


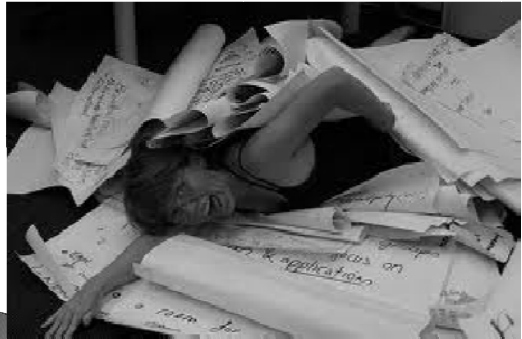
Using Data to Engage School District and Community Support: A Build Your Story Workshop



May 8, 2013 FASFEPA
Tampa, FL
Homeless Education Program
Florida Department of Education

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When it comes to data,



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A Putnam Story: The Aha! Moment Data Can bring . . .

- ▶ 84% of students participate in the free lunch program.
- ▶ 31% of this population attend schools in the western part of the county, of which 236 are homeless.
- ▶ 1,500 participants in 2012 Summer Food Program.
- ▶ 0 participants from western part of the county.




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A Putnam Story: Transformation

- ▶ Identify a common population
- ▶ Identify opportunities for coordination and collaboration

The elegant application of data is an attractive force.

- ▶ Leverage existing resources to add value . . . add value . . . and add more value
- ▶ Reap rewards for multiple purposes from a common effort




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A Putnam Story: Ripple Effect


- ▶ Vision: Homeless students are making a great start to the 2013-14 school year (along with migrant, ESE, and other students).
- ▶ Mission: The Summer Lunch Program feeds the stomach and the mind.
- ▶ Expectation: 0 to 250 west county students in one summer!

Even the smallest act of caring for another person is like a drop of water- it will make ripples throughout the entire pond"
- Jessy and Bryan Matteo




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The Brevard Story



- ▶ Intra-district story
- ▶ Prep for Title X sub-grant proposal/Title I Homeless Set-Aside
- ▶ Looking for collaboration opportunities
- ▶ Data shared:
 - Attendance
 - Participation
 - Performance



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Build Your Story Workshop

- ▶ Key 1: Before you start, know how you want your story to end
- ▶ Key 2: Know what you need to get to the end
- ▶ Key 3: Follow a classic story-telling structure

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**Data is like garbage.
You better know
what you are going
to do with it before
you collect it.**

– Mark Twain

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Key 1: The End of the Story (Book)


- ▶ HEP Vision Statement (the big prize)
Children and youth who have experienced homelessness are happy, progressing through grades, and graduating on time.
- ▶ HEP Mission Statement
The Homeless Education Program collaborates with other school district programs, community partners, and affected families to identify, enroll, and carry out appropriate evidence-based practices for achieving educational success of children and youth experiencing homelessness.
- ▶ The End of Today's Story



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Key 2: Know What You Need


- ▶ Material
- ▶ Workforce
- ▶ Technology
- ▶ Information
- ▶ Money



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Key 3: Story Outline for Support Development

- ▶ Introduce a protagonist/hero
- ▶ Introduce the antagonists/villains
- ▶ Introduce the support
- ▶ Introduce a hero's Aha! Moment
- ▶ Describe/Illustrate a Transformation
- +Engage the Audience



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Story Builder Shield



A Story Telling Template

Protagonists/ Heros	Antagonists/ Villains
Supporting Cast	Aha! Moment
Protagonist Transformation	Audience Engagement

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Sample Story Builder Shields


- ▶ **The Putnam County Story**
- ▶ **The Pecan County Story**



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Building: Put Up Your Frame

- ▶ **Identify and describe your audience** – internal or external.
- ▶ **Introduce a protagonist/hero** – homeless students.
- ▶ **Introduce the antagonists/villains** – their challenges and barriers to education.
- ▶ **Introduce the support** – your program/case managers/homeless liaison.
- ▶ **Introduce a Hero's Aha! Moment** – A moment where the hero learns or realizes something they otherwise wouldn't have.
- ▶ **Describe a Transformation** – Long term change .
- ▶ **Engage the Audience** – into your story.




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Building: Insulate With Data

What kind of readily available data do you have to illustrate:

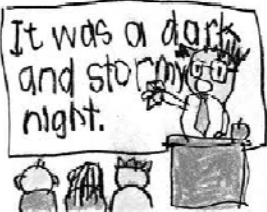
- ▶ Protagonist?
- ▶ Antagonists?
- ▶ Supporting Cast?
- ▶ Aha! Moment?
- ▶ Transformation



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Building: Start Painting (Writing)

- ▶ Today: Two sentences per story component (this can be your “elevator speech”).
- ▶ Back home: limit the length to 20 minutes.



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Build Your Story Workshop Review

- ▶ Key 1: Know how you want your story to end
- ▶ Key 2: Know what you need to get to the end
- ▶ Key 3: Follow a classic story structure

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Presenter Contact Information

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Additional feedback available for story shields and elevator speeches . . . send them in!

Thanks!

Remember to complete an evaluation for this session!

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