



DUBLIN CITY SCHOOLS  
THE DUBLIN DIFFERENCE

**Starting A Parent University**  
**November 14, 2017**  
**OSBA Capital Conference**





## Today's Presenters

- Stu Harris - Board of Education member
- Dr. Todd Hoadley - Superintendent
- Craig Heath - Director of Secondary Education
- Jill Abraham – Director of Elementary Education
- Doug Baker – Public Information Officer



# DUBLIN CITY SCHOOLS

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## About our District

- 16,250+ students
- 11<sup>th</sup> largest in Ohio
- Growing enrollment
- Very diverse
- High achieving
- High expectations



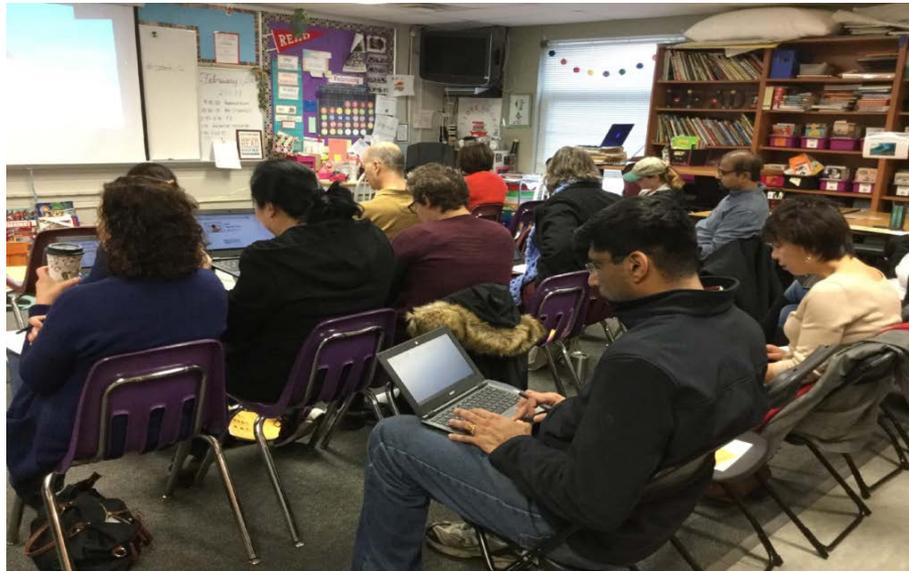


# DUBLIN CITY SCHOOLS

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## Where did the Parent U concept come from?

- Multiple sources
- BAC, PTO Presidents, Senior Citizens Council
- Survey results





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## Board of Education led goals for 2016-17

- Each board member oversaw one District goal
- Starting Parent University one of those goals
- No preconceived outcomes going in





## Market Research

Parent Survey-Fall 2016

**Q2 What topic(s) related to Dublin City Schools, and/or public education in general would you like to learn more about?**

Answered: 1,152 Skipped: 304

#	Responses	Date
1	Middle schools/Dublin	10/10/2016 3:55 AM
2	Gifted program for Math and Reading Standardized Testing Process and What Results are used for (both individually and for Dublin); What I can do at home to help with my child's education.	9/27/2016 10:53 AM
3	Growth, Redistricting, Education plan at the schools, Rationale behind decisions, Gifted and differentiated services in a district with a high number of students tested as gifted.	9/25/2016 3:33 PM
4	Curriculum and grade level expectations	9/25/2016 1:06 PM
5	Social awareness	9/23/2016 8:37 AM
6	State testing IB Program and other advanced learning programs	9/21/2016 3:43 PM
7	How technology is used in the classroom.	9/20/2016 2:02 PM
8	COURSE OPTIONS AT HIGH SCHOOL LEVEL	9/20/2016 1:12 PM
9	1) Progress on moving towards one LMS interface and driving consistency in usage. 2) District strategy for population/student growth. 3) Outside factors/pressures affecting the district and strategy to deal with them.	9/20/2016 10:25 AM
10	Extra-curricular activities, curriculum, bullying	9/20/2016 9:57 AM
11	Both academic and extra curricular offerings available to students.	9/19/2016 8:34 AM
12	inspiring confidence in children	9/19/2016 6:31 AM
13	How to challenge your kids not only for success but to learn to enjoy what they do.	9/19/2016 4:13 AM

- One of the first steps, asking questions
- What do you want to know more about?
- Two-way communication
- Survey results

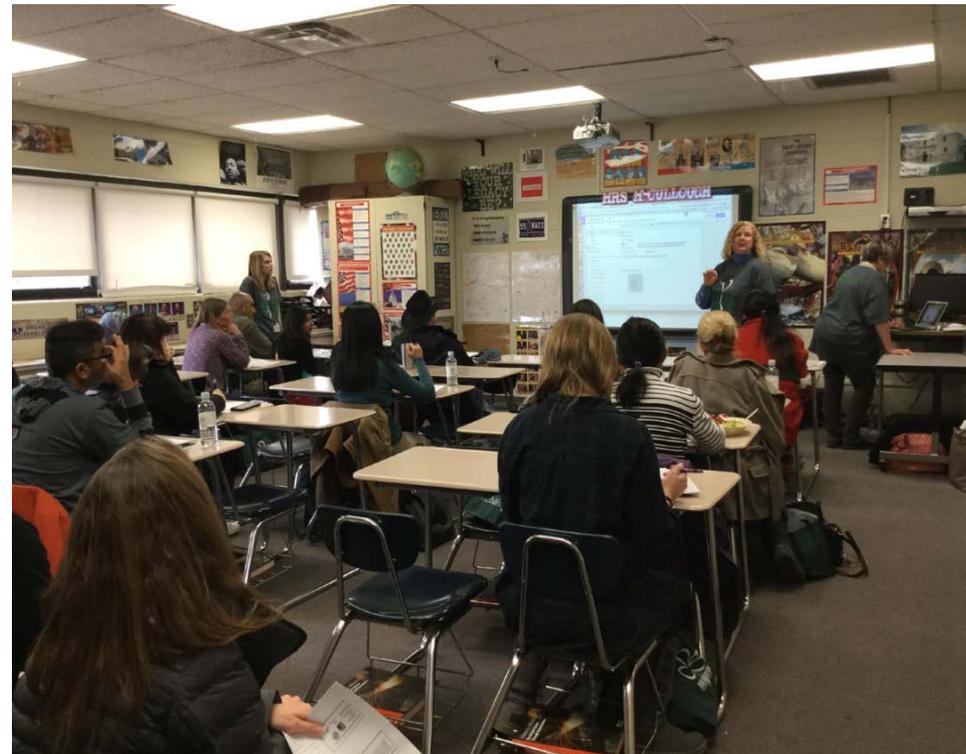


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## Market Research

- Stakeholder group conversations
- More than 1,100 survey responses
- Frequent topic responses included:
  - College and career readiness
  - Gifted
  - Special Education
  - Mental health for students
  - School now vs. school then





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## Moving from concept to implementation

- Discussed a variety of ways to roll out Parent U
- Landed on a February Kick-Off event
- Began to discuss logistics
- Everything is “big” in Dublin





## **Moving toward Feb. 11, 2017**

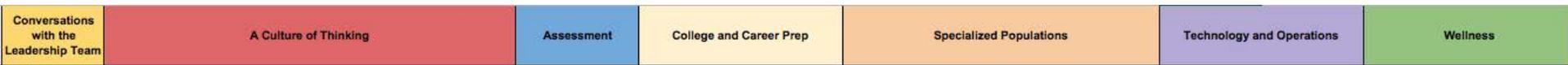
- Central location chosen
- Saturday, Feb. 11, 9 a.m.-2 p.m.
- List of To Dos:
  - Identify courses from topics of interest
  - Identify instructors (incentivized with CEUs)
  - Plan for parking, lunch, etc.
  - Brand and market Parent U
  - Identify team of volunteers
  - Technology requirements



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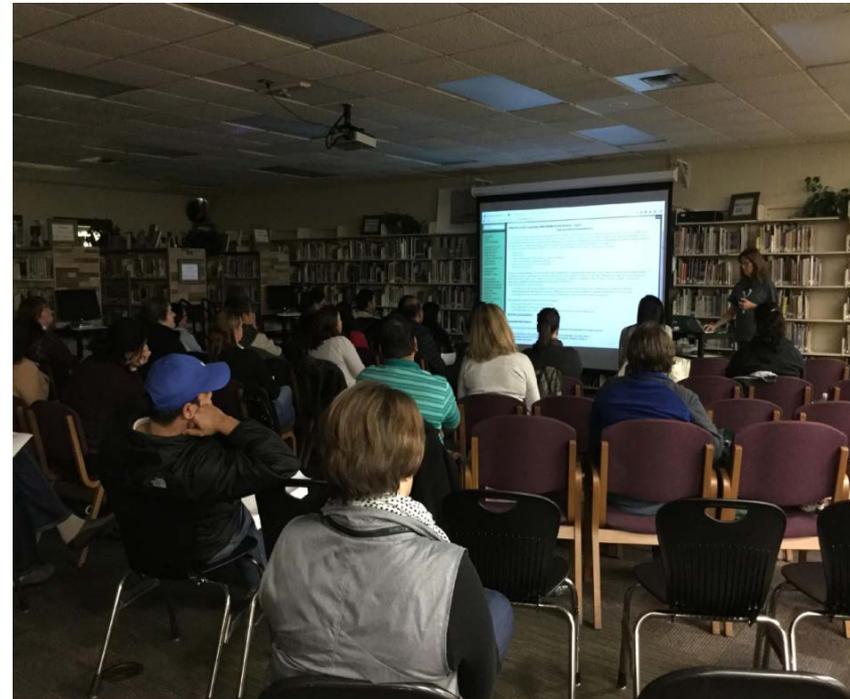
## THE DUBLIN DIFFERENCE

## The selection of instructors and courses



Divided the course offerings into 6 strands

- Conversations with the Leadership Team
  - A Culture of Thinking
    - Assessment
  - College and Career Prep
  - Specialized Populations
  - Technology and Operations
    - Wellness





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### What did Feb. 11, 2017 look like?

- Teachers and administrators volunteered to lead sessions
- Wrote their own course descriptions
- Ended up with more than 50 offerings

Sessions	Conversations with the Leadership Team	A Culture of Thinking			Assessment	College and Career Prep	Specialized Populations	Technology and Operations	Wellness					
Session 1 8:50	Innovation Panel (all grades) - Andy Hutton, Mark Briggs, Jamie Riley, Angela Walsh	Reading and Writing at Home (grades PreK-5) - Gayle Gentry	Why the Emphasis on Thinkers? (grades PreK-5) - Scott Zeoli and Martha Scharpeitz	DCS Gifted Services Wiki - an Overview of Services, Courses, and Support (all grades) - Marge Mulcahy	What is a Reading/Writing Workshop? (grades PreK-5) - Karen Terlecky, Brooke Morris, Josie Stewart and Heather Hall	Introduction to M.A.P. The district-wide assessment to measure students' yearly growth (grades PreK-8) - Melissa Kisterman-Lando, Blair Malhot and Michael Blake	College Credit Plus in Dublin City Schools (grades 5-12) - Craig Heath	8101 (grades 6-12) - Karen Kenda/Sperry, Magen Boaty and Maria Morris	Outcomes Matter! A Differentiated Approach to Transition Programming (Postsecondary) - Katie Sachse, Becky Hasseberger and Kellie Hampton	Look Who's Talking! (grades PreK-5) - Dublin City Schools' Speech Language Pathologists - Terri Stampert and Sarah Price	How to Navigate the Board of Educational Disabilities in Franklin, Delaware and Union Counties (all grades)	Computer Science Education, the Hour of Code (all grades) - Rhonda Luejke	Responding to a Violent Threat (all grades) - Tracey Miller, Jenny Davis, Troy Ehrsam, Martha Barley and Bruce McKenna	Helping Your Child Manage Stress and Anxiety (grades PreK-5) - Sara Harrison-Mills and Karen Keane
Session 2 10 - 10:50	Superintendent and Fiscal Panel (all grades) - Dr. Todd Headley, Brian Kern and Jeremy Buskirk	Teaching Children the Art of Slow Looking (grades PreK-5) - Troy Ehrsam, Jason Blair and Matt DeMattis	Seriously Now! Healthy Ways to Interact with Your Children When it Comes to Learning, Grades, and Achievement (grades 6-12, Postsecondary) - Dr. Steve Kucinski	What is Math Workshop? (grades PreK - 8) - Jaymie O'nevy, Kate Baker and Cindy Smith	Workshop in Middle School and High School (grades 6-12) - Corinne Evans, Lori Marple and Rita Shaffer	Elementary Assessments: Understanding Ohio's New State Tests (grades PreK-5) - Staci Lutz, Rachel Gearhart, Sarah Wilcox and Jenn Wilkinson	College Credit Plus in Dublin City Schools (grades 5-12) - Craig Heath	Building and Maintaining Healthy Home-School Relationships (grades PreK-5) - Kellie Axelband, Vanessa Chlinger and Drua Barzansky	Getting to Know our Language Diverse Community (all grades) - Jill Reinhart, Karen Pfeiffer and Stella Villaba	Responding to Challenging Behaviors: How to Change our Behavior so Students will Change Theirs (all grades) - Ron DeLuery, Kim Jones and Ben Washburn	Schoolology: Our Learning Management System (grades 6-12) - Andy Hutton, Rhonda Luejke and Laura Tucker	Exploring Online Activities for Students Who Need Specialized Supports (all grades) - Karen Monfort, Christa Pratt and Mary Jo Wendling	Part I - Trusting What You See: Drug Use and Abuse with Today's Youth (all grades) - Tracey Miller	Helping Your Adolescent Develop Skills to Manage Stress and Anxiety (grades 6-12) - Sara Harrison-Mills and Karen Keane
Session 3 11 - 11:50	Principal Panel (all grades) - Scott Zeoli, Corinne Evans and Mike Kling	Thinking Routines in Kindergarten through Second Grade: What Do They Look Like? What is Their Purpose? (grades PreK-5) - Jenny Davis and GTE Team	Response to Intervention Process (grades PreK - 5) - Lucas Bauer, Monica Campana, Rachel Gearhart and Sarah Wilcox	Creativity in the Classroom (all grades) - Kimberly Pletsch Miller, Matt DeMattis, Whitney Keck, Becky Hasseberger	The 21st Century Classroom (grades PreK-5) - McKenzie Zimmerman, Heather Hall and Abby Farris	Ohio's New State Tests: Local and State College and Career Readiness Assessment (grades 6-12) - Dr. Julie Eblevins, Jessica Kowitz and Lisa Sperry	Graduation Requirements: Class of 2018 and Beyond (all grades) - Craig Heath	DCS Postsecondary Transition Services (grades 9-12, Postsecondary) - Kristen Staebler and Erin Canaday	Executive Functioning: The Skills to be the CEO of Your Brain (grades PreK-8) - Kristen Parks	Technology to Support Struggling Readers (all grades) - Karen Monfort, Christa Pratt and Mary Jo Wendling	Social Media Basics for Adults (all grades) - Doug Baker and Katie Reimond	Part II - Trusting What You See: Drug Use and Abuse with Today's Youth (all grades) - Tracey Miller and Heather Chuck Collier	Navigating the Elementary Years (grades PreK-5), Laura Coon and Jenny Hardon	
Parent Lunch A - 11:00-11:50 a.m. - Do not choose a course for session 3 if you are eating lunch at this time.														
Session 4 12 - 12:50	Operations Panel (all grades) - Tracey Miller, Jeff Stark, Jeff Cosby and Scott Gill	What are the Current Trends in Elementary Education? (grades PreK-5) - Staci Lutz, Pete Kurty and Janet Rinehard	Using Student Interests to Guide Instruction (grades PreK-5) - Susann Wittig and Mac McNeil	Creating a Culture of Thinking (all grades) - Kimberly Pletsch Miller	Using Thinking Routines in Math Workshop (grades PreK-5) - Eric Baumann	The Reasons We Love Assessments... And Why You Should Too (grades 6-8) - Dr. Tracey Deagle and Jessica Kowitz	College Planning Process for High School Students (grades 9-12) - Craig Heath and Nicole Sutherland	Life Planning for a Child with Special Needs (all grades) - Blaine Brockman	Alternative Education in Dublin - The West Bridge Way (grades 9-12) - Mark Easterton and Kim Oppinger	Technology to Support Struggling Writers (all grades) - Karen Monfort, Christa Pratt and Mary Jo Wendling	Introduction to Google Suite: Google Apps for Education (all grades) - Scott Sweet and Scott Stiberson	Permission to Parent (grades 6-12) - GeorgiAnn Dinaco, Ph.D. LICDD	Maintaining Healthy Relationships (all grades) - Dee Marks	
Parent Lunch B - 12:00-12:50 p.m. - Do not choose a course for session 4 if you are eating lunch at this time.														
Session 5 1:50	Academic Panel (all grades) - Kimberly Miller, Jill Abraham, Chris Ochoa, Jill Reinhart and Andy Hutton	What is "Workshop" in Elementary School? (grades PreK-5) - Jennifer Schweske, Tyler Wolfe and Hanae Schwartz	DCS Gifted Services Wiki - an Overview of Services, Courses, and Support (all grades) - Marge Mulcahy	Building Resilience in Children (grades PreK-5) - Jennifer Gilbert, Whitney Shelton, Rhonda Hanks and Kyle Sprouse	College Planning Process for High School Students (grades 9-12) - Nicole Sutherland	DCS Career Pathways Development (grades K-12) - Craig Heath	Reaching Across the Table: Effective Communication Between Educators and Parents (all grades) - Dee Marks	Advanced Google Suite: Google Apps for Education (all grades) - Scott Stiberson and Scott Sweet	Fostering a Culture of Happiness for Your Child as a Learner (grades 9-12) - Dustin Miller and current seniors at Dublin Jerome High School	Manjuna: The Facts, the Risks and How to Prevent Use (grades 6-8) - Melissa Toth				



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## What were some of the most popular sessions?

Right around 100 attendees for:

- College and career readiness
- College credit plus (two sessions)
- International Baccalaureate





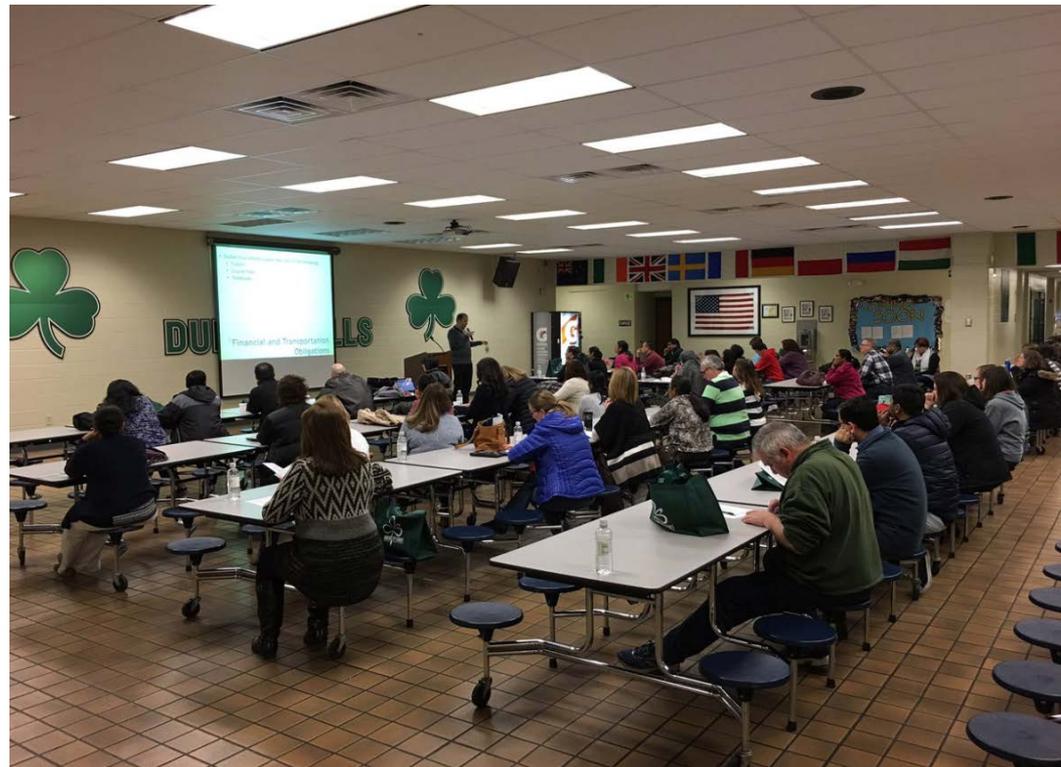
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## What were some of the most popular sessions?

Between 60—80 attendees for:

- New grad requirements
- DCS Career Pathways
- Adolescent mental health sessions





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## What went well on Feb. 11?

- The weather
- 600+ attendees
- Adult and student volunteers very helpful
- Lunch as the kids have lunch
- Incredible feedback

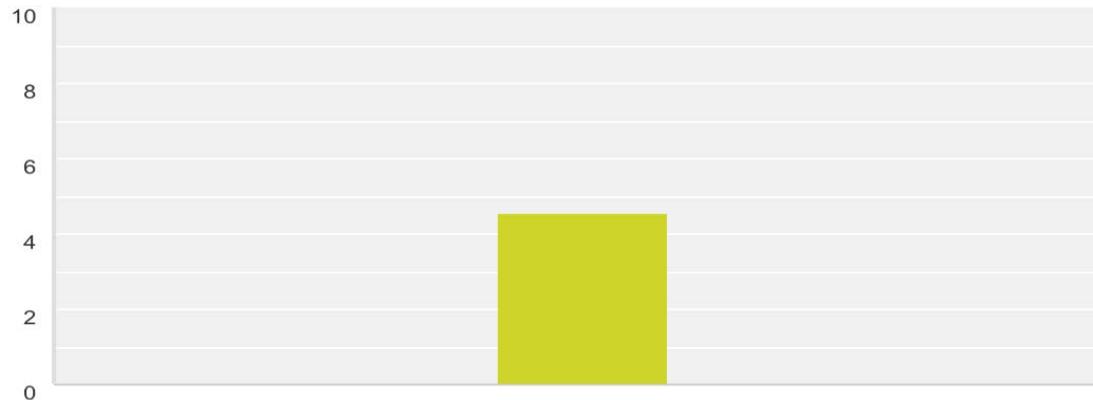




## Attendee Feedback

**Please rate your overall experience at Parent University from 1-5, with 5 being the highest quality.**

Answered: 168 Skipped: 3



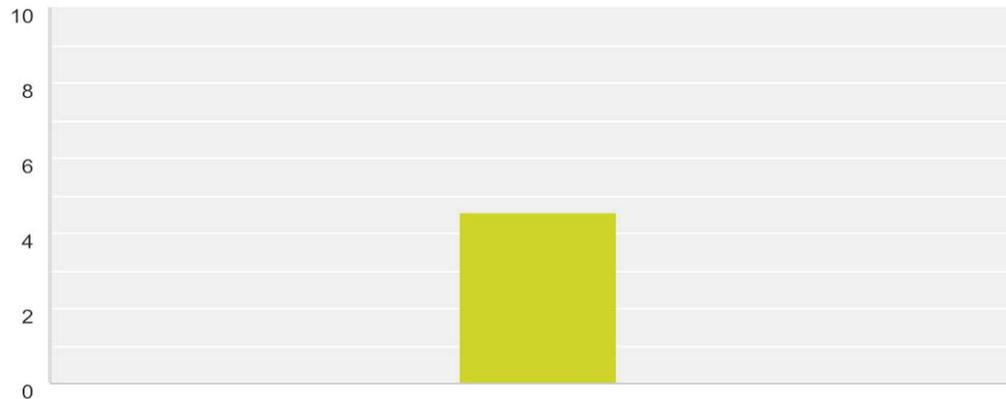
Answer Choices	Average Number	Total Number	Responses
<b>Responses</b>	5	762	168
Total Respondents: 168			



## Attendee Feedback

**Please rate the Parent University venue from 1-5, with 5 being the highest.**

Answered: 167 Skipped: 4

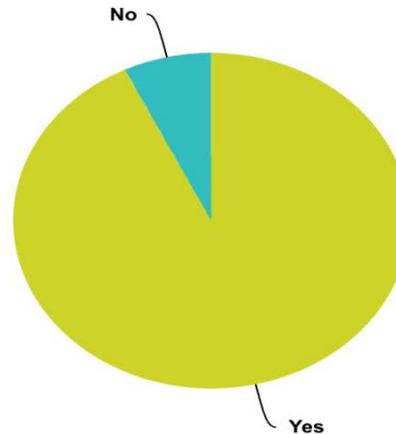


Answer Choices	Average Number	Total Number	Responses
<b>Responses</b>	5	762	167
Total Respondents: 167			

## Attendee Feedback

**Do you feel that the Parent University sessions you attended were of an appropriate length?**

Answered: 167 Skipped: 4



Answer Choices	Responses
Yes	92.81% 155
No	7.19% 12
Total	167

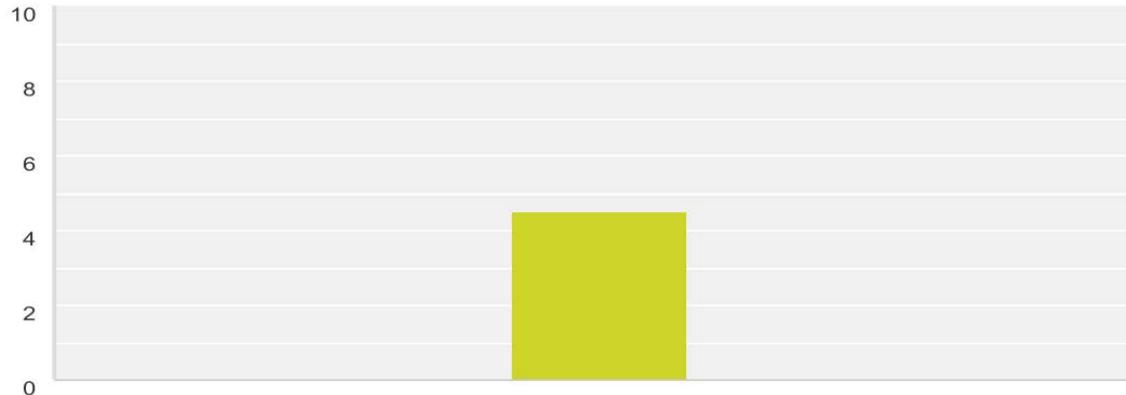
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## Attendee Feedback

Please rate the quality of the sessions provided from 1-5, with 5 being the highest quality.

Answered: 167 Skipped: 4



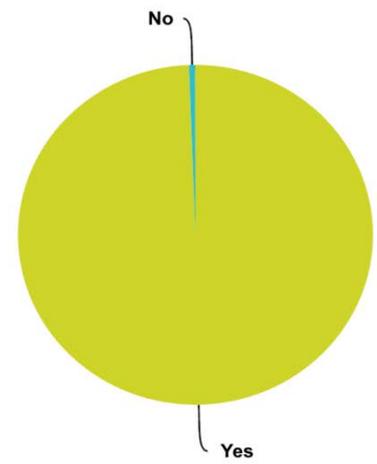
Answer Choices	Average Number	Total Number	Responses
Responses	5	754	167
Total Respondents: 167			



## Attendee Feedback

Would you recommend Parent University sessions to others?

Answered: 167 Skipped: 4



Answer Choices	Responses	
Yes	99.40%	166
No	0.60%	1
Total		167



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## The Branding of Parent University

- Building anticipation for Feb. 11
- Parent U webpage created
- Course descriptions posted
- Registration built





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## The Branding of Parent University

- Student logo contest
- 30 plus entries
- \$75 Chipotle card to the winner
- \$50 Papa John's card to 2<sup>nd</sup> place





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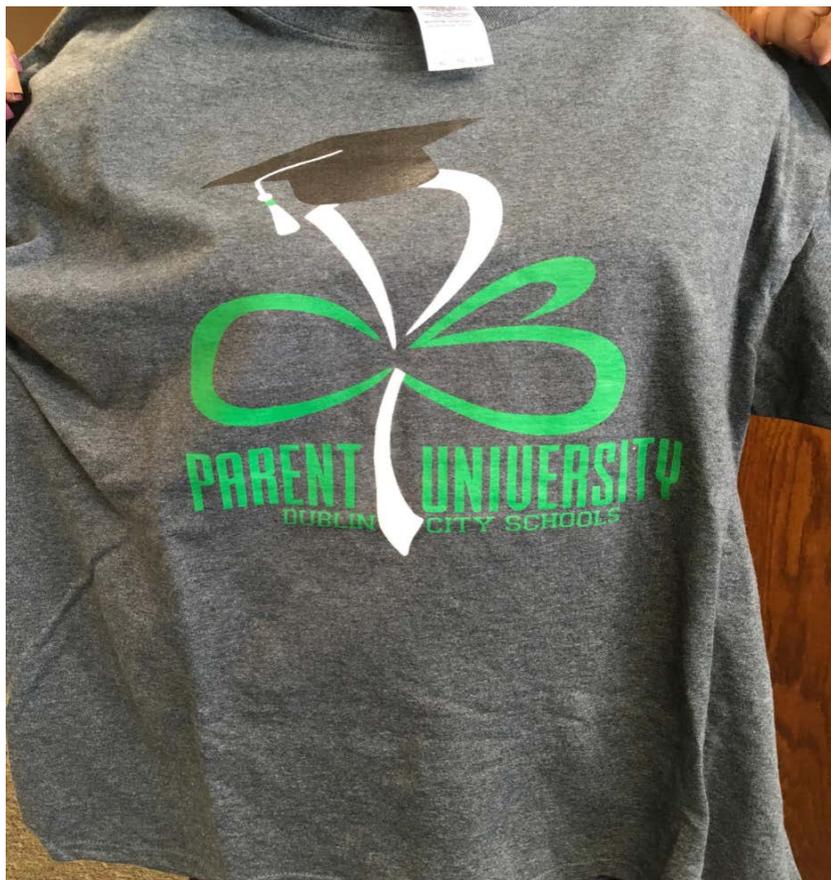
## The Branding of Parent University





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## The Branding of Parent University





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## The Branding of Parent University

- How did we get the word out?
- Twitter and Facebook
- Mass emails
- Videos
- Two-way communication
- Newspaper columns





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## Sustainability and Parent University 17-18

- No longer a one time event
- Working one semester at time
- Rapidly responding to course suggestions through online suggestion portal
- Building a video resource library
- Broad net of partnerships
- Re-brand existing events

Welcome to Dublin City Schools Parent University!



In a large and dynamic school district such as Dublin City Schools, it can be difficult for parents to learn about all of the different academic and extracurricular opportunities available for their students. The goal of establishing a Dublin City Schools Parent University is to provide a vehicle that increases awareness regarding all of the programs the District has to offer, as well as some of the challenges and opportunities facing public education.

**Please watch the Parent University calendar below for information and details about upcoming sessions and events. Locate your event on the calendar and click on it to see details, locations and more.**

DCS Parent University

Today: **October 2017**

Print Week Month Agenda

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	7pm Parent University	6pm Parent University		6pm Parent University		
8			7pm Parent University 7pm Parent University			
15	7pm Parent University	7pm Parent University	8:30pm Parent University 7pm Parent University			
22		8:30pm Parent University 8:30pm Parent University	7pm Parent University			
29			8:30pm Parent University	Nov 1 8:30pm Parent University		

Events shown in time zone: Eastern Time

Google Calendar

### 2017-2018 Course Schedule

Parent University Course Schedule

### Upcoming Session Resources

Nov. 8 College seminar for students w/ IEP or 504 plan  
Dec. 6 PERC presents Norman Shub

### Past Session Resources

Parent U Video Library

Click here to view powerpoints, videos, and more from past sessions!

### What People Are Saying

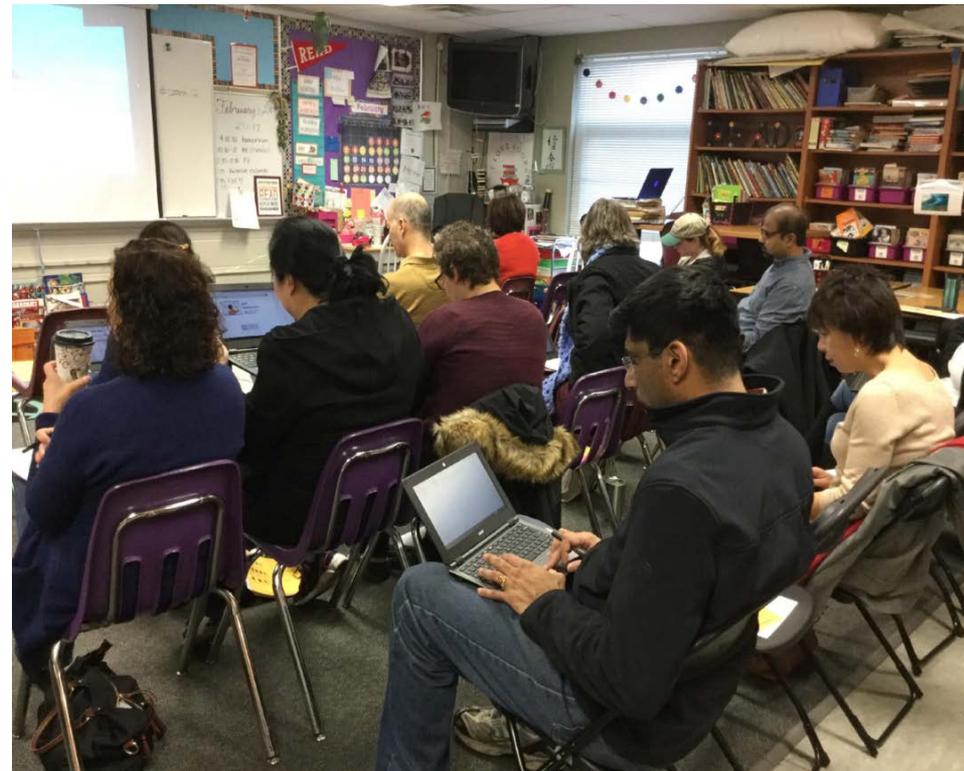
*"I enjoyed getting to meet teachers I don't always interact with and gaining a deeper understanding of several topics. I liked that the sessions dealt with topics that are very relevant to our children and was amazed at the wide variety of sessions and topics offered. There seemed to be something for everyone."*

*"It was a great learning opportunity. I found out lots of valuable information and tips about a number of different topics."*

*"I enjoyed understanding the actual classroom teaching methods being*

## Sustainability Advice

- Parent U needs a quarterback, but multiple dept. ownership
- Try to give instructors freedom to select their date and time
- Year-long program more sustainable than a large annual event





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### Essential to Success

- Research on what community is interested in learning
- Infrastructure in place before branding effort
- Takes 4-6 months to adequately plan
- Discuss sustainability at the front end
- Relentless marketing/awareness effort





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### The Good News!

- Parent University can take place in ANY district
- Minimal to zero financial cost
- Home run public relations
- Provides staff a showcase for their expertise
- Increases parent knowledge





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**Questions?**