MSAP Grant Implementation Report to the Board of Education

This report details selected tasks and activities associated with the implementation of the Magnet Schools Assistance Program (MSAP) grant. Staff members—as well as project design teams—have been working diligently since the district was notified of the award. Specifically, we have:

1. **Shared magnet school descriptions, requested project design team nominations, and solicited feedback from faculty and staff at each school – October 9, 2007 (Tony Burks)**

   From: Burks II, Tony
   Sent: Tuesday, October 09, 2007 10:59 AM
   To: Ferndale Middle Staff; Becoats, Jocelyn
   Cc: Amos, Christine; Hare, James Donald; Scott, Emily M
   Subject: FYI: International Baccalaureate Middle Years Programme magnet update, call for questions, and project team nominations - FERNDALE

   Dear Ferndale Middle School Family:

   We are delighted that GCS was selected to receive a federal Magnet Schools Assistance Program (MSAP) grant for $8.3 million over a three year period. Emily Scott (Director of Grants) and I have prepared the attached document for your information. We welcome questions and comments you may have about its contents. Please send all questions to my colleague Christine Amos (amosc@gcsnc.com) so that we may take your questions and others with us to the MSAP Technical Assistance Conference in Washington, DC (October 21-23, 2007). Emily, Christine, and I will seek answers and will share our findings with you when we return from the conference.

   If you—or someone you know—would be interested in serving as a member of a 7-person project design team, please send the name, e-mail address, and contact number to Christine Amos (amosc@gcsnc.com). We will contact potential team members shortly so that in November we may begin to work on planning and implementing IB Middle Years Programme and IB Primary Years Programme magnet themes.

   Thank you for your support and feedback.

   Be well.

   tlb2

2. **Met with magnet school principals individually, as requested, to discuss grant specifics – October 15 and 18, 2007 (Tony Burks, Emily Scott)**

3. **Attended the Magnet Schools of America Technical Assistance Conference – October 21 through 23, 2007 (Christine Amos, Lori Bolds, Tony Burks, Emily Scott)**

4. **Promoted magnet themes and the six new schools on GCS TV and through partner stations – ongoing since October 22, 2007 (District Relations Department)**

5. **Reviewed Magnet Zone maps – October 26, 2007 (Eric Becoats, Donna Bell, Tony Burks, Sonya Conway, Emily Scott)**

6. **Devised Magnet Fair marketing plan, including ideas for promoting the six new schools – November 2, 2007 (Tony Burks, Christine Amos, and the District Relations Department)**

GCS Magnet Fair Marketing Plan (Excerpts)
11/1/07

I. Goal
Increase awareness/participation of/in the Magnet Fair and enrollment period

II. Targets (for marketing purposes, not enrollment)
A. Parents of children who are currently attending a GCS elementary, middle or high school
B. Parents of children who are not currently attending a GCS magnet school

III. Key Messages
- GCS has six new magnet/choice schools starting fall 2008 including Washington Elementary Montessori, Welborn Middle Science and Technology, Andrews High School Aviation Academy, Northwood Elementary, Ferndale Middle and Hairston Middle Pre-International Baccalaureate
- GCS is a national leader in providing specialized schools and instructional programs designed to meet the educational needs of a culturally diverse citizenship

IV. Timeframe
- January 2 through March 21, 2008

V. Media Relations
- Schedule media tour of select magnet/choice schools to promote the event
- Pitch in-studio interviews with Tony/theme representatives for pre-event coverage
- Secure live remote (either radio or TV) for Magnet Fair coverage
- Media alert to promote enrollment dates and event
- Include in Good News as upcoming event/deadlines

VI. Publications
Brochures
- Produce brochures for six new schools

Flyers/Posters
- Flyers – Distribution to all schools, central offices, community organizations/public facilities
- Separate flyers and posters for the six new schools?

7. **Negotiated budget revision with assigned US Department of Education Program Officer – November 8, 2007 (Emily Scott)**

8. **Launched Project Design Teams and provided orientation for GCS staff – November 14, 2007 (Eric Becoats, Tony Burks, Emily Scott)**

TO: Magnet Grant Project Team Members (GCS)
FROM: Dr. Eric Becoats
CONTACT: Le Boler (378.8838)
DATE: Wednesday, November 7, 2007

RE: Magnet Grant Implementation Project Team Meeting
Thank you for participating in the Magnet Grant Implementation project. We will conduct a mandatory team meeting for GCS staff on Wednesday, November 14th, 7:45a in the Eugene Street Boardroom. An overview of the Magnet Schools Assistance Program (MSAP) Grant will be provided. Team members will be briefed on their individual duties and the scope of the project over the upcoming months. Light refreshments will be provided.

Please contact Le Boler via email at boleri@gcsnc.com or at 378.8838 with any questions you might have. Thank you.

9. Brainstormed content for annual Magnet School newspaper insert, including a feature article about the six new schools – November 16, 2007 (Tony Burks, Christine Amos, and the District Relations Department)

Subject	Producer
List of schools w/ profiles	Adams/Burks
New magnet schools	Brandon
Magnet Process/lottery graphic	Govus
Map of 46 programs @ 39 schools	Govus/Bell
Business link story - Hondajet, TIMCO	Brandon
Student profile elementary	Govus
Student profile middle	Brandon
Student profile high	Brandon
Dr. Grier letter	Brandon
Calendars/special calendars	Done
Application due date - check list - mention transportation	Adams/Burks
Did you know blurbs	Adams/Burks
Magnet Matrix of all schools	Adams/Burks

10. Met with the Director of Student Assignment and the Director of Transportation to determine needs resulting from six new magnet schools – November 20, 2007 (Tony Burks, Emily Scott)

(excerpt)
From: Harris, Jeff
Sent: Tuesday, November 20, 2007 5:19 PM
To: Burks II, Tony; Jennings, Beth (TRAN)
Cc: Stacey, Curtis; Craven, Doyle; Scott, Emily M; Amos, Christine
Subject: RE: Confirmation

Tony,
Been working some numbers this afternoon….The cost for 10 additional buses will be in the $700,000 range but could be around $800,000 if legislation is passed requiring new buses be equipped with seatbelts.

I estimate the first year cost for 10 additional buses to be $458,809.

Jeff Harris

----- Original Message -----
From: Harris, Jeff
To: Burks II, Tony; Jennings, Beth (TRAN)
Cc: Stacey, Curtis
Sent: Wed Nov 14 12:38:33 2007
Subject: RE: Bus resources to support magnets

Tony,
Our resources are diminished not by load, but by available time. I would anticipate needing to add at the minimum 10 buses the first year. I need additional time to review the proposal and impact.

- The greatest impact on transportation resources would fall on the aviation school, especially if those who reside in the Eastern half of the county show interest. I would anticipate concentration on 8 additional buses to fleet for support.

- Welborn & Ferndale - Utilize the current buses which transport HPC, TWA and SW students to the Andrews hub, then disperse to assigned schools.

- Washington - 3 additional buses (could possibly piggy back on aviation if start time at aviation school were later than 9:00)

- Northwood - Blend into the magnet west established routes, same concept as Washington, utilize buses serving aviation school if start time is later.

- Hairston - Depending on the number of students who will attend within the Hairston boundary, I anticipate 2 additional buses per year.

Jeff Harris

11. Provided an orientation for community members who serve on project design teams – November 27, 2007 (Tony Burks, Emily Scott)

12. Discussed possible revisions to BOE IEM-P with the Chief Human Resources Officer – November 27, 2007 (Tony Burks, Doyle Craven)

Quarterly Meeting with the Superintendent (excerpt) - November 30, 2007

[Item] FOUR – Proposed Revisions to Procedure IEM-P
Add mission and objectives:

Mission and Objectives: Magnet and Option Schools and Programs will be used by the district to fulfill its mission to graduate responsible citizens who prepared to succeed in higher education, or in the career of their choice and to meet three objectives:

- Provide expanded—or additional—educational opportunities that stimulate interests and foster academic achievement;
- Reduce minority group isolation and support diverse populations within schools; and
- Maximize the use of existing school facilities.

Expand data/information sources for locally-developed magnet evaluations:

Evaluation: This process "will utilize the three objectives of the Magnet and Option Schools and Programs, as well as, the stated goals of each program; assessment of student achievement as measured by tests utilized by the district or provided by the state; and other project, portfolio or

performance criteria appropriate for the specific program. Additionally, this process" should be inclusive of school climate and community involvement.

Change the district's position on non-resident applicants:

Out of County Students - Applications from students whose domicile is outside Guilford County will not be considered.

Utilize resources to support students:

[Magnet Schools and] High School Options—in consultation with the Office of Magnet and Choice Schools—will develop specific tools and processes to promote Student Progress and Advancement.

13. Develop MSAP Grant Funded School Magnet Coordinator job description and solicit feedback from principals and project design team co-champions – December 5 and 10, 2007 (Tony Burks)

From: Burks II, Tony
Sent: Monday, December 10, 2007 1:46 PM
To: Lathan, Grenita F.; Bolds, Lori; Daye, Teresa J; Winslow, Scott; Wallace, Monique V; Garrison, Lori K; Melious, Kathleen; Campbell, Chad E; Morgan, Randy; Tate, Rovahnda A; Tharpe, Maya S; McPhail, Tanya
Cc: Scott, Emily M; Amos, Christine; Hare, James Donald
Subject: FEEDBACK REQUESTED: magnet theme coordinator job description

Dear all:

It's taken me a little longer than I'd anticipated to complete this task…apologies. Please review the following DRAFT job description and give me your feedback between now and Thursday, December 13, 2007. I will submit the revised job description to Steve Foster in Human Resources for additional revisions/formatting and then future posting and announcement.

Also, please find attached the updated roster of team members…and the digital recorders have arrived. Please send Emily and I an updated list of your project team meetings. In the meantime, I will work to get the digital recorders to co-champions of each team so that you may begin recording these meetings.

Thanks and be well.

tlb2

GUILFORD COUNTY SCHOOLS JOB DESCRIPTION
JOB TITLE: MSAP GRANT-FUNDED MAGNET COORDINATOR
GENERAL STATEMENT OF JOB (Excerpts)

The person performs a variety of tasks as a school-based professional development leader and articulates the vision of the respective MSAP grant-funded magnet program as its coordinator. Assists teachers and administrators in the curriculum, instruction, assessment, and organizational goals of the magnet program and district by providing collaboration, consulting, and coaching services in an assigned school. Acts as a key member of the school's instructional leadership team and working directly with the principal provides overall professional development to teachers through demonstration lessons, model lessons, workshops, and during planning time for instruction with the direct goal/outcome being increasing student achievement. Reports directly to the school principal

and works under the close direction of the Instructional Improvement Officer and the Director of Magnet and Choice Schools.

MINIMUM TRAINING AND EXPERIENCE

Bachelor's degree in Education, Master's degree in Education, Education Administration or related area or field that will qualify for licensure as a teacher by the North Carolina Department of Public Instruction. Extensive and successful work and certification in thematic area of the respective magnet program. At least 3 to 5 years experience in classroom with evidence of exemplary practice in curriculum, instruction, and organization and/or any equivalent combination of training and experience which provides the required knowledge, skills, and abilities.

14. Polled project design team members by category (GCS staff, Community members, co-champions) to determine level of member involvement and gather questions and comments (Tony Burks)

From: Burks II, Tony
Sent: Monday, December 10, 2007 2:32 PM
To: 'steve.herbolich@volvo.com'; 'turquiose_seas@yahoo.com'; 'mjost@bellsouth.net'; 'frank@thegms.org'; 'dtafari@triad.rr.com'; 'HCauthen@greensboro.org'; 'connie.rice@timco.aero'; 'kendeandriver@yahoo.com'; 'refrye@gtcc.edu'; 'David_Drugman@haci.honda.com'; 'pwitt@cessna.textron.com'; 'mjolley@cessna.textron.com'
Cc: Scott, Emily M
Subject: PLEASE ADVISE: Community Members of Project Design Teams check-in
Importance: High

Hello there!

I cannot fully express what Emily and I felt when you agreed to serve as members of our project design teams. I am thankful to live in a community where folks are willing to get involved and make a difference for students. Thanks for the work you are doing with your team.

Emily and I want to check-in with each of you electronically (and individually) to see how things are coming. Would you mind taking a few moments to reply to this message before December 21, 2007?

Specifically,

- Have you been able to meet with your team?
- Are the meetings productive?
- How are your gifts/talents being utilized by the project design team?
- Do you have any questions, concerns, or comments for Emily and I?
- If things with the functioning of your project design team need improving, what suggestions do you have?

We look forward to your response. Thanks again for all you are doing and be well.

tlb2

TWO RESPONSES to December 10 e-mail:

TEAM A (Tue 12/11/2007 8:47 PM): The most enjoyable moment in this assignment was taking (Washington parent) to visit Erwin Montessori….[T]he pre-K and K teacher at Erwin…extended the warmest invitation to her and explained how her class works. [The Washington parent] spent around 2 hours in the classroom observing the class, watching students work, and examining the instructional materials, and came away completely sold on the idea.

TEAM B (Tue 12/11/2007 2:42 PM): I was impressed by the depth and scope of expertise in the room and the enthusiasm of all involved, but I didn't get the feeling that we were a true team working toward a particular goal… Personally, I love email. Meetings are fine, and necessary, but I prefer the written word and see email as a much better way to get people organized. To me, it's like having a meeting where the minutes are automatically recorded. I've yet to receive any email from the group. We could send out suggestions and ideas, assign tasks, and so on through group mailings. We can't possibly do everything we need to do in monthly meetings.

15. Visited two International Baccalaureate Middle Years Programmes in Wake County – December 11, 2007 (Tony Burks, Emily Scott, Lori Garrison, Chris Butler, Teresa Daye, Sally Starrfield, Karen Ellis, Michelle Ungurait, Ashly Morrison, Sandy Edwards, Jocelyn Becoats)

8-8:15am: Meet/Depart – 120 Franklin Boulevard.

10am: Meet at WCPS Magnet Resource Center
1600 East Millbrook Road
Raleigh, NC 27609
919-501-7900

10:15am to 2pm: Visit Middle Years Programmes (and discuss IB with Kirsten over lunch)
East Millbrook MYP
3801 Spring Forest Road
Raleigh, NC 27616
919-850-8755

East Garner MYP
6301 Jones Sausage Road
Garner, NC 27529
919-662-2339

2pm: Depart Raleigh

16. Created and submitted completed PS-32/New position form – December 13, 2007 (Tony Burks, Sherri Thomas, Steve Foster)

GCS PS-32 Form	
Action Type: New	# of Positions to Create: 1
Location: 632 - MAGNET SCHOOLS	Status: Financial Admin Approved
Create Date: 12/13/2007 10:47:03 AM	Next Approver: Robert Rivers
Description:	Aviation Coordinator
Type of Position:	Temporary - Temporary Duration: 06/30/2010 Full-time
Pay Grade:	APCERT
Months Employed:	12
Hours Per Day:	8
Comments:	MSAP Grant funded position. This position is based at Andrews High School (319)

17. **Advertise positions and recruit candidates for MSAP grant-funded positions – dates to be determined (Humans Resources Department)**

18. **Visit other schools—locally, regionally, and nationally—with similar themes to gather ideas for possible implementation – dates to be determined (Tony Burks, Emily Scott, and representatives from Aviation, Montessori, Science and Technology themes)**

    Possible Site Visit Locations

    Five Montessori Schools in Washington, DC (i.e., Marshall Education Center, Burrville Elementary School, Langdon Elementary School, Nalle Elementary School, Watkins Elementary School)

    Four Montessori Schools in North Carolina (i.e., Poe Montessori Magnet School, Park Road Montessori School, Morehead Montessori School, Chantilly Montessori School)

    Two Aviation Academies (i.e., The Aviation Academy at Denbigh High School, Newport News, VA; Aviation Sciences program at Sterling High School, Houston, TX)

    Six Science and Technology Schools in North Carolina (i.e., Atkins High School, Phillip O. Barry Academy of Technology, Harding University High School, Cochrane Middle School, Southeast Raleigh High Magnet School, FJ Carnage GT Magnet Middle School)

    Two Science and Technology Schools in Texas (i.e., Clifton and Fondren Middle Schools, Houston, TX)

19. **Determine a plan to recruit and identify eligible students – ongoing (each project design team)**

20. **Recommend and request facility, furniture, and equipment adjustments – ongoing (each project design team)**

21. **Develop a comprehensive curriculum supported by the instructional materials – dates to be determined (Curriculum staff, select IIOs, and each project design team)**

Guilford County Schools Magnet Transportation Study

The purpose of this study was to determine costs associated with providing yellow school bus transportation for pupils attending Magnet Schools and the costs to transport magnet students on contract transportation.

	2007-08	2006-07	2005-06	2004-05	2003-04	2002-03	2000-01
• Total Number of Magnet School Buses:	88	89	87	89	133	111	95
• Total Magnet School Bus Miles Per Day:	8553.2	7928.4	7077.9	5,267	6,897	6,265	4,868
• Total Number of Students Transported on Magnet School Buses:	3474	3421	2580	2,527	2,382	1,737	2,043
• Number of Magnet Students Transported via Contract Transportation Services:	0	0	0	0	0	0	0
• Guilford County Cost/Mile for Operation of a Yellow School Bus:	$2.8038	$2.6613	$2.8006	$3.05	$2.6482	$2.2751	$2.3473
• Number of School Days:	180	180	180	180	180	180	180
• Total Magnet Transportation Costs (Includes additional 20 days for Brooks and Johnson Street)	$4,316,663	$3,846,593	$3,606,014	$2,942,164	$3,351,295	$2,616,324	$2,085,247
• Cost per Student/Year (GCS Avg. $674.68, 06/07)	$1,242.56	$1,124.41	$1,397.68	$1,164.29	$1,406.93	$1,506.23	$1,020.68

Estimated costs per new school:

- Andrews (Aviation) 8 additional buses - $75,000 per bus - $600,000 est total costs. Operational cost to transport based on 200 students - $114,000 yr
- Ferndale and Hairston(International Baccalaureate MYP) - 2 additional buses needed per year, first year additional buses - $75,000 per bus - $150,000. Addition operational costs first year - Ferndale - $28,394 / Hairston $42,591
- Northwood (International Baccalaureate PYP) - Additional operational costs first year - $28,394
- Washington (Montessori) - Additional operational costs first year - $47,702
- Welborn (Science and Technology) - Additional operational costs first year - $42,591
- Estimated *cost for additional buses* - $750,000 to $800,000 depending on per unit cost and possible increase of per unit costs for seatbelts on buses. Estimated *operational costs* for first year - $303,672.00

Data Collection: Student ridership data was extracted from the September 2007 Student Count Report (TD-2) submitted to the North Carolina Department of Public Instruction (NCDPI) Transportation Services and the current number of students assigned to magnet bus routes. The number of miles for each run was derived from the Transportation Information Management System (TIMS) and verified using driver mileage logs. Guilford County Schools Cost/Mile for the operation of a yellow school bus was calculated using the total operation data from the 2006-2007 school year. This figure includes both the costs deemed eligible by the NCDPI and the additional associated LEA expenditures. Transportation data for this report was generated from the bus routes for GCS magnet schools.