



# EdVestors

Year in Review

June 15, 2016

# Organizational Priorities

- ▶ Strategic Communications & Education Policy
- ▶ Zeroing in on Math
- ▶ Organizational Growth & Sustainability: resources & board dev't
- ▶ Organizational Culture
- ▶ Successful 10<sup>th</sup> Anniversary SOM brings visibility and attention to broader work
- ▶ Improve organizational operating systems via database conversion and revamped website
- ▶ Deliver effective, high quality program activities in all areas with focus on: Arts Expansion, School Solutions Seed Fund, Improving Schools Initiative

# Strategic Approach

## 1 IDENTIFY INNOVATIVE IDEAS FOR SCHOOL IMPROVEMENT



*School Solutions* **SEED FUND**  
(Formerly Urban Education Investment Portfolio)

## 2 DEVELOP, DEMONSTRATE & SHARE BEST PRACTICES



**SCHOOL ON  
THE MOVE**  
*Prize*



**IMPROVING  
SCHOOLS**  
*Initiative*

## 3 SCALE & REPLICATE WHAT WE KNOW WORKS



**BPS ARTS  
EXPANSION**



**ZEROING IN  
ON MATH**

# Year in Review: Highlights

- ▶ Solidifying Seed Fund
- ▶ Completion of 1<sup>st</sup> year of Zeroing in on Math
- ▶ Exploring potential for 3<sup>rd</sup> city-wide impact fund – CVTE
- ▶ Arts Case Study
- ▶ Office Move
- ▶ Launch of new website
- ▶ Awards & Recognition – Company One Founders Award and Americans for Arts Award for Arts Education Leadership



# School Solutions Seed Fund

- ▶ Launched 2<sup>nd</sup> cohort of School Solutions Seed Fund
- ▶ Applications (35) reviewed by 25 member Ed Review Panel
- ▶ Made 9 Seed Fund Learning Grants (10k each) involving 10 schools
- ▶ Support 5 Seed Fund Expansion Grants (\$10–\$50k each)
- ▶ Introduced new Showcase format & presented Gordon Award
- ▶ Expansion funding for 3–5 (\$25–30K each) – decisions in progress
- ▶ Cohort learning:
  - ▶ 1 learning session & 1 school visit for cohort members
  - ▶ 1 school visit for prospective donors
- ▶ Cross-school and district-level connections

# Best Practice Dissemination & Demonstration Projects:

## ▶ School on the Move

- ▶ Attendance of nearly 300 guests at sit-down breakfast event – October 2015
- ▶ Raised \$35,000 in on-site fundraising and \$200,000 total
- ▶ Release of 10<sup>th</sup> Anniversary research on sustaining school improvement



## ▶ Improving Schools Initiative:

- ▶ Responsibly wind down ISI and codify lessons learned for key audiences

# Zeroing in on Math

Build a citywide  
community of  
math advocates

Ongoing data  
collection &  
analysis

Casemaking

Math Fellows

Close student skill gaps

Blended Learning  
Intervention Cohort

Year 1  
Cohort  
8 schools  
1700  
students

Deepen effective  
math instruction

Teach Plus Core  
Collaborative  
Classes:  
3 courses  
45 teachers

Math Labs with  
Boston University  
(pilot)



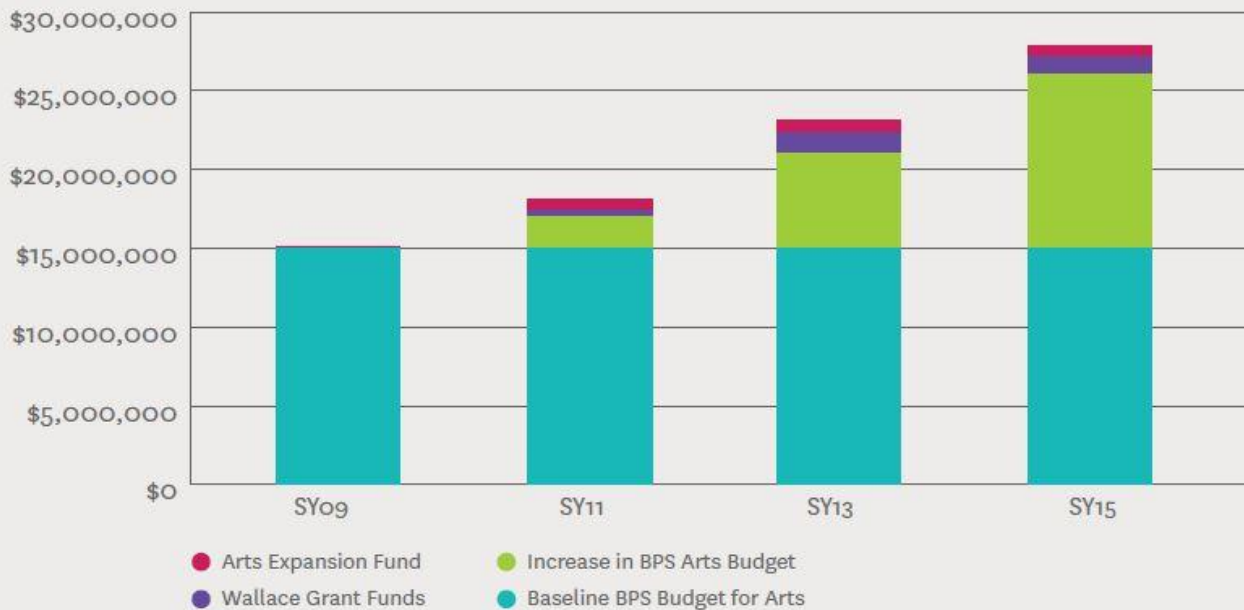
# BPS Arts Expansion

- ▶ Data impact: 17,000 more students (94% PreK–8; 65% HS)
- ▶ Phase III goal \$4M over 3 years, raised \$3.5M to date (\$1.5M Wallace + \$2M local Arts Fund to date)
- ▶ 5–1 return on philanthropic investment vs. public funding increase: \$26M annually compared to \$15M in 2009.
- ▶ High level (and highly visible) integration into citywide cultural planning
- ▶ Communications and Case Study (Barr)



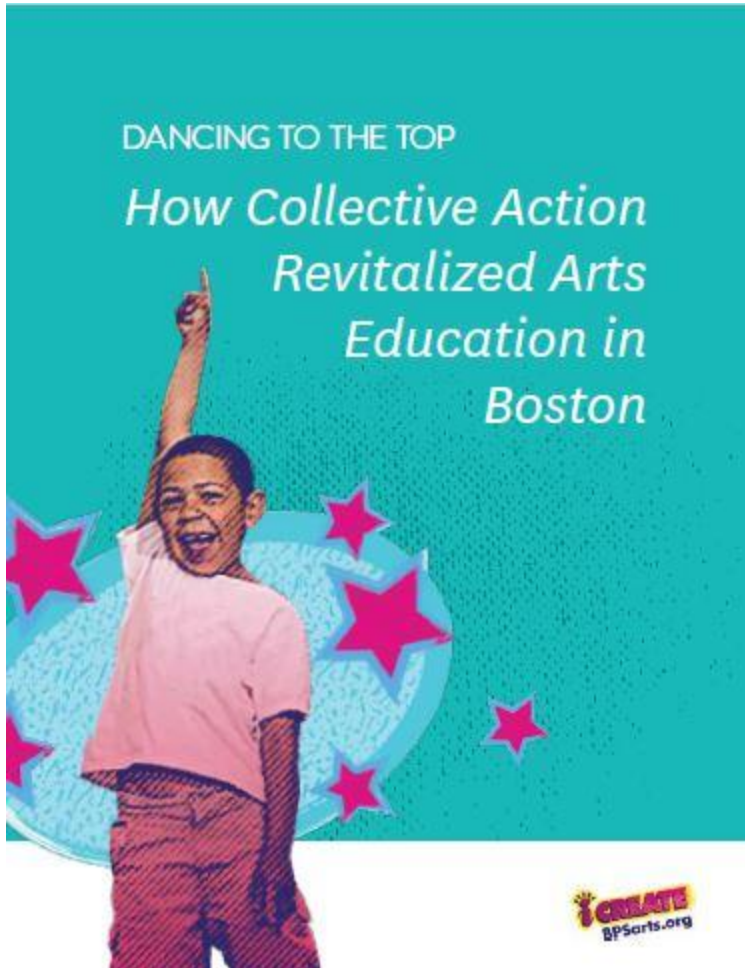
# Growth in Public Funding

## BPS-AE Public and Private Funding



# Communications: Case Study

- Website:
  - More than 600 views
- Blog Posts:
  - Barr Foundation
  - Inside Philanthropy
  - Americans for the Arts
  - Associated Grant Makers
- Social Media:
  - Significant Twitter engagement



Lisa Gibbs

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Following

Very inspiring article!! Alabama - we can do this too!!! [@BPSiCreate](https://twitter.com/BPSiCreate) [lnkd.in/bq5gNqU](https://www.linkedin.com/shareArticle?mini=true&url=https://www.linkedin.com/company/bpsartsorg/)

# Strategic Communications

- ▶ Social Media:
  - ▶ Devised social media strategy, added capacity, and focus
  - ▶ Seen increase in engagement via Twitter in particular
- ▶ Traditional Press:
  - ▶ Globe: Zeroing in on Math, School on the Move
  - ▶ BBJ: Executive Profile
  - ▶ Commonwealth magazine: new CVTE op ed June 13th
  - ▶ In process: EdWeek and Chronicle of Philanthropy
- ▶ Website Launch

## The Boston Globe

'When you do it on paper, everybody is talking and you can't really focus.'

CHLOE RAYMOND, TechBoston Academy sixth-grader, on studying math



PHOTOS BY PAT GREENHOUSE/GLOBE  
Eighth-grader Kajah Scott and other TechBoston Academy students used technology in math class

Partnership makes  
math interactive

# Speaking Engagements & Awards

Strategy: Organizational visibility & national networking

- ▶ Company One Founders Award
- ▶ Americans for the Arts Arts Education Award – Laura Perille
- ▶ Wales Education Commission – Laura Perille
- ▶ NEA grant panelist – Ruth Mercado-Zizzo
- ▶ Facilitating panel at American Alliance for Theatre and Education conference
- ▶ Grantmakers in the Arts session (October 2016)

# Civic Engagements

## Strategy: System influence & organizational visibility

- ▶ School Committee Task Forces
  - ▶ ELL Task Force (Janet)
  - ▶ Opportunity and Achievement Gap Task Force (Marinell)
- ▶ Boston Creates Leadership Council (Laura)
- ▶ Boston Schools Fund Advisory Panel (Marinell)
- ▶ GE-BPS Work Group (Laura)
- ▶ Boston Compact Partnership Committee (Janet)

# Resource Development – Results & Activities

- ▶ Effective fundraising in challenging context:
  - ▶ Raised \$3.54, just short of adjusted goal; 48% of FY17 revenue secured
  - ▶ Raised \$170,000 of \$500k new revenue target
- ▶ Capacity building investments in development operations
  - ▶ Shifted database to Salesforce; redesigned new web site
- ▶ Key events: 2015 School on the Move; 2016 Showcase
  - ▶ Gordon Legacy Fund Reception
  - ▶ Ed Headliner: Exploring Models in Career and Vocational Education
  - ▶ Seeing is Believing Site Visit at Bates (Seed Fund)
  - ▶ ZioM: Parker House Party & Eastern Bank Executive Briefing
  - ▶ EdVestors Open House (June 2016)

# Resource Development – Analysis & Planning

- ▶ Expected Wallace scale down & other multi-year gift transitions require (even) greater development productivity to replace multiple donors
  - ▶ Gordon Legacy Fund provided time-limited buffer; other donors shifted priorities or timing, contributing to challenge
  - ▶ ZioM Math fundraising uptake has been slower than hoped
- ▶ Relatively slim development staffing lacks sufficient capacity to meet increased demand & expand revenue base
  - ▶ Event-heavy calendar good stewardship but significant capacity drain, in addition to outreach, networking and proposals
  - ▶ Staff capacity challenges – down 1 of 3 FTE's for much of FY16
  - ▶ Revisit balance between rain-making, stewardship & operations



# Changing City and District Education Landscape

- ▶ Superintendent and new team complete Year 1
  - ▶ 100 Day Plan Report – January 2016
  - ▶ Emerging strategic plan/priorities
- ▶ High School Redesign process (Mayor's Office)
- ▶ Complicated & crowded education landscape & politics
  - ▶ Ballot question battles: charter cap and Common Core
  - ▶ BPS: difficult budget year, Facilities Master Planning

# Looking Ahead

- ▶ School Solutions Seed Fund – cultivating pipeline & curating innovation
- ▶ Doubling down on Zeroing in on Math – both program implementation and fundraising outreach
- ▶ CVTE and looking beyond 2018
- ▶ Continue development of communications strategy and impact
- ▶ Expanding development capacity to position organization for future growth in post-Wallace era
- ▶ Board: new member on-boarding, develop subcommittees, November retreat