Schedule of Events

Thursday, July 9, 2015

9:00 a.m. – 9:30 a.m.  
Welcome & Opening Remarks  
*Anna Hinton*, Director, Parental Options and Information, U.S. Department of Education  
*Ursula Wright*, Associate Assistant Deputy Secretary, U.S. Department of Education

9:30 a.m. – 10:30 a.m.  
Opening Plenary  
Cincinnati’s Journey: Developing the StriveTogether Cradle to Career Network  
*Kathy Merchant*, Senior Fellow, StriveTogether

Session Description  
Successfully implementing a cradle-to-career initiative in an urban city bordering two states is a noteworthy accomplishment. It’s an even greater accomplishment to sustain the initiative for a decade and grow similar initiatives in other communities. Kathy Merchant, former CEO of The Greater Cincinnati Foundation and chair of Cincinnati’s StrivePartnership, is StriveTogether’s inaugural Senior Fellow for the national network. She will share perspectives on what it takes to develop a collective impact with partners and scale it for sustainable growth in Cincinnati and other communities.

10:30 a.m. – 10:45 a.m.  
Break

10:45 a.m. – 12:00 p.m.  
SESSION 1  
Full-Service Community Schools FY 2010 Cohort Meeting  
*James Guitard*, Program Officer, U.S. Department of Education

Session Description  
The program office will provide relevant updates, review Annual Performance Report data, discuss trends and next steps for submitting either a no cost extension or final performance report.
10:45 a.m. – 12:00 p.m.  
**Reaching Scale**  
*Salon C*

### Developing Global Competencies Through Collaborative Engineering Activities

- **Dylan Busa**, Design Squad Global, South Africa  
- **Paballo Diboke**, Design Squad Global, South Africa  
- **Caleb Herod**, Project Manager, Delta Health Alliance  
- **Kitty Moepang**, Design Squad Global, South Africa  
- **Saranya Sathananthan**, Outreach Project Director, Design Squad Global, WGBH Educational Foundation

**Session Description**

How can we foster and create an environment that encourages youth to take an active role in solving their community’s problems and needs? In such an interconnected age, how can we cultivate in them an interest in investigating the world and working together with people of different experiences and perspectives to bring about change that benefits people around the globe? This session will give an overview of Design Squad Global and how it addresses these questions by connecting out-of-school-time programs around the world, empowering youth to collaborate on solving real-world engineering problems and expand their cross-cultural understanding.

Participants in this session will learn more about Design Squad Global, do a hands-on engineering activity that will enlighten them to view engineering as a creative way to empower youth to solve problems and effect positive change, and hear directly from program participants on the impact this program had on the development of students’ critical engineering and global competency skills.
10:45 a.m. – 12:00 p.m.
**Collective Impact for Scope, Scale, and Sustainability**

**Robert Albright.** Associate Director, Collective Impact Forum

**Grace Katabaruki.** Principal, Venture Philanthropy Partners

**Session Description**
This workshop will focus on how collective impact can be used to support communities at various levels of readiness to develop a scope, scale up, and then sustain their cross-sector work to improve academic and life outcomes for kids. What does it take to successfully bring multiple actors together to solve a complex social issue at scale in a community? How do you structure collective impact efforts to initiate action and sustain momentum in a community? Who needs to be at the table, and how do you incorporate the community’s voice in collective impact? What are success factors in evaluating collective impact and learning from shared metrics? Find out answers to these questions and more in this engaging session, where attendees will hear from collective impact experts and funders, and have an opportunity to participate in a role play activity to experience collective impact real-time.

10:45 a.m. – 12:00 p.m.

**Tell Me A Story: The Power of Great Community Storytelling**

**Liz Norton.** Executive Director, Stone Soup Films

**Max Skolnik.** Executive Director, Taproot Foundation

**Session Description**
This highly interactive workshop will explore the key elements of good storytelling and brand building. Participants will engage in exercises around reading the audience, using the right tools, crafting the perfect message, and avoiding narrative pitfalls. Participants will leave the session with a greater understanding of the nature of storytelling as well as best practices, tools to improve their key messaging and branding, and knowledge about how to access external resources.
Schedule of Events • Thursday, July 9, 2015 (continued)

10:45 a.m. – 12:00 p.m.  
Reaching Scale  
Rosslyn

Reality Check: College and Career Readiness 101
Janie Landin Ramirez, Domain Coordinator, College and Career Readiness, Texas Tech University  
Angelica Roman, Associate Principal, Estacado High School  
Marquitta Speller, Principal, Promise Academy I High School & Executive Director, HCZ High School and Collegiate Programs, HCZ Promise Academy Charter Schools

Session Description
Harlem Children’s Zone (HCZ) Executive Director for High School and Collegiate Programs will share the art and science of HCZ’s College Success Office (CSO), which helps young adults successfully transition from high school through college graduation. This session will also focus on the newly implemented Post-Graduate Institute (PGI), a program that provides young people with a suite of services depending on their needs and connects them to internships.

12:00 p.m. – 1:15 p.m.
Lunch

1:15 p.m. – 2:30 p.m.  
SESSION 2

Full-Service Community Schools New Grantee Cohort Meeting
Monique Toussaint, Program Officer, U.S. Department of Education

Session Description
The program office will welcome new grantees, provide relevant updates, review Annual Performance Report data, discuss trends and next steps for submitting the next performance report.
Schedule of Events • Thursday, July 9, 2015 (continued)

1:15 p.m. – 2:30 p.m.  
**Sustaining Results**  
**Salon C**

**Exploring the Role of Institutions of Higher Education in Place-Based Work**

- **Marie Amboy**, Grant Project Manager for Hayward Promise Neighborhood, Chabot College  
- **Dreama Gentry**, Executive Director, Partners for Education at Berea College  
- **Mark Mitsui**, Deputy Assistant Secretary for Community Colleges, Office of Career, Technical, and Adult Education, U.S. Department of Education  
- **Rachael Steward**, Associate Director of Community Engagement, Seattle University

**Session Description**

This workshop is an exploration of the many different roles that institutions of higher education can, do, and should play in community revitalization efforts, including a focus on sustaining work beyond federal funding. Participants will discuss and learn from successes and challenges in strengthening partnerships between institutions of higher education and the communities they serve, and take away ideas for developing or improving such relationships to support the work of place-based initiatives.

1:15 p.m. – 2:30 p.m.  
**Sustaining Results**  
**Salon DE**

**Sustainability Planning and Business Planning: Why Both are Critical to Your Success**

- **Matthew Joseph**, Senior Consultant, Results Leadership Group  
- **Sondra Samuels**, CEO, Northside Achievement Zone

**Session Description**

Successfully implementing a Promise Neighborhood or a cradle to career initiative with multiple partners is an accomplishment. However, continuing the work and strategically charting a path to sustainability is a challenge. Participants in this session will hear from two speakers whose valuable perspectives can assist grantees in navigating the challenging road of sustaining the programming and infrastructure of organizations. Sondra Samuels, CEO of the Northside Achievement Zone will share her experience of developing a business plan to strategically grow her organization. Additionally, Matthew Joseph, Senior Consultant with the Results Leadership Group will share his experience and critical tools to assist communities in sustainability planning.
Using the Developmental Pathway for Achieving Results

Anand Sharma, Senior Program Analyst, Center for the Study of Social Policy
Carla Taylor, Senior Associate, Center for the Study of Social Policy

Session Description
Building a cradle-to-career pipeline is a long-term effort. As this work evolves, it moves through a series of developmental stages that call for an increasingly sophisticated infrastructure. The “developmental pathway” tool describes this process in practical terms; it is a resource that can help you assess your place-based work, identify opportunities to strengthen or advance your efforts, and communicate expectations about progress. Bring a colleague or two to this interactive session where you will learn more about the tool, use it to assess your own work, and identify opportunities to share these concepts with other stakeholders.

Using Case Management Data to Improve Programs and Achieve Results

Mary Bogle, Senior Research Associate, Urban Institute
Sarah Gillespie, Research Associate, Urban Institute
Chris Hayes, Senior Data Manager, Urban Institute

Session Description
Case management data often shine a light on issues that other data sources may leave in the shadows. When population-level results are hard to interpret or don’t tell the full story, individual-level data that speaks to services provided and outcomes for children and families can reveal what Promise Neighborhoods are doing well and what they need to improve to achieve better results. Are we enrolling the children and families who can most benefit from our services? Are we providing programs that match the level and type of needs experienced by children and families in our neighborhood? Are our programs successful even in the face of community changes out of our control?

This session will take a look at the types of individual-level data collected by Promise Neighborhoods in case management systems and commonly reported for the Restricted-Use Data File, and the questions Promise Neighborhoods could answer with these data. Using data to ask questions and make program improvements relies on the knowledge of program managers and other staff—both data managers and program managers should attend this session to learn more about how to use individual-level data to improve your programs and achieve greater results.
Schedule of Events • Thursday, July 9, 2015 (continued)

2:30 p.m. – 2:45 p.m.  Break

2:45 p.m. – 4:00 p.m.  SESSION 3

2:45 p.m. – 4:00 p.m.  Implementing the New Uniform Guidance

Ellen Safranek, Deputy Director of Financial Improvement Operations, Office of the Chief Financial Officer, U.S. Department of Education

Session Description
The Uniform Guidance, which is in title 2 of the Code of Federal Regulations (CFR) Part 200, streamlined and consolidated eight OMB circulars into one. Its goal is to improve performance and outcomes by reducing administrative burden and increasing administrative flexibility, while reducing the risk of fraud, waste, and abuse. This presentation highlights key elements necessary to form a solid understanding of the Uniform Guidance, and how it impacts Promise Neighborhood grantees.

2:45 p.m. – 4:00 p.m.  Reaching Scale

Do We Want to Be Together? Strengthening Relationships with Districts

Melinda Hall, Executive Director, Hayward Promise Neighborhood, California State University, East Bay Foundation

Bronwyn Mayden, Director, Promise Heights & Assistant Dean of the School of Social Work, University of Maryland

Patricia Weinzapfel, Executive Director of Family Engagement and Community Schools, Evansville Vanderburgh School Corporation

Chien Wu-Fernandez, Assistant Superintendent, Hayward Unified School District

Session Description
What does it really mean for community-based organizations and school districts to have an authentic relationship? It can be challenging to improve academic performance and close achievement gaps when districts and their partner agencies seem to be going in different directions. This session explores how to compromise and overcome barriers so that students and families benefit from the unique contributions of each partner.
Schedule of Events • Thursday, July 9, 2015 (continued)

2:45 p.m. – 4:00 p.m.  
**Sustaining Results**  
**Salon DE**

Pay for Success: Concepts and Opportunities for Promise Neighborhoods

**Katherine Klem**, Pay for Success Fellow, Social Innovation Fund, Corporation for National and Community Service

**Jennifer Stoff**, Senior Program Officer, Social Innovation Fund, Corporation for National and Community Service

**Damian J. Thorman**, Director, Social Innovation Fund, Corporation for National and Community Service

**Joe Waters**, Vice President, Institute for Child Success

**Jerry Croan**, Senior Fellow, Third Sector Capital Partners

**Session Description**

In this session, participants will learn about the concepts and model of Pay for Success, a cross-sector strategy that seeks to address endemic social issues like homelessness and disparities in educational outcomes by tying funding for an intervention to its impact in the community. Instead of paying for services regardless of their effects, government (or other entities) only pay if programs actually achieve positive outcomes for the people they are designed to benefit. PFS contracts often incorporate PFS financing, which covers the costs of service provision until success is achieved and payments are triggered. As Promise Neighborhoods and Promise Zones serve to improve the educational and developmental outcomes of children and youth in the nation’s most distressed communities, the adoption of Pay for Success strategies has the potential to further catalyze this critical work.

2:45 p.m. – 4:00 p.m.  
**Communications**  
**Salon FG**

Get Connected: How Promise Neighborhoods are Connecting Families to Technology

**Raquel Donoso**, Director, Mission Promise Neighborhood, Mission Economic Development Agency

**Gwenn Weaver**, Program Officer, National Telecommunications and Information Administration, U.S. Department of Commerce

**Session Description**

In this session, participants will become better informed about how to integrate digital literacy and technology into their neighborhoods and how local initiatives contribute to the national movement toward increased broadband adoption and digital literacy. First, the session will provide participants with an overview of a national framework for broadband adoption and digital literacy. Then they will hear from a Promise Neighborhoods program on how these concepts are being implemented at a local level.
Schedule of Events  •  Thursday, July 9, 2015 (continued)

2:45 p.m. – 4:00 p.m
Reaching Scale
Rosslyn

Early Learning: Issues in Scope and Scale
Charles Bruner, Executive Director, Child and Family Policy Center
Cathlin S. Gray, Associate Superintendent for Family, School and Community Partnerships, Evansville Vanderburgh School Corporation
Nicole Sheppard, Associate Vice President, Center For Family Services

Session Description
Moving to greater scope and scale raises a set of strategic questions about what’s worth scaling, how to expand your reach and impact, and where to find funding. Join a group of your peers to learn more about how they are answering these questions for their early learning work and hear expert perspectives on why “scale” – in the context of place-based work –is a particularly important issue for ensuring inclusion and community-building as well as individual growth and development.

4:00 p.m. – 4:15 p.m.
Break

4:15 p.m. – 4:45 p.m.
Salons A - E

Closing Remarks
Michael McAfee, Vice President for Programs, PolicyLink & Director, Promise Neighborhoods Institute at PolicyLink
**Schedule of Events**

**Friday, July 10, 2015**

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| 9:00 a.m. - 10:00 a.m. | **Opening Plenary**  
* Telling Our Story: Tools for Organizing & Empowerment  
* Michael Simanga, Visiting Lecturer, Georgia State University |

**Session Description**

When the lions tell the story, the hunters won’t be heroes. Telling our story is a critical tool in successful organizing. It redefines the narrative and empowers the storytellers. Are we lions? Will we tell our story? Will our voices be heard? Dr. Michael Simanga discusses the power of documenting and telling our story as a tool of organizing and empowerment.

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<th>Time</th>
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<td>10:00 a.m. - 10:15 a.m.</td>
<td><strong>Break</strong></td>
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| 10:15 a.m. - 11:30 a.m. | **SESSION 1**  
* Promise Neighborhoods APR Data and Relevance  
* Bonnie Carter, Program Officer, U.S. Department of Education  
* Adrienne Hawkins, Program Officer, U.S. Department of Education  
* Sarah Zevin, Program Officer, U.S. Department of Education |

**Session Description**

This interactive session will give Promise Neighborhoods grantees an opportunity to learn more about how the information collected in the Annual Performance and Ad Hoc Reports are used to assess progress, inform technical assistance and communicate results to internal and external stakeholders. In addition, grantees will have an opportunity to provide feedback to program officers on issues ranging from report submission to the ways in which quantitative information is provided. A sample report will be shared with grantees during the session.
10:15 a.m. – 11:30 a.m.  
**Integrating Services and Creating Smooth Transitions**

**Kristy Arnold**, Director of Case Management, DC Promise Neighborhood Initiative  
**Migdalia Cortes-Torres**, Community School Director, Salomé Ureña de Henriquez Campus, Children’s Aid Society  
**Mauricio Torre**, Director, South Bay Community Services

**Session Description**  
Service integration is an intricate component to implementing a successful comprehensive services program. Approaches to integrating and coordinating a continuum of solutions may vary depending on individual student, family, and community needs as well as service availability. This session will provide information about how a lead agency and its partners can work in tandem to integrate and track services across multiple domains such as education, physical and mental health, and workforce services to benefit students and their families.

10:15 a.m. – 11:30 a.m.  
**Sustaining a New Way of Doing Business in the Federal Government: Innovation and Improvement in Place-Based Work**

**Thaddeus Ferber**, Vice President for Policy Advocacy, Forum for Youth Investment  
**Adam LaRose**, Ash Center Fellow for Innovation in Governance, Harvard Kennedy School

**Session Description**  
This session will feature a conversation about the role of federal program staff in supporting comprehensive place-based work in communities. A result of the Neighborhood Revitalizations Initiative’s designation as a finalist for the Harvard Kennedy School’s Ash Center for Innovation in Governance in 2012, this workshop and presentation is designed to lay out a review of the skills and tactics that federal staff can use to best support the communities with whom they work, and in turn, allow neighborhoods the opportunity to increase federal impact in place-based work. The workshop portion will allow attendees the opportunity to share their experiences working with federal staff, which will help to inform future place-based work, practices, and approaches between communities and the federal government.
Schedule of Events • Friday, July 10, 2015 (continued)

10:15 a.m. – 11:30 a.m.
Data
Salon FG

Using STAT to Drive Program Improvement
Kwame Owusu-Kesse, Chief Operating Officer, Harlem Children’s Zone
Marquitta Speller, Principal, Promise Academy I High School & Executive Director, HCZ High School and Collegiate Programs, HCZ Promise Academy Charter Schools
Mona-Lisa Tolbert, Senior Manager, High School Programs and College Success Office, Harlem Children’s Zone

Session Description
Harlem Children’s Zone senior staff will share the art and science of HCZ STAT. HCZ will first share a video of a sample STAT from one of their after-school programs and then discuss various elements of STAT. Leaders will highlight the adaptation of HCZ STAT from NYC Police Department and Administration for Children’s Services, the process of creating a robust STAT program, what STAT is not, and how to effectively implement STAT to drive program improvement and staff development.

10:15 a.m. – 11:30 a.m.
Data
Rosslyn

Navigating Common Survey Challenges to Collect Meaningful Data
Peter Tatian, Senior Fellow, Urban Institute

Session Description
Surveys are one of the most important tools Promise Neighborhoods have to understand how overall conditions of life in their communities are changing over time. But collecting high-quality, reliable survey data is a daunting and resource intensive activity. The experience of the first three years of Promise Neighborhood implementation has shown how many grantees initially struggled to conduct successful surveys, but also how most have made enormous progress and even found creative solutions to a number of the challenges. Promise Neighborhoods have also found surveys to be an important tool for building better connections with their communities.

A new brief from Urban Institute provides recommendations, including best practices from Promise Neighborhood implementation grantees, for staff and survey administrators who are fielding surveys in their communities and schools. In this session the Urban Institute will review the basics of good survey management, from creating a survey instrument to preparing survey teams, from promoting community participation to documenting field work. Participants will join the Urban Institute and fellow grantees to learn from each other, share their own experiences, and pose their own challenges to fielding successful surveys.
Schedule of Events • Friday, July 10, 2015 (continued)

10:15 a.m. – 11:30 p.m.  
Salon 5  
Fundamentals of Community Schools  
Marty Blank, Director, Coalition of Community Schools

Session Description
The community school model is a nationally acclaimed research-based approach that places the school at the hub of the community. Using this model, access is provided to services that are needed by community members but not necessarily available in the communities where they reside. Join Marty Blank as he shares insights about what it takes to successfully implement a community school model that engages community, district, state and national stakeholders.

11:30 a.m. – 12:45 p.m.  
Lunch

12:45 p.m. – 2:00 p.m.  
SESSION 2

12:45 p.m. – 2:00 p.m.  
Grants Management  
Salon B  
Mitigating Risk and Financial Management  
Frances Outland, Director, Indirect Cost Group, Financial Improvement Operations, Office of the Chief Financial Officer, U.S. Department of Education  
Mark Robinson, Manager, Management Improvement Team, Risk Management Service, Office of the Deputy Secretary, U.S. Department of Education

Session Description
Risk! Risk! Risk! While you may not be able to avoid risk altogether, you can keep it under control, mitigate it, and prepare for the future. This session will provide participants an opportunity to learn critical information pertaining to internal controls and financial management for the duration of the grant and beyond.
Schedule of Events • Friday, July 10, 2015 (continued)

12:45 p.m. – 2:00 p.m.
Reaching Scale
Salon C

**Leveraging Unique Community Partnerships**

**Leslie Cornfeld.** Special Advisor to the U.S. Secretary of Education and Director of the Department’s Office of Strategic Partnerships; U.S. Department of Education

**Mekaelia Davis.** Program Officer, Office of Corporate Social Responsibility, Prudential Foundation

**Jacqueline Smith.** Executive Director of University Initiatives and Advisor to the President for Social Embeddedness, Arizona State University

**Session Description**

This session will explore how innovative community partnerships can produce multiple benefits to a revitalizing community. Presenters will include a senior official from Arizona State University who will speak to the Starbucks College Achievement Plan, a partnership between Starbucks and Arizona State University that will provide tuition reimbursement for employees seeking a Bachelor’s degree while catalyzing private investment in neighborhoods hosting Starbucks outlets, and a program officer from The Prudential Foundation who will highlight the Foundation’s $13 million commitment to the My Brother’s Keeper (MBK) Initiative.

12:45 p.m. – 2:00 p.m.
Sustaining Results
Salon DE

**Full-Service Community Schools as a Model: Moving Toward Sustainability**

**Marty Blank.** Director, Coalition of Community Schools

**Andrea Bustamante.** Director, Community Schools Partnerships, Oakland Unified School District

**Chris Caruso.** Executive Director for Community Schools, New York City School District

**Jane Quinn.** Vice President for Community Schools & Director of the National Center for Community Schools, Children’s Aid Society

**Session Description**

It is only when you bring all stakeholders to the table and identify clear roles that you can transform school systems and deliver on the promises made to your community. This session will provide an overview of the national community schools movement and highlight two districts that have worked with their superintendent and/or mayor’s office to institutionalize the community school model in ways that effectively serve communities and close the achievement gap.
Schedule of Events • Friday, July 10, 2015 (continued)

12:45 p.m. – 2:00 p.m.  
Communications  
Salon FG

**Using Data to Craft Human Interest Stories**

*Marlene Fox*, Senior Manager for Health and Wellness, Harlem Children’s Zone  
*Debbie Kim*, Director of Foundations and Government, Harlem Children’s Zone  
*Karina Favela*, Director of Operations for Los Angeles Promise Neighborhood, Youth Policy Institute  
*Tara Watford*, Director of Research and Evaluation, Youth Policy Institute

**Session Description**

What’s your story? How do you tell it? Data is an intricate part of place-based work. In this interactive session, participants will have an opportunity to learn how to engage and share information with key stakeholders so that their stories can be told.

12:45 p.m. – 2:00 p.m.  
Data  
Rosslyn

**Building Partner Capacity to Collect and Report Data**

*Peter Tatian*, Senior Fellow, Urban Institute

**Session Description**

Most Promise Neighborhoods rely on partners to help deliver many of the services that are part of their continuum of solutions. Many of these partners are nonprofit organizations who may have limited capacity for, and experience with, collecting data, particularly the detailed data that Promise Neighborhoods need. To be able to get the high quality data they require for external reporting and internal performance management, Promise Neighborhoods have devoted time and resources to helping build the capacity of their partners to collect consistent and reliable data on their activities and on the clients they are serving.

In this workshop, participants will review the challenges that Promise Neighborhoods have faced in building data collection and reporting capacity in their partners and discuss the approaches they have taken to address those challenges. This session is meant to foster peer-learning, as well as bring out some of the innovative solutions that Promise Neighborhoods have found to improve the quality of partner data that will allow them to achieve better results. Participants should come with their own stories and lessons about how they have undertaken this important part of their local development work.

2:00 p.m. – 2:15 p.m.  
Break
Schedule of Events • Friday, July 10, 2015 (continued)

2:15 p.m. – 3:30 p.m.  
Salons A–E  

**Scaling Your Impact: A Fireside Chat**

**Nadya Chinoy Dabby.** Assistant Deputy Secretary, U.S. Department of Education (facilitator)  
**Amy Celep.** Chief Executive Officer, Community Wealth Partners  
**Patrick McCarthy.** President and Chief Executive Officer, Annie E. Casey Foundation  
**Anne Williams-Isom.** Chief Executive Officer, Harlem Children’s Zone

**Session Description**

Sustaining the work of Promise Neighborhoods is critical to delivering on the promise made to the community. The notion of growing impact and sustaining the organization can be a daunting endeavor as the program enters the last years of a grant. During a moderated dialogue with a panel of non-profit/foundation CEOs participants will learn from leaders that have either successfully scaled initiatives or supported the scaling programs. The speakers will also share perspectives on building infrastructure to sustain an organization while growing the impact of programming.

3:30 p.m.  
Salons A - E  

**Closing Remarks**