

**Community Foundation
School District of Palm Beach County
Department of Safe Schools
*Efficacy in the Community Campaign***

I. General Program Information

A. Summary

Educators are very aware of how students learn – the methods and strategies that assist children in learning knowledge and concepts. However, educators may not be aware of why students learn, or why students do not learn – or, more importantly, how two students sitting next to each other with comparable ability can perform at very different levels. One child may excel in school while the other may fail miserably.

“Efficacy” is the key to the development of our children. Efficacy is a person's belief in his/her own ability to perform at a high level. Children who believe they are smart and are willing to put forth effective effort perform very well in school. Children, who believe in their ability to regulate their behavior, behave in a civilized manner. Research regarding “efficacy” very clearly shows that children with high levels of efficacy reach proficiency in academic achievement and in character development.

The School District of Palm Beach County has been implementing Single School Culture® for *Academics* processes in 50 high needs schools for the past 3 years. Efficacy beliefs serve as the philosophy upon which this initiative rests. Data from these schools demonstrates academic growth for children who are furthest from the bar of achievement. In these schools, educators are actively teaching efficacy concepts to students. They continuously give students opportunities to analyze their data and develop strategies for improvement. Students are realizing “how smart they are.” Teachers hold high expectations for all students. Through these practices, students have demonstrated academic growth.

B. Need

We, at the Department of Safe Schools, are very pleased with the student outcomes that were demonstrated through this initiative. However, we believe that these good outcomes can be accelerated if the other adults in our students' lives shared the efficacy beliefs and used practices that fostered efficacy in the children. This will require adult training in the Efficacy concepts and beliefs. All children benefit when their development is fostered through increasing their efficacy. The urgency is evident as we have no time to waste in engaging families whose culture or prior experiences have prevented them from engaging in promoting their children's advancement through education.

C. Proposed Services

Our goal is to provide parents and community members with training in efficacy beliefs. Adults often lack the beliefs and the necessary language to give messages of encouragement that will support the academic achievement of their children. A series of 4 training videos/DVDs will be produced in English, Spanish and Haitian Creole.

These videos will provide parents with the beliefs, language and strategies they need to support both the academic and social emotional development of their children. Our ultimate objective is the development of our children. All children benefit when their development is fostered through increasing their efficacy. These videos will heighten adult awareness around efficacy beliefs and practices resulting in increased self-efficacy for the children.

Project Design:

The videos will empower families and community members to:

- Navigate the American educational system and have a meaningful role in their child's school improvement process.
- Respond to school aggregated/disaggregated student assessment data.
- Overcome the challenges that they face in their pursuit of a better life in United States (*Underlying Reasons for the Lack of Academic Achievement Among Hispanic Students*).
- Implement proven-to-work home practices that can help their children experience academic success.
- Monitor and supervise their children's academic life.
- Do all of the above using Efficacy beliefs as the foundation.

This video production project includes the following steps:

- Planning and developing the outline (storyboard)
- Selecting and ensuring raw materials and resources
- Video taping the presentation/workshop
- Editing the video
- Marketing and delivering of the video to school audiences, parent groups, and the community in general

Presentations will be delivered both in taped and live formats.

One additional video/DVD will provide insight for parents and community members regarding the valuable role Efficacy plays in not only fostering the academic achievement but also the social and emotional development of children and adolescents.

Dr. Jeffrey Howard, Founder and President of the Efficacy Institute, Inc. will be featured on this video/DVD. Dr. Howard has more than 25 years of experience as a staff developer and consultant to school and community leaders on systemic education reform. He is a lecturer at the Harvard University Principal's Center at the Graduate School of Education. He also serves as a gubernatorial appointee to the Massachusetts Education Management Audit Council, the body overseeing the progress of education reform in communities across the state.

In this video/DVD, Dr. Howard will explain the:

- Two models of development
 - Innate Ability Thinking
 - Efficacy Model of Development
- Impact that these models have on children's effort and development
- Effect of adult behaviors and practices on the development of children and adolescents
- Dr. Lourdes Ferrer of the Chicago Public School District, formerly with The Efficacy Institute, will provide the Spanish and Creole Versions.

D. Other Organizations

Other organizations involved in the Single School Culture[®] project, in addition to the School District of Palm Beach County, include The Pew Public Education Fund and the Picower Foundation. Interestingly enough, the MacArthur Foundation was the original funder, with Annenberg and Pew in 1999, of the Efficacy initiative, the precursor to the present Single School Culture[®] project. The School District meets with and reports to the Pew Public Education Fund and the Picower Foundation regularly to discuss program implementation and outcomes.

At least 18 community and faith based groups, invited by the Pew Public Education Fund, the Education Commission, and the Children's Services Council in Palm Beach County have committed to learning the efficacy concepts and using the language of efficacy with the children whom they serve. Many after school programs and tutorial groups are represented in these numbers. The members of these groups will serve as partners with us at the school district. We anticipate their participation in video presentations and television spots. The organizations will utilize these training DVDs with their clients and constituents. They will be broadcast on School Television Network, Adelphia Cable Channel 19 and segments will be developed for use on major broadcast channels.

II. Outcomes

A. Parents and Community Members will:

- Develop an understanding of the Efficacy model of development
- Parents will understand that their children are capable of reaching proficiency on both academic and behavior standards
- Understand how to navigate the educational system to the benefit of their children
- Acquire the beliefs, language and strategies to foster both the academic and social/emotional development of their children

A large-scale dissemination of the videos/DVDs across the county will occur. Use at national conferences is also anticipated. Means of dissemination include traditional television outlets, public television, district instructional television and radio.

Deliverables will include:

- 5 videos/DVDs in various languages
- Billboard, Tri-Rail, and Palm Tran messages
- Radio and television public service announcements
- Training materials will be provided to the 18 community agencies for presentations that they will deliver to their clients and constituents. We will request that they provide us with information from their presentations.
- Provide three (3) public service announcements around the Efficacy message that will air on Cable Channel 19 (The Education Network - 450,000 subscribers). Funding credit on each spot will be given to the Community Foundation. (Haitian Creole spots will be aired on Haitian radio – 980 AM)
- Billboards with the Efficacy Community Campaign message will be developed, produced, and displayed on Tri-Rail trains and Palm Tran buses.

B. Criteria for Judging Effectiveness

- Workshop participants will complete pre and post assessments for each presentation. Knowledge and understanding of the concepts can be assessed through these surveys.
- Parent survey will be conducted to gauge parents' ability to demonstrate their efficacy using newly learned strategies with their own children.
- We will gauge effectiveness by the quality of final products and by public recognition.
- Once the Efficacy in the Community Campaign is underway, and community members have had ample opportunity to participate in training and view presentations, and billboards, the electronic telephone system will solicit their comments and feedback. We anticipate that this will take place approximately 5 months into the campaign.

III. Program Operations

A. Activities

- Community members will receive training in Efficacy concepts and beliefs
- Parents of school children will receive training in Efficacy concepts and beliefs
- Efficacy videos will be produced in English, Spanish and Haitian Creole
- Billboard , Tri-Rail and Palm Tran messages will be formulated
- Radio and television public service announcements will be prepared

B. Why Activities Will Work

The Efficacy initiative, which we implement in 50 schools in Palm Beach County, has been very effective in moving students' academic achievement to proficiency. We believe that we can accelerate this academic growth if parents and community members reinforce the efficacy beliefs through strategies and practices learned through this Efficacy awareness project.

C. Timeline

Year 1	
Produce 2 videos/DVDs <ul style="list-style-type: none">• Plan and develop storyboard• Videotape presentation• Edit the video/DVDs• Market and deliver video/DVDs	January – April 2007
Provide 6 live presentations	January – April 2007
Prepare content for billboards	March 2007
Prepare radio and television public service announcements	Winter, Spring, Summer 2007
Provide training for community members and parents	January – December 2007
Administer electronic survey	October 2007
Year 2	
Produce 2 videos/DVDs <ul style="list-style-type: none">• Plan and develop storyboard• Videotape presentation• Edit the video/DVDs• Market and deliver video/DVDs	January – April 2008
Provide 6 live presentations	January – April 2008
Prepare content for billboards	March 2008
Prepare radio and television public service announcements	Winter, Spring, Summer 2008
Provide training for community members and parents	January – December 2008
Administer electronic survey	October 2008
Year 3	
Produce 1 video/DVD <ul style="list-style-type: none">• Plan and develop storyboard• Videotape presentation• Edit the video/DVDs• Market and deliver video/DVD	January – April 2009
Provide 6 live presentations	January – April 2009
Prepare content for billboards	March 2009
Prepare radio and television public service announcements	Winter, Spring, Summer 2009
Provide training for community members and parents	January – December 2009
Administer electronic survey	October 2009

D. Other Organizations

Many community and faith groups will be involved in this project. Their involvement includes:

- Participating in training
- Participating as members of a live audience
- Developing billboard, Tri-Rail, and Palm Tran messages
- Developing radio and television public service announcements
- Pew Public Education, Education Commission, and Children's Services Council and the 18 community groups will act in tandem to give consistent messages, attend training together, and be part of all facets of carrying out the campaign.

IV. Budget and Financial Information

A. Revisions

Revised budget is attached.

B. Future Sources of Support

Future sources will include a combination of School District, community, and private funders.

PROPOSED PROGRAM BUDGET

Year 1

ITEM	FUNDING REQUESTED FROM THE COMMUNITY FOUNDATION	AGENCY RESOURCES AND IN-KIND FUNDING	\$ FROM OTHER FUNDERS/SOURCES Identify sources and whether funding is approved (A) or pending (P) [e.g. \$10,000 XXX Fdn. [P]]	PROGRAM TOTAL
Personnel/Salaries (list title and % time on project)				
SUBTOTAL, PERSONNEL	\$0			\$0
Benefits (% of personnel)				
TOTAL, PERSONNEL	\$0			\$0
PROGRAM EXPENSES (Itemize all expenses)				
1. Consultant: Training modules in Spanish and Creole: consultant Dr, Lourdes Ferrer to develop 8 modules, scripted with follow up segments. PowerPoint and print packets in addition to completed segments for television. Four of the segments will be 30 minutes each. Four of the next 30 minute segments will be 15 minute bits that can be shown in 5, 10 or 15 minute segments. \$100/hour X 12 hours X 8 segments + \$9,600	\$9,600			\$9,600
2. Training for parent representatives and community representatives: consultant Dr. Jeff Howard , The Efficacy Institute. \$10,000.00 for 2 day training including expenses.	\$10,000			\$10,000
3. Efficacy Institute to train/certify 20 or so community and organization leaders and representatives from parent groups. These trained representatives will be certifies to provide training to members of their staffs and community groups.	\$15,000			\$15,000.00
4. Video production, editing, development of trainers, etc., for all training segments	\$19,000			\$19,000

PROPOSED PROGRAM BUDGET

Year 1

ITEM	FUNDING REQUESTED FROM THE COMMUNITY FOUNDATION	AGENCY RESOURCES AND IN-KIND FUNDING	\$ FROM OTHER FUNDERS/SOURCES Identify sources and whether funding is approved (A) or pending (P) [e.g. \$10,000 XXX Fdn. [P]]	PROGRAM TOTAL
5. Monitoring, reporting, time management and scheduling assistance. 70 hours X \$20/hour = \$1,400	\$1,400			\$1,400
6. Process evaluation - School District of Palm Beach County. 50 hours X \$20/hour = \$1,000		\$1,000		\$1,000
SUBTOTAL (Program Expenses)	\$55,000	\$1,000		\$56,000
TOTAL EXPENSES (Program + Personnel)	\$55,000	\$1,000		\$56,000
ADMINISTRATIVE COSTS e.g.. Rent, utilities, accounting etc. (Up to 10% of Total Expenses)	\$0			
GRAND TOTAL	\$55,000	\$1,000	\$0	\$56,000

PROPOSED PROGRAM BUDGET

Year 2

ITEM	FUNDING REQUESTED FROM THE COMMUNITY FOUNDATION	AGENCY RESOURCES AND IN-KIND FUNDING	\$ FROM OTHER FUNDERS/SOURCES Identify sources and whether funding is approved (A) or pending (P) [e.g. \$10,000 XXX Fdn. [P]]	PROGRAM TOTAL
Personnel/Salaries (list title and % time on project)				
SUBTOTAL, PERSONNEL	\$0			\$0
Benefits (% of personnel)				
TOTAL, PERSONNEL	\$0			\$0
PROGRAM EXPENSES (Itemize all expenses)				
1. Efficacy Institute to complete training/certifying 20 or so community and organization leaders and representatives from parent groups. These trained representatives will be certifies to provide training to members of their staffs and community group	\$15,000			\$15,000
2. Materials and updates from Efficacy Institute. Ongoing training, feedback and support. Continued permission for use of all materials.	\$25,000			\$25,000
3. Video editing, production of trailers, branding and editing	\$15,000			\$15,000.00
4. Process evaluation - School District of Palm Beach County 50 hours X \$20/hour		\$1,000		\$1,000
SUBTOTAL (Program Expenses)	\$55,000	\$1,000		\$56,000
TOTAL EXPENSES (Program + Personnel)	\$55,000	\$1,000		\$56,000
ADMINISTRATIVE COSTS e.g.. Rent, utilities, accounting etc. (Up to 10% of Total Expenses)	\$0	\$0		\$0
GRAND TOTAL	\$55,000	\$1,000		\$56,000

PROPOSED PROGRAM BUDGET

Year 3

ITEM	FUNDING REQUESTED FROM THE COMMUNITY FOUNDATION	AGENCY RESOURCES AND IN-KIND FUNDING	\$ FROM OTHER FUNDERS/SOURCES Identify sources and whether funding is approved (A) or pending (P) [e.g. \$10,000 XXX Fdn. [P]]	PROGRAM TOTAL
Personnel/Salaries (list title and % time on project)				
SUBTOTAL, PERSONNEL	\$0			\$0
Benefits (% of personnel)				
TOTAL, PERSONNEL	\$0			\$0
PROGRAM EXPENSES (Itemize all expenses)				
1. Consultant: Updated television modules - Dr. Ferrer. This focus is not on closing the achievement gap and what families and communities can do but on encouraging messages - "work hard - get smarter", "effective effort brings confidence and competence" and real life stories. Six 30 minute modules that are breakable into 10 - 15 minute segments. \$7,500 completed program in Spanish and Creole (scripts, separate language materials).	\$7,500			\$7,500
2. Continued use of Efficacy research; Efficacy Institute affiliation, including permission to freely use all Efficacy materials and training for parents and community members.	\$15,000			\$15,000
3. Video editing, completion of DVDs, broadcast quality videos, updates - branding on final library.	\$10,000			\$10,000.00
4. Process evaluation - School District of Palm Beach County 50 hours X \$20.00		\$1,000		\$1,000
5. Evaluation of 3 year project formative and summative.	\$5,000			\$5,000
SUBTOTAL (Program Expenses)	\$37,500	\$1,000		\$38,500

PROPOSED PROGRAM BUDGET

Year 3

ITEM	FUNDING REQUESTED FROM THE COMMUNITY FOUNDATION	AGENCY RESOURCES AND IN-KIND FUNDING	\$ FROM OTHER FUNDERS/SOURCES Identify sources and whether funding is approved (A) or pending (P) [e.g. \$10,000 XXX Fdn. [P]]	PROGRAM TOTAL
TOTAL EXPENSES (Program + Personnel)	\$37,500	\$1,000		\$38,500
ADMINISTRATIVE COSTS e.g.. Rent, utilities, accounting etc. (Up to 10% of Total Expenses)	\$0	\$0		\$0
GRAND TOTAL	\$37,500	\$1,000		\$38,500



Community Foundation
FOR PALM BEACH AND MARTIN COUNTIES

General Grantmaking Program
Proposal Summary Form

Agency: School District of Palm Beach County Division of Safety and Learning Environment Department of Safe Schools Address: 1790 N.W. Spanish River Boulevard City: Boca Raton Zip Code: 33431	Contact Person: Alison Adler, Ed. D. Title: Chief, Safety and Learning Environment Phone Number: (561) 982-0900 E-Mail Address: Alison@singleschoolculture.com May We Contact You By E-Mail? Yes CEO: Dr. Arthur Johnson CEO Signature: Date of Submission: July 27, 2006	
AGENCY PURPOSE: School District of Palm Beach County Division of Safety and Learning Environment Department of Safe Schools DIN Number: 132026527		
Year Founded:	Agency Annual Budget: \$17,000,000.00	Major Funding Sources: Federal, state, foundations, feed based operations

PROPOSAL INFORMATION

Total Project Budget: \$ 3,350,000.00	Amount Requested: Year 1 \$55,000; Year 2 \$55,000; Year 3 \$37,500
Name of Project or Project Type (eg. afterschool program, health outreach program, arts performance, etc.) Parent/Community Efficacy Campaign	
How many people will be served? 1,200,000 (estimated)	Is this a new project? No If not, how long has it been in existence? 6 years
To what other sources are you applying for this project? None at this time.	
What geographical area will be served? All in Palm Beach County	
List similar services in your county: None	