



# Building and Sustaining Community Partnerships



*Presented by*

Gwendolyn Samples, Ed.D.  
Community Liaison  
Community Engagement

**HISD Strategic Partnerships**  
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Community Engagement

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*Dr. Gwendolyn Samples, Ed.D., Community Liaison*

*HISD Strategic Partnerships, Community Engagement Division*

## *Order of Presentation*

### **Introductions**

#### **Identify**

- Keep in Mind the School Improvement Plan
- Needs Assessment Survey (**Appendix A**)

#### **Locate**

- Identifying Potential Partners through Mapping (**Appendices B-C**)
- Where are the Partners? What Can They Do? (**Appendix D**)
- Good Neighbor Day (**Appendix E**)
- Business/School Partnerships (How to Academy) (**Appendix F**)
- Business/School Partnerships (Partnership Questions) (**Appendix G**)
- Business/School Partnerships (Using Community Resources Effectively) (**Appendix H**)
- Sample Letter I (**Appendix I**)
- Sample Letter II (**Appendix J**)
- Sample Letter III (**Appendix K**)

#### **Nurture**

- Faculty and Staff (Common Courtesies)
- Thank You Ideas

#### **Recognize**

- Nominations
- Districtwide Partnerships Recognition (**Appendix L**)
- School-based Partnerships Recognition (**Appendix M**)

## Houston Independent School District

### STRATEGIC PARTNERSHIPS

### Needs Assessment Survey

(based on the school's School Improvement Plan)

**Directions:** Identify areas in which the community (businesses, social services and governmental agencies, colleges and universities, civic groups or parents) can support the academic needs of your school as related to your school improvement plan. Please check all that apply.

#### SCHOOL INFORMATION

School: \_\_\_\_\_

Principal: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-mail: \_\_\_\_\_

#### VOLUNTEERS

- ☐ Tutors/Mentors – Reading; Grade Level: \_\_\_\_\_
- ☐ Tutors/Mentors – Math; Grade Level: \_\_\_\_\_
- ☐ Tutors/Mentors – Subject; Grade Level: \_\_\_\_\_
- ☐ Tutors/Mentors – TAKS; Grade Level: \_\_\_\_\_
- ☐ Tutors/Mentors – ESL; Grade Level: \_\_\_\_\_
- ☐ Tutors/Mentors – Help One Student to Succeed (HOSTS)
- ☐ Computer Literacy
- ☐ Reading to Students
- ☐ Enrichment (class presentations, career days, contest judging, etc.)
- ☐ Speakers (staff development, role models, career resources, etc.)

#### IN-KIND DONATIONS

- |  |   |
|--|---|
| <input type="checkbox"/> Books/Magazines   | <input type="checkbox"/> Uniforms         |
| <input type="checkbox"/> School Supplies   | <input type="checkbox"/> Copy Machines    |
| <input type="checkbox"/> Computers         | <input type="checkbox"/> Office Equipment |
| <input type="checkbox"/> Computer Software | <input type="checkbox"/> Paper            |
| <input type="checkbox"/> Clothing          | <input type="checkbox"/> Other (Specify)  |
| _____                                      | _____                                     |
| _____                                      | _____                                     |
| _____                                      | _____                                     |
| _____                                      | _____                                     |
| _____                                      | _____                                     |
| _____                                      | _____                                     |

#### IN-KIND SERVICES

- ☐ Teacher/Professional Development
- ☐ Professional Translating Services (Languages): \_\_\_\_\_
- ☐ Incentives for students and teachers (awards, certificates, coupons, gifts, tickets)
- ☐ Copying/Duplicating
- ☐ Printing
- ☐ Special School Projects
- ☐ Student/Staff Appreciation
- ☐ Other (specify): \_\_\_\_\_

#### FUNDING

- |   |   |
|---|---|
| <input type="checkbox"/> Books/Subscriptions  | <input type="checkbox"/> Teacher Training   |
| <input type="checkbox"/> Computers  | <input type="checkbox"/> Special Programs (awards, assessment, arts, field trips, etc.) |
| <input type="checkbox"/> Computer Software  | <input type="checkbox"/> Playground/Athletic Equipment                                  |
| <input type="checkbox"/> Educational Programs (Writers in the Schools, Young Audiences) | <input type="checkbox"/> Educational Programs (Writers in the Schools, Young Audiences) |
| <input type="checkbox"/> Learning Materials (manipulatives, puzzles)                    | <input type="checkbox"/> Other (specify): _____   |
| _____   | _____   |
| _____   | _____   |

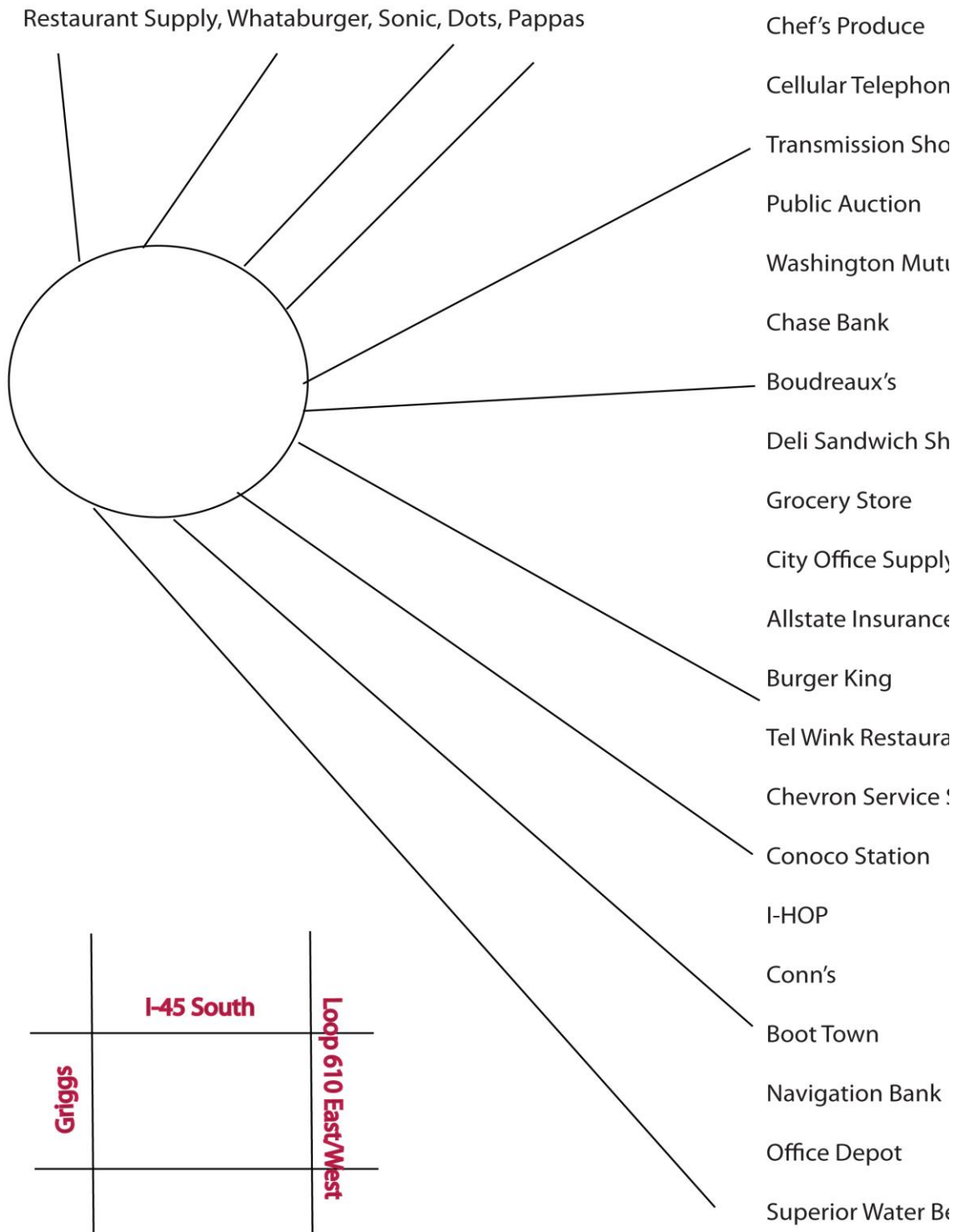
Principal/Department Manager's Signature \_\_\_\_\_

Date \_\_\_\_\_

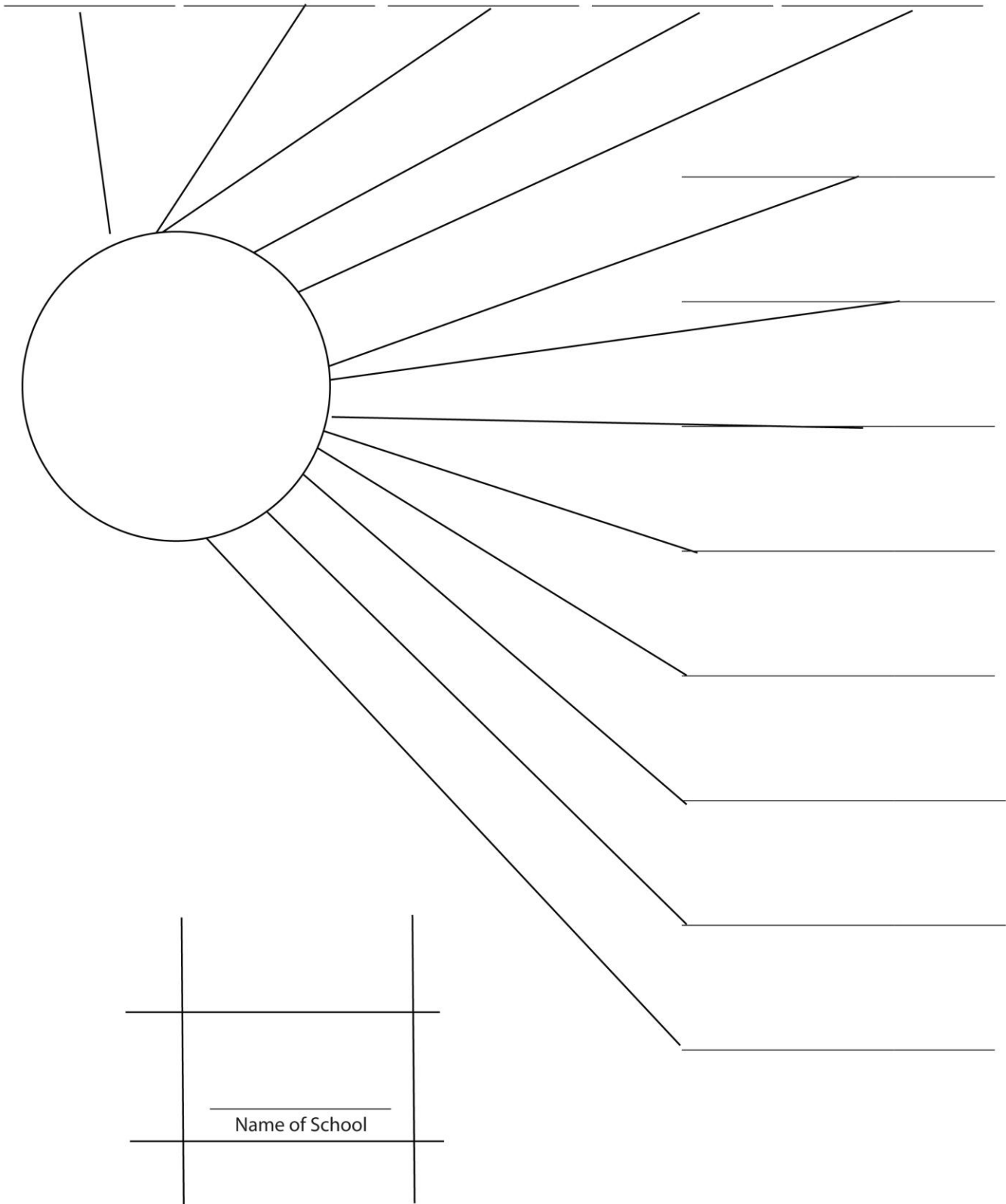
# SAMPLE

## APPENDIX B: IDENTIFYING PARTNERS THROUGH MAPPING

### MAPPING THE AREA OF GRIGGS ROAD TO LOOP 610 EAST



## APPENDIX C: IDENTIFYING PARTNERS THROUGH MAPPING



## APPENDIX D: WHERE ARE THE PARTNERS? WHAT CAN THEY CONTRIBUTE?

	Where are the Partners?	What can they Contribute?
<b>ORGANIZATIONS</b>	Churches/congregations, American Association of Retired Persons, Kiwanis/Rotary Clubs, Alumni Groups, AAUW, apartment complexes, civic clubs, chamber of commerce, sororities/fraternities, telephone pioneers (AT&T), professional organizations	Provide tutors, teachers assistants, library assistants, storytellers, clinic assistants, mentors/foster grandparents
<b>SOCIAL SERVICE AGENCIES</b>	Junior Achievement, YMCA/YWCA, Sheltering Arms, Geriatric Centers, Casa De Esperanza De Los Ninos, Catholic Charities, Jewish Family Service, Boy/Girl Scouts, Camp Fire, Inc.	Provide food/clothing, incentives, tutors, mentors, speakers, career awareness, health education, recreational and parenting/referral expertise; and opportunities for student service learning
<b>GOVERNMENT AGENCIES</b>	County agriculture extension service, city multi-service centers, libraries, parks and recreation department, hospital district, county precinct offices, post office, IRS	Provide free space for adult ESL/Parenting classes, speakers, expertise, and time release for employees
<b>LOCAL BUSINESSES</b>	Hospitals, clinics, drug stores, grocery stores, restaurants, garden centers, banks, cleaners, discount houses, variety stores, contractors, hardware stores	Provide food/incentives, in-kind donations, plants, landscaping, remodeling, project expertise, career awareness, and time release for employees
<b>EDUCATIONAL INSTITUTIONS</b>	HISD middle/high school groups, private secondary schools, universities/colleges, vocational/technical schools	Provide tutors, mentors, speakers, career awareness, use of facilities/space

# Mark Twain Elementary

cordially invites you to attend a  
Continental Breakfast  
In honor of

## “Good Neighbor Day”

Tuesday, September 29, 2014  
8:15 – 9:15AM

Please join us as we Bring Together  
Representatives from local businesses  
The community, and your  
neighborhood school.

Mark Twain Elementary School Library  
7500 Braes Boulevard  
Houston, TX 77025-1224  
Phone: 713-295-5230

Please RSVP by September 25, 2014

### WHO DO I CALL TO OFFER HELP?

Mentor/Tutor	Melissa Jones	713-556-7344
Volunteer Ops	Carol Brush	713-556-2344
Bilingual Assistant	Sue Brown	713-556-1234
Business Partner	Melissa Jones	713-214-5555
Community Assistant	Dania Bouy	713-234-5678

### HOW CAN I BE A GOOD NEIGHBOR?

Classroom Volunteer	Handyman
Library	Gifts in Kind
Reading	Christmas Angel
Science	Adventure Play
Arts a la Carte	Auction Items
Sewing/Props	Food donations

CALL 713-295-5230 TO BE A VIPS! VOLUNTEER  
IN PUBLIC SCHOOLS

## **APPENDIX F: BUSINESS/SCHOOL PARTNERSHIPS “HOW TO” ACADEMY**

### **How to locate a potential business partner**

- **tour your school’s community**
- **promote ideas at meetings of your personal organization and clubs**
- **focus on smaller businesses**

### **How to approach a potential business partner**

- **do your homework...know your business’ interest/focus/mission...would they be interested in an education partnership?**
- **focus on a requesting mode of behavior**
- **ask first for people and time...not money**
- **have a clear plan for using people: mentors, tutors, etc.**
- **explain how partnership with your school will benefit the business**
- **be flexible...consider business’ counter offer**

### **How to approach a potential business partner**

- **orientation to school, staff, and students**
- **plan a big “welcome”**
- **tour school**
- **training for business people; training for school staff**
- **place business people in classrooms where they are wanted where they will be used appropriately**

### **How to maintain a successful business/school partnership**

- **say “thank you” often...and mean it!**
- **ask business people, staff, and students periodically if the arrangements are satisfactory; if they are not, make adjustments**
- **include business volunteers in your school’s annual end-of-the-year appreciation event**
- **have an evaluation form or survey for all groups to complete; use data in designing next year’s program**



## APPENDIX G: BUSINESS/SCHOOL PARTNERSHIPS PARTNERSHIPS QUESTIONS

### PARTNERSHIP QUESTIONS

#### Questions to ask principals:

1. Please give a brief snapshot/description of your school.
2. According to your SIP, how could a partner address the needs of your school?
3. What are your most critical needs for a partner?
4. Has your school ever had a partner? If yes, 1) who was the partner? 2) how many years was the partnership in existence? 3) how long has the partnership been discontinued/nonexistent? 4) what were the partnership activities? 5) have you tried to renew the relationship with the former partner?
5. How active are your parents, parent organizations, and/or community with the school?
6. The success of a partnership depends a lot on the careful selection of the school coordinator. Who would you select to coordinate your partnership for the school?
7. Since partnerships are mutually beneficial, what would your school do for/with the partner to strengthen bonds?

#### Questions to ask potential partners:

1. Please give me a brief snapshot/description of your company/organization.
2. Do you have criteria/requirements that we must consider when selecting a school for your company/organization?
3. Do you know the type of partnership activities that you want to do with a school?
4. If no, let me explain the ways that partners usually help our schools. Explain Levels I, II, and III, giving examples of each level.
5. How many of your employees do you think will participate in the partnership? Have employees been canvassed regarding their desire to participate in a partnership? Will employees be given release time to volunteer? How many times a week/month will they volunteer and for how much time? (We like tutors to volunteer at least one hour per week – we try to include the short drive time in this time). Mentors are asked to meet with their students at least once per month.
6. Do you need me to make a recruitment presentation to your employees?

## APPENDIX H: BUSINESS/SCHOOL PARTNERSHIPS USING COMMUNITY RESOURCES EFFECTIVELY

### USING COMMUNITY RESOURCES EFFECTIVELY

- 1) Identify a program coordinator who is committed to forming effective partnerships with the community. It is important to seek out the most competent person whether coordination is handled strictly by staff or a combination of a staff person and a community volunteer. Strong administrative support should be evident to all participants.
- 2) Identify needs of school, make a wish list: people (time, knowledge, skills and expertise), in-kind materials/resources, and funds. Principal, teachers, volunteers and students who are directly affected by a volunteer program must be represented in the planning.
- 3) Drive around the neighborhood of the school to identify community resources and potential partners. Identify resources that school can share with outside organizations in order to be a genuine partner.
- 4) Ask school staff, parents and volunteers about their connections in organizations, social service/government agencies and the business community. Get everyone looking for partners.
- 5) Hold planning/negotiation sessions with community partner to consider school needs and how the partner can benefit the school. Off-the-wall ideas should be listened to and considered. Creative planning is necessary to see new ways to productively use the resources partners have to offer. Don't ask for funding first...it follows people.
- 6) Never say: "Oh, whenever you have time." Treat volunteers as co-workers, part of the professional team, who will fulfill their commitments. Develop and post a schedule of days and times that volunteers will be coming to school.
- 7) Principal and program coordinator must have scheduled times to communicate with community volunteers in order to:
  - Give recognition and thanks;
  - Receive feedback and be responsive to new ideas; and
  - Evaluate the volunteer program.

## APPENDIX I: SAMPLE LETTER I



### HOUSTON INDEPENDENT SCHOOL DISTRICT

3830 RICHMOND AVENUE · HOUSTON, TEXAS 77027-5838 · (713) 892-6000

[REDACTED]  
Director, Human Resource  
S&B Engineers & Constructors LTD.  
7825 Park Place Boulevard  
Houston TX 77087

Dear Mr. Thompson:

On behalf of the [REDACTED] administrative district, I am extending an invitation to [REDACTED] to participate in our Business/School Partnerships program. We would like your company to partner with an individual school or with feeder pattern schools. Specifically, we encourage you to partner with [REDACTED] High School and/or one of its feeder pattern schools (see attachments).

Schools within the [REDACTED] district are not in close proximity to major corporate offices or the downtown business district. Consequently, recruiting partners for these schools has been very difficult. Usually business volunteers participate as mentors, speakers, tutors, reading buddies, and pen pals. However, if your company is a service oriented business and requires that your employees remain at the work site, we would like to offer you another opportunity to help those schools located close to your company. We propose that that your company take the leadership role in the Hobby Airport community by providing funds to help these schools in their efforts to continuously improve their academic programs through curriculum enrichment, professional development activities for teachers, and purchase of educational materials, equipment, and supplies.

[REDACTED]'s assumption of this role in our partnerships program will challenge other businesses to become partners with HISD. Businesses' philanthropic efforts are widely known in the Houston community. We would like to see businesses expand their efforts to include HISD students in the Jones feeder pattern who may one day become your employees.

If you have any questions or concerns regarding this letter or the Business/School Partnerships program, please feel free to contact me at (713) 892-6384 or via e-mail at [gsamples@houstonisd.org](mailto:gsamples@houstonisd.org). I eagerly await your response.

Sincerely,

*Gwendolyn Samples*  
Gwendolyn Samples, Ed.D.  
Partnerships Coordinator  
Community Relations Department

GS/kb



## APPENDIX J: SAMPLE LETTER II



### HOUSTON INDEPENDENT SCHOOL DISTRICT

3830 RICHMOND AVENUE • HOUSTON, TEXAS 77027-5838 • (713) 892-6000

February 26, [REDACTED]

Ms. [REDACTED]  
President  
Sharpstown Rotary

Houston, TX 77063-3713

Dear Ms. [REDACTED]

I would like to present the Houston Independent School District's Business/School Partnerships Program to your Sharpstown Rotary members. Many businesses and organizations participate in our program by "adopting" a school. The organization or members' respective businesses can become partners. I would like to bring our powerful message about our program to your members who will then serve as key community communicators and disseminate our message at their workplaces, churches, organizations, and social meetings.

I am focusing my efforts on recruiting partners for [REDACTED] and [REDACTED] Elementary Schools (See profile sheets). These schools have been hampered in their efforts to secure a partner because [REDACTED] is located close to Hobby Airport and the Mykawa police substation, while [REDACTED] is located off Alameda Road and 288. Neither school is located close to the major business/corporate area.

There are many ways that organizations and businesses can participate in a partnership with [REDACTED] and [REDACTED]. The partnership would be unique, depending upon the resources of the organization/business and the needs of the school. However, the following are several ways that we usually utilize partners in one or more combinations:

- Tutoring/mentoring of students
- Incentives for students and faculty
- Speakers - role models, community resources
- Donations - in-kind services and funding for programs materials, equipment
- Enrichment - contest judges, field trips, staff development

Please refer to the enclosed brochure for a more comprehensive overview of the different ways that organizations and/or their members' businesses can partner with our schools.

Our Community Development Initiatives Department invites you to become a partner. Please contact me at 892-6384 so that I can answer any questions that you may have and arrange an appointment to speak at one of your meetings.

Sincerely

Gwendolyn Samples, Ed.D.  
Coordinator  
Community Partnerships

GS:hif

cc: [REDACTED]

## APPENDIX K: SAMPLE LETTER III



### HOUSTON INDEPENDENT SCHOOL DISTRICT

3830 RICHMOND AVENUE • HOUSTON, TEXAS 77027-5838 • (713) 892-6000

March 9, [REDACTED]

[REDACTED]  
Texas Children's Hospital  
[REDACTED]  
Houston, TX 77030

Dear [REDACTED]

On behalf of the faculty, staff and parents at [REDACTED] Elementary School, I am seeking to have Texas Children's Hospital become [REDACTED]'s business partner. Specifically, we would like Texas Children's Hospital to help equip [REDACTED] Science Lab and/or provide tutors and speakers for the lab. I am providing you with details regarding [REDACTED]'s, the principal, request for a business partner from the medical center.

[REDACTED] Elementary is a Physical Development/Fine Arts Magnet School located less than one mile from Texas Children's Hospital (see Profile Sheet attached). One of the foci of their magnet program is developing scientific inquiry and techniques.

[REDACTED] has an excellent science teacher, Ms. [REDACTED], who has been recognized as the Harris County Medical Society - Houston Academy of Medicine's Outstanding Science Teacher in 1990 and 1992. Ms. [REDACTED] has the knowledge and relishes the opportunity to teach [REDACTED] students dynamic hands-on science lessons, but she lacks an equipped science lab to do this.

During the massive renovation efforts at [REDACTED], a science room has been built; however, no money is available to purchase the necessary equipment (see equipment list). Tutors/assistants are needed to help [REDACTED] in the lab. In addition, speakers from your hospital would be greatly appreciated. With your help, the students at [REDACTED] will develop a life-long interest in science.

We feel that a partnership between [REDACTED] and Texas Children's Hospital would be a conducive and viable one because of the employment and educational ties that already exist between the two. Because of [REDACTED]'s close proximity to Texas Children's Hospital and the Medical Center, 43% of the parents of the students are employed there in diverse capacities. Some of these parents are interns, residents, and doctors. In addition, 21% of [REDACTED] students are from foreign countries, whose parents are studying at the Medical Center via fellowships and grants.

I am looking forward to discussing Texas Children's Hospital as a business partner with [REDACTED] Elementary School. If you have any questions or concerns regarding a partnership with [REDACTED], please contact me at 892-6384.

Sincerely,

Gwendolyn Samples, Ed.D.  
Director, Community Partnerships

GS:ah

Attachment

cc: [REDACTED]

## APPENDIX L: DISTRICTWIDE PARTNERSHIPS RECOGNITION



# SPOTLIGHT ON PARTNERSHIPS

*Thank You*

COMMUNITY PARTNERS &  
2010 HALL OF FAME INDUCTEES

ALPHA KAPPA ALPHA SORORITY, INC.  
(Alpha Kappa Omega Chapter)

CAPITAL ONE BANK

ELVES & MORE

LUBY'S, INC.

Past Inductees

<b>2009</b> BP AMERICA CONTINENTAL AIRLINES HOUSTON AREA URBAN LEAGUE NASA JOHNSON SPACE CENTER HOUSTON PUBLIC LIBRARY	<b>2003</b> AIM INVESTMENTS/AIM FOUNDATION EXXONMOBIL H-E-B HOUSTON LIVESTOCK SHOW AND RODEO™ THE JUNIOR LEAGUE OF HOUSTON, INC.
<b>2008</b> FEDERAL RESERVE BANK HARRIS COUNTY DEPARTMENT OF EDUCATION McDONALD'S OPERATOR'S ASSOCIATION OF GREATER HOUSTON	<b>2002</b> AMERICGROUP
<b>2007</b> DEVON ENERGY CORPORATION FUND FOR TEACHERS MEMORIAL HERMANN SCHLUMBERGER	<b>2001</b> WILLIAMS
<b>2006</b> GARDERE WYNNE SEWELL, LLP IBM THE MUSEUM OF FINE ARTS, HOUSTON WASHINGTON MUTUAL	<b>2000</b> GE ELFUM
<b>2005</b> BAYLOR COLLEGE OF MEDICINE TEEN HEALTH CLIN- IC CRESCENT REAL ESTATE EQUITIES, LTD. GALLERY FURNITURE JEWISH WOMEN INTERNATIONAL	<b>1999</b> JACOBS ENGINEERING GROUP, INC.
<b>2004</b> CENTERPOINT ENERGY CHEVRON TEXACO HOUSTON ROCKETS JUNIOR ACHIEVEMENT OF SOUTHEAST TEXAS, INC. ROBERT AND JANICE McHAIR FOUNDATION	<b>1998</b> MARATHON OIL COMPANY
	<b>1997</b> BAKER BOTTS LLP
	<b>1996</b> SHELL OIL COMPANY
	<b>1995</b> TENNECO



## Chavez High School

Help us take our next step toward student achievement.

# **PASTA, PARTNERSHIP, AND A PLAY**



**You are invited to the Second Annual Chavez partnership meeting on January 11, 2007 at 6:00p.m. in the Chavez commons. Please join us for an evening of pasta, a quick partnership meeting, and rousing production of Grease. Please R.S.V.P. by January 9th, by e-mailing [erel3@houstonisd.org](mailto:erel3@houstonisd.org). We Look Forward to Seeing you There!! Please feel free to bring a guest.**

## **Chavez High School**

**8501 Howard Drive**

**Houston, Texas 77017**

**Phone: 713-495-6950, Fax: 713-495-6986**