

THE GENESEO SCHOOL DISTRICT IS CONSIDERED A MODEL FOR THE STATE WITH INNOVATIVE PROGRAMS USING EDUCATIONAL TECHNOLOGY, INCLUDING AWARD-WINNING PROGRAMS IN AGRI-TECHNOLOGY, SUSTAINABLE AGRICULTURE AND ENVIRONMENTAL SCIENCES, AND A CERTIFICATE PROGRAM IN COMPUTER PROGRAMMING. GENESEO REGULARLY SCORES AMONGST THE HIGHEST IN THE NATION FOR ACT SCORES. GENESEO SCHOOL DISTRICT IS STABLE WITH AN AVERAGE ENROLLMENT OF OVER 2,500 STUDENTS. ~~AND HAS A UNIFIED ELEMENTARY SCHOOL CAMPUS.~~

Strategy/Project 1: Competitively market schools based on quality of scorecard indicators benchmarked against competitors (we chose to start with this strategy because we already have much in place to get it initiated.)

(Action Committee may present an overview of this idea to the Board of Education before moving too much further ahead.

Recommendation would be that the Board adopts this as a formal Board of Education Goal.)

Step 1: Ascertain what aspects of the current school system we should market, and to whom

A. Features of the Geneseo School System

1. Academic

- a. High participation in advance placement classes (can benchmark?)
- b. High AP test scores v. area schools (more difficult to collect competitive data)
- c. Performance on state tests at all grade levels
- d. Professionalism of staff (% Masters degrees)
- e. Advanced educational opportunities (coordination with BHC, HHH, others?)

2. Extracurricular

- a. % of students involved in activities (and related metrics)
- b. Excellence in sports: football championships, cross country, softball, track (many stories!)

- c. Excellence in music and fine arts programs (many stories)
- d. Excellence in FFA and other clubs (e.g. Brian's award)
- e. Others? (FCA, etc?)
- 3. Technology (I got this idea from the Supt's webpage!)
- 4. Competitive tax rate
- 5. 'Small town' environment; everybody is somebody
- 6. Facilities (?)
- 7. Private school option (elementary level)

B. Audience

- 1. Residents moving into the QC's
- 2. Current QC residents that might be looking for a new home or a better place to raise their family (plant the idea?)
- 3. Businesses considering Geneseo community

Step 2: Work with other groups in city to include promotion of school as part of a more comprehensive package

- A. City, Chamber
- B. Employers
- C. Realtors

Step 2a: Develop a survey to gather data regarding "what people see as the greatest strengths of our District". Or phrase it "what do you like best about our District".

Step 3: Develop tools to deliver message

Step 4: Utilize 'free' media—city webpage, school webpage, realtors, etc. —as much as possible. This is also easily updatable.

Step 5:

Strategy/Project 2: Work with QC businesses such as John Deere to develop training programs and internships for technology

Step 1a: Charge the High School Vocational Department to join with the Action Committee to develop ideas for internships, partnerships and other learning experiences for students.

Step 1b: Engage the Area Career Center located at United Township High School to determine how the Quad Cities VoTech Center could assist in developing these learning experiences.

Step 1c: Identify potential businesses with which to partner (for info on Deere/Moline Project Lead the Way partnership:
http://www.moline.lth2.k12.il.us/ev_jdpatnership_leadtheway.html)

The possibilities (with very professional staff to support our faculty, as well as to provide jobs/internships) are wide open:

- A. Wyffels: plant breeders, biotechnology
- B. Patriot: chemistry
- C. BHC (continue developing current programs)
- D. HHH: health, technology careers (expand on current programs)
- E. QC Botanical Center

Step 2: (simultaneous) Consider ways we could use area expertise to enhance our curriculum

- A. Guest lecturers
- B. Assist in curriculum or class development
- C. Internships/coop work opportunities
- D. Mentoring

Step 3: Develop marketing plan to convince businesses what we bring to the table, set timetable for implementation

Step 4: Approach School Board (not necessarily in this order) 😊

Geneseo MAPPING Project Planning

Goal: Model School- Partnership Related

	Person(s) Responsible	Expected Completion Date
Project: Rental Inspection Short Term <input checked="" type="checkbox"/> Long Term <input checked="" type="checkbox"/>	Adrian & Scott	August 2011
Step 1: Adrian chats with BHC president.	Adrian	May 1, 2010
Step 2: Scott calls Adrian.	Scott	May 15,2010
Step 3: Scott rewrites Voc Director jobs description	Scott	June 15,2010
Step 4: Needs assessment and assess student interest in SBDC and Entrep	Voc Director	September 15, 2010
Step 5: Research successorship of student-led/run businesses	Voc Director	September 15, 2010
Step 6: Seud Teresa Kurtenbach outline of possible entrepreneurship program for WFDB or DCEO	Superintendent DCEO	September 30, 2010
Step 7:		
Step 8:		
Expected Outputs (short term results- Brochures printed, people trained, homes renovated, etc): Write a plan for entrepreneurship program.		
Excepted Outcome (Long term results- new jobs, more affordable housing, increased tourism, etc): Creates job opportunities for students for more "real life" vocational experience.		
Local & External Resources/Stakeholders: Geneseo Schools/ BHC/ DCEO		
Project Comments/Summary of Accomplishments: We are excited about the energy this project could bring. Great opportunity for resource contacts.		
Next Scheduled meeting date/time/location: Tuesday May 11,2010 6pm		

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