



Teacher-Led, Student-Centered Engagement Support

Oak Park Elementary School District 97

Proposal presented October 3, 2023

Prepared by

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Overview

Oak Park Elementary School District 97 is planning to conduct broad community engagement in order to inform and shape their upcoming strategic plan, modeled upon the “Portrait of a Graduate” format. D97 is fortunate to have a large cohort of staff members who have the skills and commitment to shaping the Portrait through the selection and application of educational standards.

In order for this Portrait to be grounded in the needs and realities of Oak Park’s students, families, and the teachers who support them, Greater Good Studio proposes a process of facilitated staff support throughout the 2023–24 school year. We will co-create a community engagement plan, inspire and equip teachers with the human-centered mindsets and methods to learn from their communities, and facilitate the synthesis required to harmonize all the feedback together.

Our recommendations will inform a Portrait of a Graduate that upholds the District’s equity policy, blending the expertise of trained and qualified teachers with the lived experience of students and families.

In the longer term, meeting the promise of the District’s equity policy requires a reimagining of the ways that all of our systems work. Human-centered design is an approach to systemic innovation that continuously centers and re-centers the most marginalized among communities. This proposal lays out a scope of work for School Year 2023–24 that reimagines processes, including both strategic planning and community engagement. Future projects may reimagine OST enrichment, teacher certification, or other elements of the District’s infrastructure where a human-centered lens may lead to more equitable innovation.

Scope of Work

We've outlined our work across four phases. Phase 1 is more detailed than the subsequent phases; this is because the outputs of Phase 1 will inform the specific activities and deliverables going forward.

Total project timing: 26 weeks

If contract is signed by: October 9, 2023

Then project can begin: October 23, 2023

And project would end: May 3, 2024

GGs requires 10 business days between contract signature and project kickoff.

The GGS office is closed for the last two weeks of December.

Phase 1: Framing

6 weeks

The goal of this phase is to co-create a process plan for community engagement and Portrait development that is both desirable and feasible for teacher-leaders.

GGs Activities

- Set up weekly calls to share progress, make decisions, and align on next steps
- Align on purpose, outcomes, and process for framing workshop with core client team
- Draft invitation language to describe the framing workshop and invite participants
- Plan and design framing workshop activities and materials; provide a list of supplies
- Facilitate a 3-hour framing workshop with 15-20 attendees which may include the following activities:
 - Storytelling and empathy-building to get to know staff members, both individually and as a community
 - Sharing examples of a wide variety of community engagement methods
 - Walking through a large-scale journey map of the following phases, with fixed elements called out, and discussing flexible elements to seek consensus or input

- Document workshop outputs and draft full process plan for Parts 2-4
- Share process plan with client team to gather feedback from attendees
- Update and finalize process plan

Client Activities

- Define a core client team (2-4 people) to attend weekly calls and conduct all Client Activities
- Decide on inclusion and diversity criteria for workshop participants, and distribute invites to all staff members
- Confirm 10-12 workshop attendees
- Provide content as needed to build large-scale journey map of the engagement process
- Secure accessible workshop space, food, supplies, childcare, compensation, and/or other relevant supports
- Participate in framing workshop, suggested date 11/10/23
- Distribute process plan draft and facilitate feedback gathering from attendees (e.g. survey, Google Doc with comments, etc.)

Deliverables

- GGS delivers process plan for Phases 2-4, indicating activities across stages for all parties involved (e.g. staff team, client team, community stakeholders, etc.)

Phase 2: Engagement Planning

6 weeks

The goal of this phase is to prepare the tools and structures necessary for an effective and inclusive community co-creation process.

Potential GGS Activities

- Once teachers draft v1 of the Portrait of a Graduate, translate it into a series of displays and stimuli to help community members relate to and engage with the material
- Advise on logistics and data collection methods for community engagement sessions

- Draft content for external-facing agenda and internal-facing facilitation guide for community engagement sessions

Client Activities

- Client team decides on inclusion and diversity criteria for members of the community engagement leadership team, and confirms participation for up to 30 team members, including administrative barrier management, socializing and/or relevant participation incentives
- Teacher-leader team drafts v1 of the Portrait of a Graduate
- Client team plans logistics for community engagement sessions
- Client team markets and manages invitations/signups for community engagement sessions
- Client team obtains all supplies and materials

Deliverables

- Staff leader team delivers Portrait v1 content, which may include development dimensions, competency sources, student learning experiences, etc.
- GGS delivers agenda, facilitation guide, and Portrait v1 displays and stimuli
- Client team delivers schedule of community engagement sessions with logistics and RSVP management

Phase 3: Engagement

8 weeks

The goal of this phase is to learn directly from community members about their desires, experiences, and priorities for the district-wide strategic plan.

Potential GGS Activities

- Train team in facilitating community engagement sessions by modeling the first session, then debriefing afterwards
- Facilitate weekly group check-in calls with team to reflect on successes, challenges, and learnings from community engagement sessions

Client Activities

- Team conducts community engagement sessions
- Client team provides space, materials, logistical support, and data collection support (photos, typed-up notes, etc.) for all community engagement sessions

Deliverables

- Client team delivers all data from community engagement sessions

Phase 4: Synthesis and Communication

6 weeks

The goal of this phase is to find patterns in the feedback and evolve the Portrait of a Graduate into a community-centered version.

Potential GGS Activities

- Plan and facilitate a one-day (6 hour) synthesis workshop with team to review and analyze the data from community engagement sessions, and make decisions about what to change from v1 to v2
- Document outputs and recommendations from synthesis workshop

Client Activities

- Client team shares data and attends synthesis workshop
- Client team provides space, materials, and logistical support for synthesis workshop
- Based on outputs and recommendations, team drafts v2 of the Portrait of a Graduate

Deliverables

- GGS delivers recommendations for Portrait v2
- Team delivers Portrait v2 content, which may include development dimensions, competency sources, student learning experiences, etc.

Budget

Professional fees	
Phase 1: Framing	\$18,180
Phase 2: Engagement Planning	\$20,160
Phase 3: Engagement	\$20,520
Phase 4: Synthesis and Communication	\$14,580
Professional fees subtotal	\$73,440
Expenses	
Reimbursable expenses not to exceed	\$1,500
Total budget	\$74,940

Project expenses are reasonable out-of-pocket costs incurred by Greater Good Studio in the performance of this project. Expenses may include stipends for project advisors or recruiting partners; incentives for participation in research, surveys, and workshops; accessibility supports; contract illustrators and/or other temporary services or required materials. This expense budget represents a maximum estimate, but expenses will only be billed as incurred, accompanied by receipts. If project expenses are to be exceeded, written consent from the client must be obtained.

Invoice Schedule	
Invoice 1: Upon contract signature (est'd 10/9/23)	\$24,480
Invoice 2: Upon completion of Phase 2 (est'd 1/26/24)	\$24,480
Invoice 3: Upon completion of Phase 3 (est'd 5/3/24)	\$24,480 + up to \$1,500 expenses

About Greater Good Studio

Greater Good Studio was founded in 2011 as a response to the design field's narrow focus on serving corporate clients. We exist to demonstrate the possibilities of inclusive and equitable design, supporting people-centered social change through our work with nonprofits, foundations and government agencies.

Our Approach

We believe that human-centered design (HCD) can and should contribute to building a more just and equitable society. While human-centered design was first codified as an approach to corporate innovation, we have spent over a decade applying, adapting and refining it for the social sector. We partner exclusively with mission-driven organizations, such as foundations, nonprofits and government agencies, and our projects yield strategies and solutions that inspire social progress.

We specialize in applying the HCD process to design tools, programs, strategies, plans, environments, and organizational identities that address a wide range of social issues. Given the complexity of the issue areas we work on, we employ a diversity in skillsets and have particular expertise in community engagement, design research, group facilitation, synthesis, and articulating insights and design principles that lead to actionable strategies.