

BALTIMORE COUNTY PUBLIC SCHOOLS

DATE: December 15, 2009

TO: **BOARD OF EDUCATION**

FROM: Dr. Joe A. Hairston, Superintendent

SUBJECT: **THE BALTIMORE COUNTY PUBLIC SCHOOLS' PARTNER NETWORK**

ORIGINATOR: Rita Fromm, Chief of Staff

RESOURCE PERSON(S):

RECOMMENDATION

That the Board of Education be informed about The Partner Network, a new Web-based tool designed to streamline the process for businesses and organization interested in establishing partnership(s) with a school.

THE BALTIMORE COUNTY PUBLIC SCHOOLS PARTNER NETWORK

Background

The County Executive's Regional Advisory Board for Business and Education (EAB) is a coalition of 34 members from private business, government, and regional education institutions including Baltimore County Public Schools (BCPS) and 11 area colleges and universities. The EAB brings together on a regular basis the education and business communities to discuss issues of common concern and to encourage alliances and partnerships. The *Blueprint for Progress*, Performance Goal 6 also establishes the expectation that BCPS will engage businesses and community members in the educational process. In 2007, the Education Subcommittee of the EAB discussed the need for businesses and organizations interested in establishing partnerships with schools to have a single, identified point of contact within Baltimore County Public Schools. At that time, Dr. Hairston committed resources with the BCPS web team to this initiative. The web team designed and developed a web-based portal that can be accessed and used by both schools and businesses with the goal of increasing the ease of making connections among businesses, organizations, and education. The Partnership Network was piloted in southeast area schools in January 2009 and went live in October 2009.

The Partner Network

The Partner Network is a tool that allows school principals to register and record opportunities for business partnerships. Business in turn can respond to those opportunities or register their own interest in providing other resources such as internships, externships, or funding of special projects. The use of the web portal provides a dynamic way to capture and maintain this information on an individual school basis as well as on a system level. Principals have the ability to easily monitor the status of any and all partnerships at any time.

Workshops have been provided for principals to familiarize themselves with the use of the Partner Network. BCPS will continue top work with the EAB to develop a plan to market the tool to businesses and communities.



A New Way to Connect Businesses, Organizations, and Education



BALTIMORE COUNTY PUBLIC SCHOOLS
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*An initiative of the County Executive's Regional
Advisory Board for Business and Education*

- Increase ease of making the connections among businesses, organizations, and education
- Improve community quality of life



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Development of the Partner Network

Early 2008:

- Education subcommittee started with basic concept: a paper survey of schools' current partnerships and potential needs

The image shows two overlapping survey forms titled "BCPS Business Partnership Survey". The top form contains fields for "Name of School:", "Address:", "Contact Name:", "Phone:", "Title:", "Fax:", "E-mail:", and a section for "What partnerships with business currently exist in your school?". The "Type of Partnership" section lists "funding, services, interaction" and "Frequency". The bottom form asks "What gaps exist in your educational or support programs that businesses could be of assistance with? Please indicate the frequency with which you would need the assistance (once a year, monthly, continuously)." and provides examples of assistance types like "dollars for equipment", "donations of food", "gift certificates", "prizes for achievement awards", "opportunities for student internships", "teacher externships", "mentoring opportunities", "plant tours", and "job shadow days".



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Development of the Partner Network

The subcommittee then began exploring more dynamic ways of capturing both schools' needs and businesses' offerings:

- BCPS assigned developers to create a Web-based portal
- Portal was reviewed by the subcommittee and piloted by a group of schools and businesses in early 2009
- The results of the pilot yielded improvements; the subcommittee held two additional review sessions to provide feedback
- The current version was live in October 2009.



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Potential business and community partners may join the network and express their interest in helping schools – with one click from the BCPS main page:
www.BCPS.org



BALTIMORE COUNTY PUBLIC SCHOOLS **PARTNER NETWORK**

New business and community partners will be prompted to create an account.

The screenshot shows a web browser window titled "BCPS Partner Network Login - Windows Internet Explorer". The address bar displays the URL: <http://www.bcps.org/partnerNetwork/Login.aspx?ReturnUrl=%2fpartnernetwork%2fDefault.aspx>. The browser's Favorites bar shows "BCPS Partner Network Login". The page content includes the Baltimore County Public Schools logo and the title "PARTNER NETWORK". A navigation menu contains links for "OUR SCHOOLS", "STUDENTS", "PARENTS / FAMILIES", "COMMUNITY", "EMPLOYEES", and "OUR SYSTEM". A status message states "All schools operating on normal posted schedule." with a search bar. The main section is titled "School Partnerships Login" and features a graphic of colorful books. It contains login fields for "E-mail Address" (with the placeholder "partner@youremail.com") and "Password" (masked with dots), followed by a "Log In" button. A "Click here!" link is positioned below the password field. To the right, a "Not Registered?" section includes a "Create Your Account Here" button and the text "New partners are always welcome!". Below this, it states "The BCPS School Partnership Network offers registered partners:" followed by a bulleted list: "Communication tools to make forging relationships more efficient and effective.", "School identification tools to allow partners to reach out to exactly the schools they wish to assist.", and "Partnership contact management tools." At the bottom, a footer provides contact information: "If you have questions or need assistance, please contact PartnerNetwork@bcps.org for assistance." and a list of site links: "Home | Schools | Offices | Board of Education | Superintendent | Calendars | News | Our System | Career Opportunities | Contact Us | Legal Disclosures". A copyright notice at the very bottom reads: "©2009 Baltimore County Public Schools. All rights reserved. This site is optimized for 1024x768 display resolution and for use with the latest versions of most browsers."



BALTIMORE COUNTY PUBLIC SCHOOLS
PARTNER NETWORK

favorites | Suggested Sites | Web Slice Gallery | Home - Web Team

Partner Registration and Account Creation

THE BALTIMORE COUNTY PUBLIC SCHOOLS

BALTIMORE COUNTY PUBLIC SCHOOLS
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All schools operating on normal posted schedule.

Enter Search Term **GO**

OUR SCHOOLS | STUDENTS | PARENTS / FAMILIES | COMMUNITY | EMPLOYEES | OUR SYSTEM

Partner Registration and Account Creation

Partner Information

Name:*

Salutation First* Middle Last*

Organization:*

Type of Organization:*

☐ Education
 ☐ Government, State
 ☐ Government, County
 ☐ Government, Federal
 ☐ Engineering
 ☐ Restaurant
 ☐ Grocery/Food Market
 ☐ Retail Store(s)
 ☐ Church/Religion-based
 ☐ Community
 ☐ Other

Your Title:

Address:*

City:* State:* Zip:* -

Phone:* ex. xxx-xxx-xxxx Extension:

E-mail Address:*

Password:* Password must be between 8 and 20 characters in length.

Confirm Password:*

Registration is easy and helps capture important information.



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Do you have an invitation to join The Partner Network? If so, enter invitation ID from that email here :

Security question:*

Security question Answer:*

**Fields marked with an asterisk(*) are required.*

Schools will post proposals for partnerships that would be beneficial for their school. Would you like to receive requests to review these proposals? If you answer yes, you will be asked to select which types of proposals from which types of schools you'd like to receive.

☒ Yes ☐ No

I would like to receive proposals from: ☒ Elementary Schools ☒ Middle Schools ☒ High Schools ☒ Special Schools

that involve the following types of partnerships: ☒ Educational Experience ☒ Funding ☒ Incentive/Reward ☒ Internship ☒ Mentorship ☒ Other ☒ Teacher Externship

Geographical Areas: ☐ Southwest Area ☐ Northwest Area ☐ Central Area ☐ Northeast Area ☐ Southeast Area

BCPS periodically publishes a directory of our partners for use by our schools **and other partners**. If you do not wish to appear in that directory, please indicate so here:

☐ Please do not include my contact information in the Partner Directory.

BCPS partners may not use this site to solicit the school-based contacts listed on it. Failure to comply with this condition may result in deactivation of this account and other appropriate action on the part of BCPS. All partners must continue to follow appropriate BCPS processes for the sale of products and services.

☐ I have read and accept the Terms and Conditions listed above.*

Periodically, schools will post proposals for partnerships – Partners can choose to view these proposals.



BALTIMORE COUNTY PUBLIC SCHOOLS PARTNER NETWORK

Once registered, businesses and organizations can log a current partnership and/or offer a new one...

Suggested Sites Web Slice Gallery Home - Web Team

ership

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All schools operating on normal posted schedule.

Enter Search Term **GO**

OUR SCHOOLS STUDENTS PARENTS / FAMILIES COMMUNITY EMPLOYEES OUR SYSTEM

Welcome, Michele Wagner! [My Account](#) || [Manage Partnerships](#) || [Suggested Partnerships](#) || [Log Out](#)

Offer New Partnership

Partnership Details

Partnership Title:

Student of Month Reward Program
Something users outside of your organization would understand and be able to differentiate from other partnerships of a similar nature.

☒ Partners Seeking Schools
☐ Not Currently Seeking Partners
Use "Not Currently Seeking Partners" if you are entering an existing partnership.

Incentive/Reward

☒ Ongoing ☐ Expires on:

Partnership Type:

Duration :

Description:
Include purpose and goals of the partnership as well as audience the partnership serves.

Offers students who have demonstrated positive behavior throughout the month a discounted meal with a paying adult.

Save Partnership Details

[<< Return to Your Partnerships](#)

If you have questions or need assistance, please contact PartnerNetwork@bcps.org for assistance.

[Home](#) | [Schools](#) | [Offices](#) | [Board of Education](#) | [Superintendent](#) | [Calendars](#) | [News](#) |
[Our System](#) | [Career Opportunities](#) | [Contact Us](#) | [Legal Disclosures](#)



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ship - Windows Internet Explorer

https://www.bcps.org/partnerNetwork/partnership.aspx

Suggested Sites Web Slice Gallery Home - Web Team

ship

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All schools operating on normal posted schedule.

Enter Search Term

OUR SCHOOLS STUDENTS PARENTS / FAMILIES COMMUNITY EMPLOYEES OUR SYSTEM

Welcome, Michele Wagner! [My Account](#) || [Manage Partnerships](#) || [Suggested Partnerships](#) || [Log Out](#)

Offer New Partnership

Partnership Details

Partnership Title: **Student of Month Reward Program**

Current Status: Partners Seeking Schools

Partnership Type: Incentive/Reward

Duration : Ongoing

Description: Offers students who have demonstrated positive behavior throughout the month a discounted meal with a paying adult.

Partnership Management Team:

Manager Name	Role	Title	Organization	Email	Phone
Wagner, Michele	Primary Manager	Manager	Red Lobster Restaurant	mwagn3r@comcast.net	123-123-1234

Participants

Below is a list of participants in this partnership. As the **Primary Manager**, you can designate Managers to assist with the process of inviting new participants. Click here to see how.

[Create and Manage Invitations](#)

Contact	Title	Organization	Email	Phone	Date Joined
---------	-------	--------------	-------	-------	-------------

[<< Return to Your Partnerships](#)

If you have questions or need assistance, please contact PartnerNetwork@bcps.org for assistance.

...And then, they can invite specific schools to participate.



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A Partner can
identify
schools to
invite by
level...

Suggested Sites Web Slice Gallery Home - Web Team

tions For This Partnership

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Manage Invitations

Partnership Title: Student of Month Reward Program

Invitations You Have Sent

Date of Invitation	# Invited*	# Accepted	# Declined	# No Response
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* Invitations can be sent to one or more individuals within the organization or school you select. Counts shown in these columns represent the number of individuals that received and/or acted on your invitation. For example, selecting a single school can often result in two or three invitations being sent.

Invitation List

Select from the criteria below to add schools to your invitation list.

Grade Level: ☐ All Elementary ☐ All Middle ☐ All High ☐ All Special Ed

Individual School: --Select One--

 Need help identifying schools in your area? [Use our proximity search!](#)

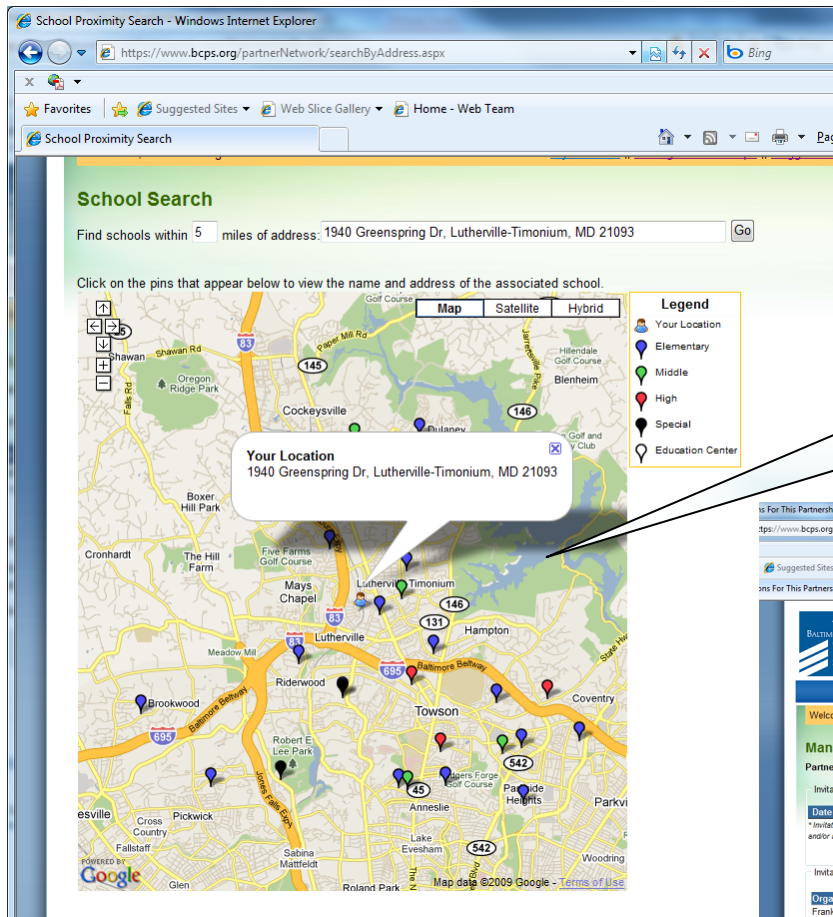
[Add Schools](#) [Cancel](#)

[<< Return to Partnership Summary](#)

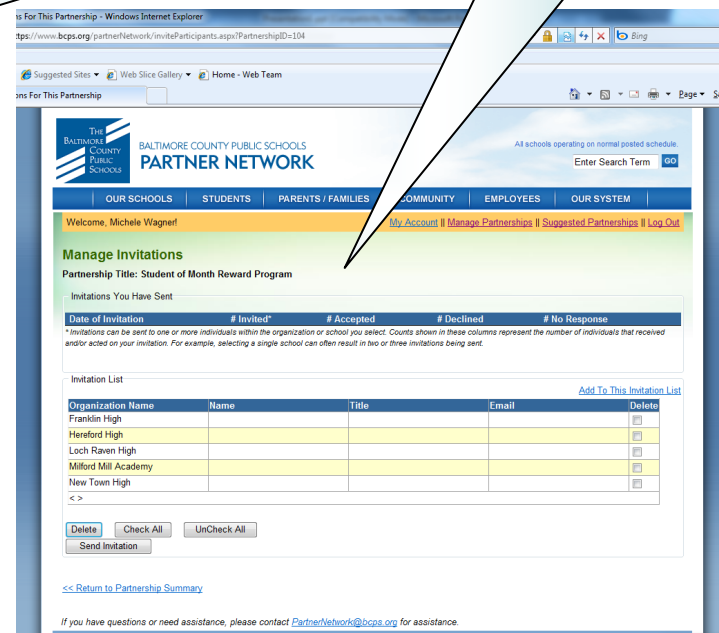
...Or can use the
locator map to
find schools to
invite in a specific
community.



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Together, schools and Partners can strengthen specific neighborhood communities.



BALTIMORE COUNTY PUBLIC SCHOOLS PARTNER NETWORK

Cc:

Subject: FW: BCPS Partner Network Partnership Invitation



Baltimore County Public Schools

Partner Network

You have been invited by Michele Wagner, Red Lobster to review a partnership entitled "Student of Month Reward Program." Please visit <https://www.bcps.org/partnernetwork/Partnership.aspx?PartnershipID=354> to review the partnership and respond.

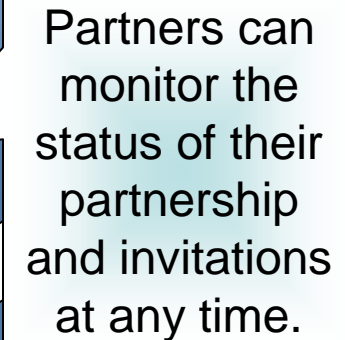
Questions regarding the BCPS Partner Network should be directed to PartnerNetwork@bcps.org. Visit us at <https://www.bcps.org/partnernetwork>.

The network will generate an e-mail inviting the selected principals to participate in the proposed partnership.



BALTIMORE COUNTY PUBLIC SCHOOLS

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Schools may also invite businesses and organizations to partner with them. The potential Partner will receive a detailed e-mail invitation.



Baltimore County Public Schools

Partner Network

You have been invited to join the BCPS Partner Network by Kevin Connelly, Colgate Elementary. The BCPS Partner Network is a network of individuals representing schools, businesses and other community organizations who work together to promote the education of students in Baltimore County.

If you are already familiar with the Network, you may proceed directly to the web site using the link below to activate your account. Because you have been invited by a Baltimore County Public Schools' representative, your account will be established immediately. If you are not familiar with the Network, more information is provided below.

To activate your account, please visit <https://www.bcps.org/partnernetwork/PartnerRegistration.aspx>. The e-mail address you enter during the registration process should match the address to which this message was sent.

After you activate your account, you will be taken to the partnership management screen. There you will see the partnership that the BCPS representative above has invited you to review. We hope you choose to take part in this opportunity! The BCPS Partner Network web site offers all members tools that assist in the management of specific partnerships between members. Using these tools, members have the ability to:

Establish Partnerships

A partnership represents a specific resource that your organization offers to one or more of our schools. Recording the partnership on the network allows you to then invite new members to join the partnership, maintain a contact list of participants in the partnership and alerts you when your contact at a school(s) has



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Suggested Sites Web Slice Gallery Home - Web Team

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Enter Search Term

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Welcome, Michele Wagner! [My Account](#) || [Manage Partnerships](#) || [Suggested Partnerships](#) || [...](#)

BCPS Partnership Offering

Partnership Details

Partnership Title: **Student of Month Reward Program**

Current Status:

Partnership Type: Partners Seeking Schools
Incentive/Reward

Duration : Ongoing

Description: Offers students who have demonstrated positive behavior throughout the month a discounted meal with a...

Partnership Management Team:

Manager Name	Role	Title	Organization	Email	Phone
Wagner, Michele	Primary Manager	Manager	Red Lobster Restaurant	mwagn3r@comcast.net	12...

[Edit Partnership Details](#)

Participants

Below is a list of participants in this partnership. As the **Primary Manager**, you can designate Managers to assist with the process of inviting new participants. Click here to see how.

[Create and Manage Invitations](#)

Contact	Title	Organization	Email	Phone	Date Joined
Suber, Sandra	ASSISTANT PRINCIPAL	New Town High	ssuber@bcps.org		13 Nov 2009

[<< Return to Your Partnerships](#)

When a school, business, or organization accepts the invitation to join a proposed partnership, all Partners will be able to view the contact information for the partnership's Primary Managers.



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- Partner and school can then directly e-mail and call each other to work out the details of the partnership.
- The partnership continues to be recorded – and can be updated – through the Partner Network.



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Next Steps...

BCPS

- Assigned an administrator for the Partner Network
- Offering training this month and next for school administrators
- Will continue to monitor, make needed program adjustments

Subcommittee

- Creating a roll-out plan to include presentations to other community business organizations

County

Government

- Creating a brochure to share with businesses

*... Connect Businesses,
Organizations, and Schools*



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