



# HQ/METCO DIRECTORS MEETING

February 11, 2020

**WiFi:**

**METCO-Jetpack**

**f2b5c031**

- Updates from HQ
- Working Sessions
  - Advocacy & engagement
  - Student services
  - Enrollment
- SchoolMint communications training
- Walk-through of new HQ space
- Lunch

# AGENDA

# UPDATES FROM METCO HQ





**Mr. Joy Neighborhood Tour**  
February 27 - March 16  
Concord-Carlisle High School  
Natick  
Hingham  
Westwood



**The Parable of the Sower**  
Saturday, March 28 at 8pm

**METCO PRESENTS**



## METCO CONNECTION

Building a network of METCO alumni



It's a new year and a new era for METCO. I've talked to many alumni in my first year and a half, and a lot of you have wanted to know about our vision for the future.

What does racial integration mean 65 years after Brown vs. Board of Education? What role can the central office — what I like to call METCO HQ (headquarters) — play in building multi-racial communities across the metropolitan area?

I hope you will join me for one of the upcoming webinars on METCO's 2020 Vision. You'll learn about our renewed commitment to METCO's unique legacy, our innovative ideas to foster deeper inclusion in suburban

### MARK YOUR CALENDARS!

#### DETROIT RED

Play about Malcolm X's Roxbury years

**FEBRUARY 8, 2020**

#### METCO HQ WEBINARS

Learn about the big plans at METCO



## ON THE MOVE

Updates for Boston families from METCO HQ

FEBRUARY 2020

I am so excited to finally be reaching out to METCO parents! I became the fifth leader of METCO, Inc. exactly two years ago, succeeding the legendary Jean McGuire, and I can't believe how fast it has gone. We've restructured the central office, which I call "METCO Headquarters." We put many important new processes in place to secure METCO's sustainability for its next 50 years. And we have launched many amazing partnerships and programs to further our mission of racial integration.

This newsletter will showcase some of these opportunities every month. Be sure to scan it for scholarships, events, and action alerts tailored just for you. We also have a website packed with information ([metcoinc.org](http://metcoinc.org)) and social media where we'd love to see you ([Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#)).

Every day I am reminded how much METCO is cherished in Boston and the suburbs. It's a unique, cross-racial partnership that really works. And you and your children are the heart of it all. Thank you for being part of this legacy!



*M. Arbaje-Thomas*

Milly Arbaje-Thomas, MSW  
President & CEO  
METCO, Inc.

# ENGAGEMENT



*L to R:*

Imani Rather

*Newton*

Ivette Melendez

*HQ*

Rhone Charles

*Lexington*

Samone Lumley

*Wellesley*

Mio Martinez

*Wayland*

Kayla Simpson

*Wayland*

Kendel Yancy

*Newton*

Jabari Murphy

*Natick*

Tamira English

*Wayland*

**ENGAGEMENT**

# LIVING THE LEGACY *of* METCO

A HALF-DAY PROFESSIONAL  
DEVELOPMENT EXPERIENCE  
For educators, counselors, and  
support staff in METCO districts



**MONDAY, JUNE 1, 2020 8AM-12:30PM**





**beloved**  
**RACIAL EQUITY TOOLKIT**  
FOR SCHOOLS

**We're Developing a Racial Equity Toolkit and We Need Your School's Help!**

**OUR COMPREHENSIVE, DATA-DRIVEN, Racial Equality Toolkit for Schools will include...**

- Best Practices
- Policy Recommendations
- Technical Assistance Resources for creating more inclusive school communities.

**WHY JOIN THE STUDY?**

Beloved Community is studying best practices, accountability measures, and trends in eliminating structural racism and bias in schools across the US.

We are recruiting **400 diverse-by-design public schools** nationwide to participate in the study.

Data collected from the BC Equity Audit can be used to develop, advance, and support accountability, equity, and improvement planning and policy reform.

**WHAT WILL WE DO WITH YOUR DATA?**

- We will focus on the relationship between each participating school's Equity Audit and academic performance for different student groups
- We will identify trends in diversity, equity, or inclusion indicator performance for diverse-by-design schools
- We will determine the common priorities that school communities set for improving diversity, equity, and inclusion within their campuses
- We will provide schools with sample guiding indicators to make meaning of the data and strategies to impact student outcomes

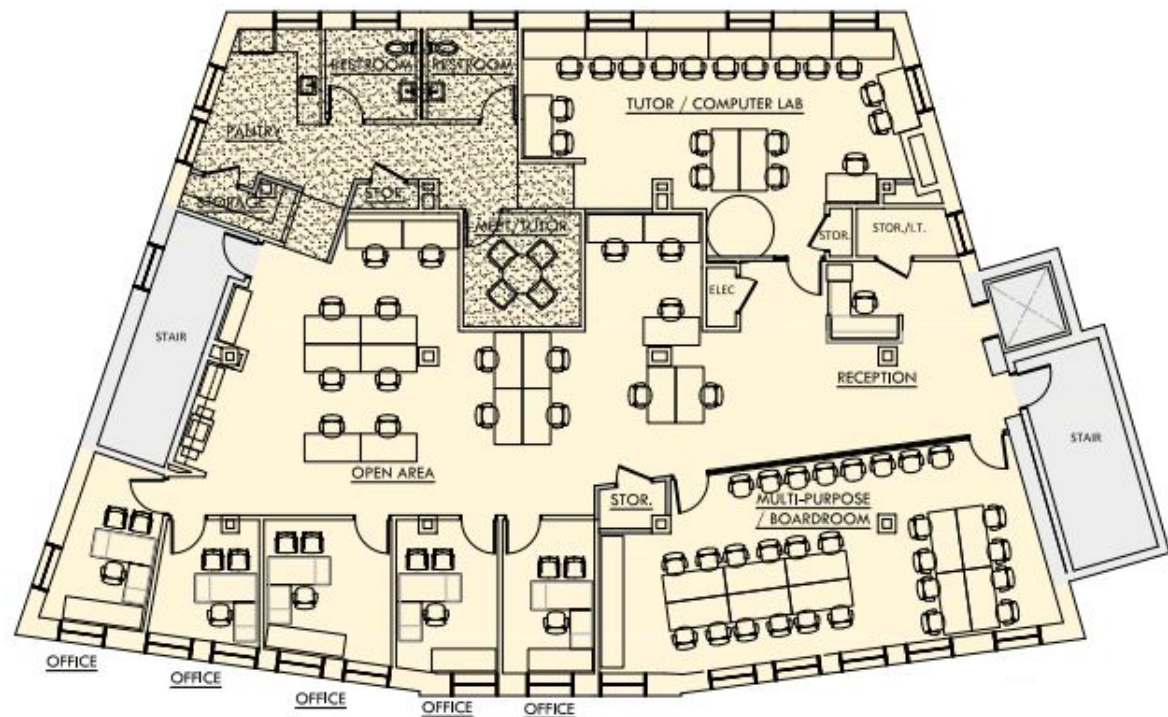
**beloved**  
COMMUNITY

# EQUITY AUDIT

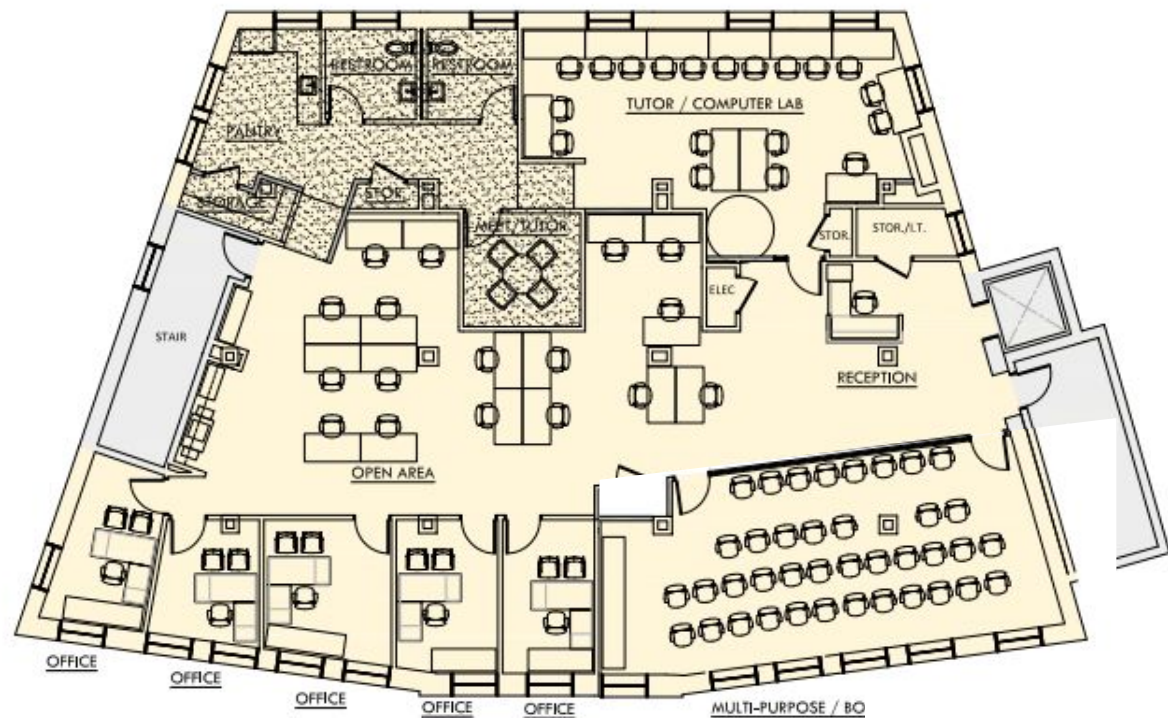


**NEW HOME UPDATE**





**NEW HOME UPDATE**



**NEW HOME UPDATE**

RICHARD AND SUSAN  
SMITH FAMILY  
FOUNDATION

Successful grant award of

**\$41,118**

from the Smith Family Foundation  
for a new computer and tech lab  
at our new Headquarters!

**NEW HOME UPDATE**

# LEADERSHIP RETREAT



# **METCO Program-wide Leadership Retreat**

for Board, HQ, Superintendents, Directors

**Friday, May 8**

ABCD Thelma Burns Building, Dorchester

Working with Board Strategic Planning Committee and members of MDA who volunteered to help plan. Will recruit a few superintendents.

# **METCO LEADERSHIP RETREAT**



# STRATEGIC PLAN IN TRANSITION

METCO HQ's first strategic plan focused on reimagining, revitalizing and ensuring the long-term viability of METCO, Inc.

- Organizational restructuring
- Rebranding
- Fundraising and external partnerships
- Updating enrollment practices

Our second strategic plan should focus on program improvements and the role that HQ can play in assisting districts to:

- Close opportunity gaps
- Improve achievement
- Make integration authentic, deep, and broadly impactful

# HOW CAN HQ BEST ACHIEVE THESE GOALS?

Close opportunity gaps  
Improve achievement  
Make integration authentic,  
deep, and broadly impactful



- Leveraging best practices
- Fundraising
- Connecting with Boston-based opportunities and key partnerships
- Creatively providing unique centralized functions (like METCO University, DEI, and Student Support Services)

# AN IDEAL OUTCOME:

- While the board is working on crafting strategic plan for METCO HQ, we hope to engage METCO Directors and superintendents in creating a **clear strategic vision for the METCO program** around the core goals of addressing opportunity/achievement gaps and integration.
- This collaborative work might also yield a set of **indicators that reflect what being a METCO district means**—broken down as *Aspiring, Maturing, and Ideal*.

# WORKING SESSIONS

Advocacy



## **New request:**

Match percentage increase of Chapter 70

- 5.8%
- \$25.6M
- Increase of \$1.4M

**ADVOCACY DAY**

Our voices are louder together.

**57**

RSVPs from  
**17 districts**  
so far!



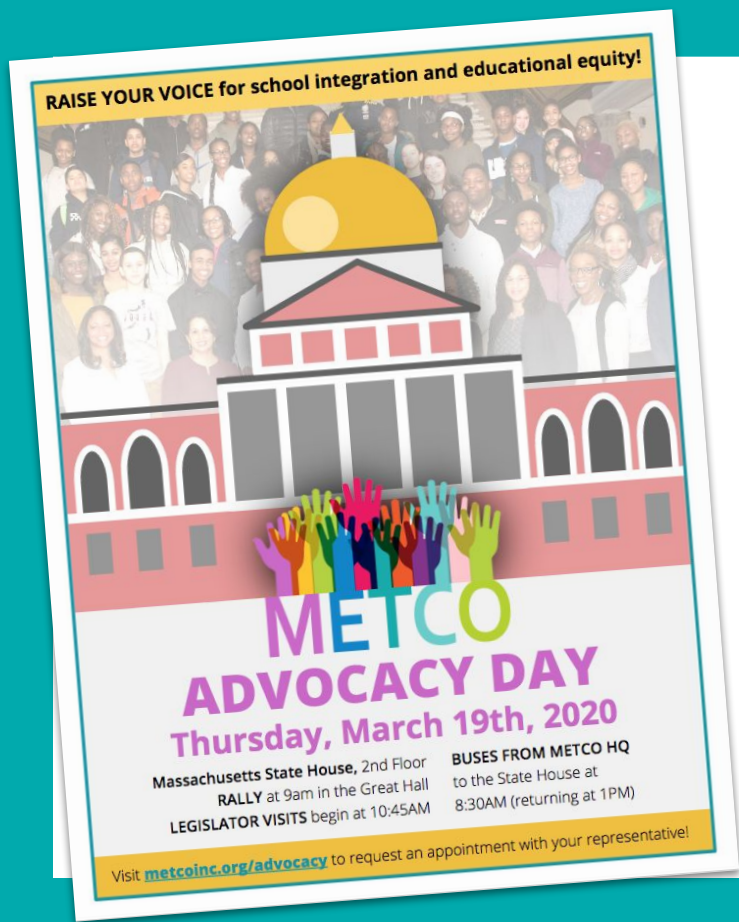
**METCO**

# **PARENT LEADERS DINNER**

Friday, February 28, 5-8pm

at ABCD Thelma Burns Building

# **ADVOCACY DAY**



## + **Legislative Breakfast**

Tuesday, April 14

9:30-10:30am

# ADVOCACY DAY

## **DISCUSSION QUESTIONS:**

- How can we prepare parents to organize other parents and encourage participation? What could the Parent Leaders Dinner accomplish?
- What are some important steps that need to take place for a successful Advocacy Day?
- What are the most important messages legislators should understand about METCO's needs?

# **ADVOCACY DAY**



# WORKING SESSIONS

A photograph of three people, a man and two women, sitting around a table in what appears to be a classroom or office. They are all looking down at papers on the table, engaged in a collaborative activity. The man is in the center, wearing a dark jacket. The woman on the left is wearing a white long-sleeved shirt. The woman on the right is wearing a pink long-sleeved shirt. The background shows a bulletin board with various papers and a shelf with supplies. The entire image has a semi-transparent purple overlay.

Student Support



Overnight Camps  
on Lake Winnepesaukee  
in New Hampshire



*SUMMER SCHOOL*

**STUDENT OPPORTUNITIES**



## DISCUSSION QUESTIONS

- What programs and partnerships are working well?
- Is the sharing of resources helpful?
- What types of services are needed from Student Services Department?
- What skill sets are needed for new Director of Student Support Services?

# STUDENT SUPPORT



# WORKING SESSIONS

# Enrollment

**7 districts**

have received referrals totaling

**245 students**

- Bedford
- Belmont
- Brookline
- Newton
- Reading
- Wayland
- Weston

**ENROLLMENT**

## DISCUSSION QUESTIONS

- What has worked thus far with the new system?
- What can be improved?
- What other supports could the Enrollment Department provide to parents and districts?
  - Possible workshops
  - Parent handbook
  - Re-enrollment/residency verifications
  - Orientation for new parents

# ENROLLMENT

**ENROLLMENT**



Together we are better



### 1 - SUBSTANTIALLY INCREASE STAFF CAPABILITIES

- Provide means to attract the best candidates
- Hire a Director of Development
- Hire a Director of Communications, Marketing and Engagement
- Hire a Director of Enrollment Services
- Hire a Director of Diversity, Equity and Inclusion

### 3- IMPROVE KEY PROCESSES

- Implement a new enrollment process
- Implement a contacts database for communications and fundraising
- Address issues of racial biases as they arise
- Establish effective IT operation
- Improve HQ office appearance
- Improve HQ's daily administration of transportation

### 2 - FOCUS ON COMMUNICATIONS AND FUNDRAISING

- Develop an elevator pitch
- Enhance website/social media and advertise in newspapers, news stations, etc.
- Establish priority list of what we are fundraising for
- Develop the fundraising strategy
- Connect with METCO constituency
- Research prospective foundations, develop grants calendar, submit proposals
- Develop a donor database
- Encourage 100% of board members to donate
- Introduce 1:1 meetings with Milly
- Establish regular outreach to Chambers of Commerce
- Learn from and build upon relationship with Needham Bank

### 4 - CONNECT AND COLLABORATE

- Collaborate with superintendents
- Connect with local organizations
- Connect with state and local politicians
- Co-develop joint meeting agendas with METCO directors
- Give interviews