’s Regional Advisory Board for Business and Education (EAB) is a coalition of 34 members from private business, government, and regional education institutions including Baltimore County Public Schools (BCPS) and 11 area colleges and universities. The EAB brings together on a regular basis the education and business communities to discuss issues of common concern and to encourage alliances and partnerships. The Blueprint for Progress, Performance Goal 6 also establishes the expectation that BCPS will engage businesses and community members in the educational process. In 2007, the Education Subcommittee of the EAB discussed the need for businesses and organizations interested in establishing partnerships with schools to have a single, identified point of contact within Baltimore County Public Schools. At that time, Dr. Hairston committed resources with the BCPS web team to this initiative. The web team designed and developed a web-based portal that can be accessed and used by both schools and businesses with the goal of increasing the ease of making connections among businesses, organizations, and education. The Partnership Network was piloted in southeast area schools in January 2009 and went live in October 2009.

The Partner Network
The Partner Network is a tool that allows school principals to register and record opportunities for business partnerships. Business in turn can respond to those opportunities or register their own interest in providing other resources such as internships, externships, or funding of special projects. The use of the web portal provides a dynamic way to capture and maintain this information on an individual school basis as well as on a system level. Principals have the ability to easily monitor the status of any and all partnerships at any time.

Workshops have been provided for principals to familiarize themselves with the use of the Partner Network. BCPS will continue to work with the EAB to develop a plan to market the tool to businesses and communities.
A New Way to Connect Businesses, Organizations, and Education
An initiative of the County Executive's Regional Advisory Board for Business and Education

- Increase ease of making the connections among businesses, organizations, and education
- Improve community quality of life
Development of the Partner Network

Early 2008:
• Education subcommittee started with basic concept: a paper survey of schools’ current partnerships and potential needs
Development of the Partner Network

The subcommittee then began exploring more dynamic ways of capturing both schools’ needs and businesses’ offerings:

- BCPS assigned developers to create a Web-based portal
- Portal was reviewed by the subcommittee and piloted by a group of schools and businesses in early 2009
- The results of the pilot yielded improvements; the subcommittee held two additional review sessions to provide feedback
- The current version was live in October 2009.
Potential business and community partners may join the network and express their interest in helping schools – with one click from the BCPS main page: www.BCPS.org
New business and community partners will be prompted to create an account.
Registration is easy and helps capture important information.
Periodically, schools will post proposals for partnerships – Partners can choose to view these proposals.
Once registered, businesses and organizations can log a current partnership and/or offer a new one...
...And then, they can invite specific schools to participate.

---

**Offer New Partnership**

**Partnership Details**

- **Partnership Title:** Student of Month Reward Program
- **Current Status:** Partners Seeking Schools
- **Partnership Type:** Incentive/Reward
- **Duration:** Ongoing

**Description:** Offers students who have demonstrated positive behavior throughout the month a discounted meal with a paying adult.

**Partnership Manager:**

<table>
<thead>
<tr>
<th>Manager Name</th>
<th>Role</th>
<th>Title</th>
<th>Organization</th>
<th>Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wagner, Michele</td>
<td>Primary Manager</td>
<td>Manager</td>
<td>Red Lobster Restaurant</td>
<td><a href="mailto:mwagner3@comcast.net">mwagner3@comcast.net</a></td>
<td>123-123-1234</td>
</tr>
</tbody>
</table>

**Participants**

Below is a list of participants in this partnership. As the **Primary Manager**, you can designate Managers to assist with the process of inviting new participants. Click here to see how.

**Create and Manage Invitations**

If you have questions or need assistance, please contact **PartnerNetwork@bcps.org** for assistance.
A Partner can identify schools to invite by level...

...Or can use the locator map to find schools to invite in a specific community.
Together, schools and Partners can strengthen specific neighborhood communities.
You have been invited by Michele Wagner, Red Lobster to review a partnership entitled "Student of Month Reward Program." Please visit https://www.bcps.org/partnernetwork/Partnership.aspx?PartnershipID=354 to review the partnership and respond.

Questions regarding the BCPS Partner Network should be directed to PartnerNetwork@bcps.org. Visit us at https://www.bcps.org/partnernetwork.

The network will generate an e-mail inviting the selected principals to participate in the proposed partnership.
Partners can monitor the status of their partnership and invitations at any time.
Schools may also invite businesses and organizations to partner with them. The potential Partner will receive a detailed e-mail invitation.

You have been invited to join the BCPS Partner Network by Kevin Connelly, Colgate Elementary. The BCPS Partner Network is a network of individuals representing schools, businesses and other community organizations who work together to promote the education of students in Baltimore County.

If you are already familiar with the Network, you may proceed directly to the web site using the link below to activate your account. Because you have been invited by a Baltimore County Public Schools’ representative, your account will be established immediately. If you are not familiar with the Network, more information is provided below.

To activate your account, please visit https://www.bcps.org/partnernetwork/PartnerRegistration.aspx. The e-mail address you enter during the registration process should match the address to which this message was sent.

After you activate your account, you will be taken to the partnership management screen. There you will see the partnership that the BCPS representative above has invited you to review. We hope you choose to take part in this opportunity! The BCPS Partner Network web site offers all members tools that assist in the management of specific partnerships between members. Using these tools, members have the ability to:

Establish Partnerships
A partnership represents a specific resource that your organization offers to one or more of our schools. Recording the partnership on the network allows you to then invite new members to join the partnership, maintain a contact list of participants in the partnership and alerts you when your contact at a school(s) has
When a school, business, or organization accepts the invitation to join a proposed partnership, all Partners will be able to view the contact information for the partnership’s Primary Managers.
• Partner and school can then directly e-mail and call each other to work out the details of the partnership.

• The partnership continues to be recorded – and can be updated – through the Partner Network.
Next Steps…

BCPS
- Assigned an administrator for the Partner Network
- Offering training this month and next for school administrators
- Will continue to monitor, make needed program adjustments

Subcommittee
- Creating a roll-out plan to include presentations to other community business organizations

County Government
- Creating a brochure to share with businesses

… Connect Businesses, Organizations, and Schools