

Community Student Success Campaign Campaign Organization (18-24 months)

1. Community Leadership Team:

General Task: to spearhead, coordinate, and advocate for the Student Success Campaign

- Implement actions which achieve the short term vision
- Develop Action Teams to complete short term Student Success Tasks
- Develop outcomes and benchmarks to evaluate campaign efforts
- Develop a comprehensive, long term vision and plan; review successful national plans such as STRIVE Partnership and Promise Neighborhoods

2. Action Teams

Campaign Development Action Team

General Task: to develop a “top of mind” campaign for student success:

- Marketing to build and transform attitudes and values
- Securing resources of all kinds
- Volunteer recruitment and commitment.

Youth Development Action Team

General Task:

- ❖ To identify current community efforts and programs which mentor, tutor, provide service learning/civic engagement opportunities, or provide post-secondary and career readiness opportunities for youth in our community;
- ❖ To assess those opportunities for overlaps, gaps, and critical needs.
- ❖ To coordinate and improve access to those opportunities so that all children, and especially those children with little or no current access, will have enhanced opportunities for success.

Outreach Action Team:

General Task:

- To identify and develop effective outreach processes and systems to youth, parents, and community members – especially those who are under represented in order to engage them in the community campaign to support student success.