

REPORT ON THE EDUCATION FOUNDATION OF BALTIMORE COUNTY

FEDUCATION FOUNDATION

~ Contributing to a Brighter Future ~

EDUCATION FOUNDATION *of* BALTIMORE COUNTY PUBLIC SCHOOLS

— Contributing to a Brighter Future —

OVERVIEW

The Education Foundation of Baltimore County Public Schools, Inc., was organized on October 26, 1992, as the Baltimore County Public Schools Education Foundation, Inc., under Section 501 (c) (3), to attract and direct public financial contributions to programs and activities of the school system in support of quality education for all children.

MISSION STATEMENT

To provide and facilitate community and corporate funding to support the Superintendent's vision that BCPS will create, sustain, and invest in a culture of deliberate excellence for every student, every school, and every community, which will result in BCPS being among the highest-performing school districts in the nation.

VISION

All BCPS students will have the resources to enable them to graduate globally competitive.

GOALS

Provide support and assistance to S.T.A.T. (*Students and Teachers Accessing Tomorrow*) where all students have the access to curriculum through technology so learning is available anytime and anywhere.

Provide scholarship opportunities to BCPS students to attend post-secondary education and obtain the knowledge and skills needed to be globally competitive.

Provide schools and BCPS Offices the opportunity to apply for school-based/office-based grants that address one of the 21st Century themes:

- Financial, Economic, Business, Entrepreneurial Literacy
- Environmental Literacy
- Arts and Culture
- Science, Technology, Engineering and Mathematics (STEM)
- Health Literacy

- Global Awareness
- Civic Literacy

CORE VALUES

The Foundation supports BCPS' commitment to graduate globally competitive students.

Our core values express our beliefs that:

- BCPS is a world-class school district.
- The Foundation is a strategic partner and valued member of Team BCPS.
- Equitable access to a world-class curriculum and resources are a right for all students in BCPS.
- A strong collaborative relationship between the District and business community is essential to the continued success of BCPS.



STATEMENT OF PURPOSE

In order to provide the highest quality education in the 21st Century, the Foundation solicits, manages, and distributes supplemental funds to ensure that BCPS graduates globally competitive students. Funding is supplemental and does not replace or alter the use of tax-based revenue. Donations are received from individuals, corporations, and other foundations to fund educational programs and projects that are aligned to the District's curriculum and strategic plan, *Blueprint 2.0: Our Way Forward*, to fund school-based/office-based initiatives and scholarships, and to create an Endowment Fund. Programs will be funded from donations as well as from a percent of the Endowment Fund.

The Foundation provides, under federal and state laws, an appropriate method to solicit charitable contributions.

EDUCATION FOUNDATION ORGANIZATIONAL STRUCTURE

EDUCATION FOUNDATION STAFF

With the support of the superintendent and the board of directors, the Foundation headquarters has a full time administrative assistant/bookkeeper, Mrs. Bonnie Derda and a contractual associate director, Mrs. Laura E. Lemon, associate director, (contracted from January 2017 –June 2017).

Mrs. Derda receives support from retired BCPS employees and parent volunteers as well as from student interns from both local colleges and universities and Baltimore County Public Schools. Our intern this year was from Overlea High School and graduated in 2017. We are currently seeking to solicit a summer intern from a local college/university and have plans to work collaboratively with the BCPS Office of Career and Technology Education to select a student intern for the fall of 2017.

Mrs. Lemon works collaboratively with both the executive director and the administrative assistant/bookkeeper overseeing the internal operations and management of the headquarters. The associate director's focus is to lead all internal operations, such as, but not limited to strategic planning and establishing new processes and procedures. In addition, the associate director supports the executive director so that the executive director has more time to spend with community partners and site visits resulting in corporate growth and retention.



The Foundation is preparing to interview for both positions for the upcoming fiscal year due to the retirement of Mrs. Derda and full time status of the associate director's position.

The Education Foundation Staff currently consists of the following professionals:

EDUCATION FOUNDATION STAFF

Deborah S. Phelps, Executive Director <u>dphelps@bcps.org</u> Laura E. Lemon, Associate Director (Acting) <u>llemon2@bcps.org</u> Patrick Fannon, Controller <u>pfannon@bcps.org</u> Robert Barrett, Executive Officer <u>rbarrett3@bcps.org</u> Bonnie Derda, Administrative Assistant/Bookkeeper <u>bderda@bcps.org</u>

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EDUCATION FOUNDATION EXECUTIVE COMMITTEE

Changes were made to the Executive Committee and Board of Directors to help assure the long-term future of the Foundation by bringing additional leadership views and ideas to the board room that will increase awareness and financial support.

The Executive Committee chairs are now identified as the Vice-President of specific committees and our Emerging Leader Council has selected a Chair to serve as an in-house champion(s) for the Foundation in support of its vision/mission/goals; increasing support and awareness among our Baltimore County alumni.

The committee chairs are: Vice-President of Advancement, Vice-President of Communications, Vice-President of Scholarships and Allocations and the Chair of the Emerging Leaders Council. The previous President of the Foundation now serves a two year term on the Executive Committee, providing necessary support to the incoming President and to provide consistency in the practices and procedures. The Education Foundation Executive Committee currently consists of the following professionals:

EDUCATION FOUNDATION EXECUTIVE COMMITTEE

Doug Eder, President Gary Berger, 1st Vice-President Joy Howard, Secretary Alvin D. Katz, CPA, Treasurer Joe Harsel, Vice-President Advancement Tim Bojanowski, Vice-President Communications Deborah S. Phelps, (Temporary Substitution) Vice-President Scholarships and Allocations Timmy Ruppersberger, Esq., Past President Matt Musgrove, Chair, Emerging Leaders Council

EDUCATION FOUNDATION BOARD OF DIRECTORS

The Board of Directors consists of at least fifteen but no more than thirty Directors instead of twenty-five. In addition, the Superintendent and Executive Director serve as ex-officio directors, along with a representative for the Baltimore County Public Schools Board of Education.

The Education Foundation Board of Directors currently consists of the following professionals:

EDUCATION FOUNDATION BOARD OF DIRECTORS

Jamie Bakert William Caltrider, Jr. Christine Crawford S. Dallas Dance* David J. Garbarino Karen Grannas Nancy Grasmick Edwin F. Hall, Sr. Lisa M. Hathaway Richard Huffman Meredith R. Jones Jimmy Lien Phillip Martien Jennifer Miller Shayla Myers Steven Navarro Wendy O. Osefo Steven Prumo Mick Rayburn Paula Reed-Carter Dennis Robinson, Jr., Esq. Tricia L. Thomas David Uhlfelder*

*Indicates an Ex-Officio Member

2016-2017 COLLABORATION WITHIN THE FOUNDATION

The Foundation's work continues to support key initiatives of BCPS, which includes the instructional digital conversion, scholarships for graduating seniors, and school-based/office-based grants/projects through sustained partnerships within the business community and private sector. The Foundation's Board and Executive Committee serve as ambassadors for public education, enabling that all students within BCPS will have the resources to empower them to graduate globally competitive.

MEDIA PRESENCE

The electronic presence of the Foundation has increased through *Mission Moments* in the weekly BCPS electronic e-newsletter, as well as, The Education Foundation of BCPS Web site and external social media marketing platforms. This has increased the scope of individuals who receive the communications.

With the support of BCPS/TV working collaboratively with our Associate Director and Vice-President of Communications, the Foundation now has a collection of testimonials from colleagues within our schools who were 2016-2017 21st Century Instructional Initiative Grant recipients. These testimonials allow the Foundation to showcase the positive impact within the schoolhouse and offices.



Increased media presence at a variety of news arenas, include: Comcast Newsmaker, Fox45 Morning News,

Comcast 'Hello Baltimore," WBAL Radio, The Daily Record, The Baltimore Business Journal and BCPS/TV

PROCESS IMPROVEMENT

The Foundation has improved the internal processes through staff growth and software applications. The improvements have extended an alignment with offices within the BCPS system by making information more readily available. Realized benefits have expedited project turn-around time and increased the number of initiatives for revenue growth.

IMPACT FROM INCREASED REVENUES

GRANTS

• Awarded seventy-six elementary, middle, high and special schools 21st Century Instructional Initiative Grants, totaling \$105,292. (This reflects growth when compared to 2015-2016, awarded fifty-three schools totaling \$100,000.)



• Awarded seven elementary schools 21st Century Enrichment Grants, totaling \$18,915. (This grant initiative is a collaborative partnership with Hot Spots Extended Care Program.)

<u>Note:</u> This is a new initiative which is projected to continue in the 2017-2018 school year.



Awarded eight schools TEAM BCPS Clean Green 15: Litter Challenge 21st Century Environmental Literacy Grants, totaling \$16,500. Six I-Pads were awarded to the winning elementary, middle and high schools who were recognized as honorable mentions. All the schools who participated received tress for planting on their school grounds. This grant initiative is a collaborative partnership with Baltimore County Government. (This reflects growth when compared to 2015-2016, awarded four schools totaling \$9,000 and three iPads.)



SCHOLARSHIPS

Awarded, for the second year in a row, *The Education Foundation of Baltimore County Public Schools Scholarship Fund*, awarding two \$1,000 scholarships to every Baltimore County Public High School, totaling nearly \$50,000, reaching a sum close to \$100,000 over the past two years.

Scholarships were awarded to each of the recipients by members of the Foundation staff and board of directors, a total of sixteen individuals participated in the individual school's award ceremony.



ONGOING PROJECTS

Partnering with the Historical Society of Baltimore County, a reception and book signing of *Building the Future* occurred on May 7, 2017. *Every Page Tells Our Story*, brought together distinguished guests who were involved in the content and creation of the book as well as individuals from the BCPS school system.

This historical, commemorative book of Baltimore County Public Schools, authored by E. Farrell Maddox, a former BCPS Art Supervisor, are available for purchase. Proceeds will award elementary, middle, and high school students the opportunity to explore and experience their passion through educational experiences and opportunities.

Future events similar to this will be initiated to extend the celebration of 292 years of our District's history.



• Back to School Involves You Too Campaign, Cornerstone Partner-Open Door Before and After School Care awarding \$10,000 for school supplies for teacher classrooms and students. <u>Note:</u> This is the second year for this generous contribution.

NEW PROJECTS

• Established seven new school-based/officebased foundation projects which include the following: *The Grasmick Writing Project*, *Lyons Mill Elementary School, Media Star Promotions Homeless Project, Chimes Foundation, Eat to Empower, Phi Sigma Sigma* (Stevenson University), and *Rosedale Federal Savings and Loan Association/Golden Ring Middle School.*

OUTREACH

- Attended meetings and held conference calls with neighboring school districts to share best practices, including a superintendent and chief academic officers who attended the *Fall 2016 League of Innovative Schools* event in which the Foundation worked collaboratively with Digital Promise
- Planned and facilitated *Education Foundation Executive Committee Retreat*, Oak Contracting Headquarters, July 19, 2016
- Hosted multiple *Education Foundation Collaborative Breakfast and Dialogue Sessions with the Executive Director* (Board Orientations) for new Board of Directors, July 12, 2016, July 14, 2016, July 21, 2016, and July 27, 2016
- Hosted the Inaugural *Tee Off for TEAMBCPS Golf Classic*, co-chaired by two board members
- Supported the Emerging Leader Council in hosting *The Corporate Tasting and Networking Event*, Lakeside Ballroom, Padonia Park Club, February 22, 2017

The establishment of the Foundation's voice and presence in the community is necessary. Therefore, participation by board members and staff on multiple advisory boards, Board of Directors, and Board of Trustees including but not limited to the following are vital to the Foundation's success: Baltimore County Public Schools Superintendent's Business Advisory Council, Baltimore County Public Schools S.T.A.T. Steering Committee, BB&T Advisory Committee, Loyola University Advisory Committee, Career and Technology Education Advisory Board, support to the Baltimore Business Journal, Maryland PTA, United Way, Kid Helping Hopkins, the Baltimore Blast, Junior Achievement, and WOW – Women of the World.

The voice, presence, and work of the Foundation continues to expand as the Foundation is collaborating with the Baltimore County Chamber of Commerce and the Towson Chamber of Commerce. One of the Foundation's board members, Mr. Tim Bojanowski, will serve as the President of the Towson Chamber and the Executive Director, Ms. Debbie Phelps will serve as a board member. Serving in this capacity will allow the Foundation to share its work throughout the entire county.

COLLABORATION WITHIN THE DISTRICT

Through concerted efforts, the Foundation has become an integral part in the District's efforts to graduate students who are globally competitive. It is imperative to challenge the Baltimore metropolitan area to contribute to the future of its students.

Hosted Digital Promise Planning Meetings and Conference Calls* on the following dates: July 12, 2016, July 13, 2016*, July 14, 2016*, July 25, 2016, July 27, 2016*, July 28, 2016*, August 1, 2016*, August 11, 2016, August 29, 2016, August 31, 2016*, and September 22, 2016*

Participated and showcased the Foundation at *BCPS New Teacher Orientation Program*, Perry Hall High School, August 9-11, 2016



Attended and showcased the Foundation Administrative and Supervisory Meeting, Loch Raven High School, August 12, 2016

Presented *TEAM BCPS Clean Green: 15 Litter Challenge Campaign* District/County information to Baltimore County Science Department Chairs, Dundalk/Sollers Point High School, August 19, 2016



Presented *Green School Summit*, Marshy Point Nature Center, informed about 21st Century Environmental Literacy Grant opportunities to be awarded, August 19, 2016



Attended and spoke *BCPS New Principals Meeting*, Loyola Graduate Center, September 9, 2016

Supported and attended *External Visit*, Fort Garrison and Windsor Mill Middle School, September 21, 2016

Attended *Groundbreaking Ceremonies*/ *Ribbon Cuttings*, Pikesville High School, September 9, 2016, Westowne Elementary School, October 13, 2016, Catonsville Elementary School, October 17, 2016, and Lansdowne Elementary School, May 3, 2017

Filmed a video with Dr. S. Dallas Dance *BCPS United Way Campaign Launch*, for the launch to the District, October 14, 2016 (Designated code #5910)

Hosted VIP Reception and attended BCPS Speaker Series with Wes Moore, George Washington Carver Center for Arts and Technology, November 30, 2016



Attended *Mayor's Business Development Luncheon and Reception*, (Guest of BB&T), Marriott Waterfront Hotel, December 5, 2016

Guest Reader Pinewood Elementary School and Relay Elementary School, December 22, 2016

Attended and participated in the S.T.A.T. Partner/Stakeholders Meeting, Cockeysville Middle School, January 30, 2017

Attended Site Visit-After School Yoga Program with Open Door Before and After Care, Lutherville Laboratory, January 31, 2017

Observed the implementation of The *Salad Box Project* (21st Century Instructional Initiative Grant Recipient), Sollers Point Technical High School, February 17, 2017



Guest Reader Edgemere Elementary School, February 17, 2017

Attended *BCPS Superintendent Business Advisory Council Meeting*, BCPS Administration Building, Greenwood Campus, February 23, 2017

Presented at *BCPS Office of School Counseling Department Chair Meeting*, Patapsco High School, February 28, 2017

Attended *Maker Advisory Board Dinner*, Eastern Technical High School, February 28, 2017

Was a guest reader *The Cat in Hat's Birthday Celebration*, Sandy Plains Elementary School, March 2, 2017

Attended *External Visit* Stemmer Run Middle School and Cromwell Valley Elementary Regional Magnet School of Technology, March 8, 2017

Participated in review panel *National School Library Program of the Year*, BCPS Administration Building, Greenwood Campus, March 16, 2017

Media Taping *TEAMBCPS Clean Green 15: Litter Challenge*, Grange Elementary School, March 17, 2017

Attended *External Visit* Warren Elementary School and Cockeysville Middle School, March 23, 2017

Attended *BCPS Film EXPO*, (21st Century IIGrant Recipient), Senator Theater, April 6, 2017



Attended John Hopkins Consulting Club CASE Competition, John Hopkins University, Baltimore, Maryland, April 7, 2017

Attended Site Visit SPARC Academy, Dundalk High School, April 18, 2017

Attended *Site Visit Workbench Partnership*, Rodgers Forge Elementary School, April 19, 2017

Participated in the recognition (Prize Patrol) *BCPS Teacher of the Year and Principal of the Year Recognition Ceremony*, George Washington Carver Center for Arts and Technology, April 26, 2017

Attended *External Visit* Chatsworth Elementary School and Ridgeley Middle School, April 28, 2017

Attended *External Visit* Stemmers Run Middle School and Cromwell Elementary School, May 8, 2017

Attended *Ridge Ruxton School Green School Celebration*, Ridge Ruxton School, May 25, 2017

Attended 31st Annual BCPS High School Art Exhibit, Goucher College, May 25, 2017

Attended *Guys with Ties and Girls with Pearls Tea*, (21st Century Instructional Initiative Grant Recipient), Martin's East, May 25, 2017

Presented (Prize Patrol) *BCPS Teacher of the Year and Principal of the Year* with gift packages from TEAM BCPS Partners/Ambassadors, May 31, 2017



Presented at *The Daily Record Women's Leadership Summit*, University of Maryland, SMC Campus Center, June 6, 2017 and displayed the Foundation's work.

Attended *CTE Program Tour for CTEAC Members*, CCBC, June 5, 2017

Attended Jonathan Ogden's Golf Outing, Baltimore, Maryland, June 9, 2017

FUTURE EVENTS INCLUDE THE FOLLOWING.

Elementary S.T.A.T. Summer Institute, New Town High School and Cockeysville Middle School, June 22, 2017

53rd Annual Membership Meeting and Reception, The County Club of Maryland, June 21, 2017

Middle School S.T.A.T. Summer Institute, Cockeysville Middle School, June 23, 2017

BCPS Safe Schools Conference, Martin's West, June 22 and 23, 2017

BB&T Regional Executive Visit Luncheon, (Guest of BB&T), Hilton Baltimore, BWI Airport, June 28, 2017

COLLABORATION WITHIN THE COMMUNITY

As the Foundation strives to have a major impact on BCPS students, outreach must be expanded and revenue increased. Focusing on high-profile fund raising events with a targeted outreach plan to major businesses and philanthropic organizations is necessary.

Participated Annual TEAM BCPS Back to School Involves You, Too Campaign, and Boscov's Back to School Fair, July 25-September 30, 2016, collecting school supplies from partners/ambassadors to distribute to BCPS teacher classrooms and individual students (Cornerstone Partner – Open Door Before and After Care - \$10,000, Office Depot/Office Max and business community)

Attended *BB&T Maryland Region Luncheon*, Hilton Baltimore, BWI Airport, August 24, 2016

Participated in the *Parkville-Carney Fair*, September 10, 2016

Hosted An Elite Evening, Gray Rock Mansion, September 28, 2016





Participated as the Mistress of Ceremony *WOW Festival – School Days*, Notre Dame University of Maryland, October 7, 2016

Hosted the *Inaugural Tee Off for TEAMBPC Golf Classic*, Greystone Golf Course, October 14, 2016



Attended 33rd Annual Governor's Service Awards Luncheon, (Guest of the governor), Miller Senate Building, October 20, 2016

Hosted the *Fall 2016 League of Innovative Schools Conference*, Baltimore Region, November 2-4, 2016

Attended with Foundation President, *National Philanthropy Day in Maryland*, Baltimore Marriott, November 9, 2016

Participated in the 21st Century Grant Orientation, Celebree Learning Center, November 9, 2016

Attended *Community Senior Luncheon*, Relay Town Hall, November 10, 2016

Attended *Powered By ME! Conference*, Radisson North Baltimore, November 14, 2016

Attended *Annual Community Gathering*, Beth El Congregation, November 16, 2016

Speaker *CCBC Class Lunch and Learn*, CCBC Owings Mill, December 17, 2016

Attended *Investiture of Dennis Robinson, Jr.*, Esq., former Board Member and Partner Whiteford, Taylor and Preston, Ceremonial Courthouse, January 9, 2017

Attended In Their Own Words-Dr. Sonja Santelises, The Center Club, January 12, 2017

Attended *Baltimore Business Journal 2017 Book of Lists Gala*, Four Seasons Hotel, February 2, 2017

Speaker *Women's Business Resource Group UPS*, Landover, Maryland, February 7, 2017

Attended *The Obama Years*, Reginald F. Lewis Museum, February 9, 2017

Attended Towson Chamber of Commerce Monthly Breakfast Meeting, February 15, 2017

Attended *CTE Appreciation Day and Open House*, Jefferson Building, February 15, 2017

Attended *Towson Men's Lacrosse VS Loyola University Game*, (Guest of the University President), Johnny Unitas Stadium, March 1, 2017

Presented *RMI Board of Director's Meeting*, Sparks, Maryland, March 1, 2017

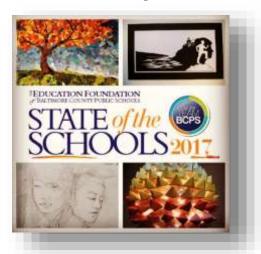
Attended *Site Visit Todd's Inheritance*, Sparrows Point, Maryland, March 10, 2017

Attended *Non-Member Focus Group Luncheon*, The Center Club, March 31, 2017

Attended Site Visit University of Maryland St. Joseph's Medical Center, President/CEO Tom Smyth, March 31, 2017

Participated *Baltimore Business Journal Mentoring Monday*, Maryland Historical Society, April 3, 2017

Hosted our signature event, *State of the Schools Luncheon*, at Martin's West, April 4, 2017



Presented *Business/Chamber Groups*, Baltimore Chamber of Commerce Building, April 5, 2017

Presented Hunt Valley Rotary Club Four Way Test Awards Ceremony, Hereford High School, April 19, 2017

Presented *Education Day – Leadership Baltimore County*, Charleston Retirement Community, April 24, 2017

Attended EXPO, Towson University, April 26, 2017

Co-Sponsored *Eat to Empower* Campaign, Baltimore County Region, May 1 - 31, 2017



Hosted Education Foundation Annual May Meeting – Recognition and Awards Breakfast – Celebrating Excellence, Padonia Park, May 10, 2017



Mistress of Ceremonies *TEAM BCPS and Baltimore County Government – Clean Green 15: Litter Challenge*, Battle Monument School, awarding \$16,500 in 21st Century Environmental Literacy Grants and six I-Pads to elementary, middle and high schools, and trees to all the schools who participated, May 10, 2017

LOOKING FORWARD TO 2017-2018

With the 2016-2017 school year quickly coming to a close, the Foundation is quite pleased with the many accomplishments and the growth which have occurred. We are eagerly looking toward 2017-2018 as we review our goals and make the necessary adjustments and/or modifications for our continuous and additional support to our schools and offices.

Below is an itemized list of identified strategic focus and planning for the upcoming year and the future. This list will be adjusted and modified as our planning sessions occur throughout the summer months.

The list includes but is not limited to the following items:

- Election of the new executive committee positions
- Expand and refine the Foundation's Headquarter Staff
- Host the Executive Committee Retreat

- Evaluate internal processes/procedures and in turn create efficiencies through identified areas of improvement and updated resources/applications
- Continue to progress toward the completion of the Foundation's strategic plan/succession plan
- Review and update marketing materials
- Establish a new advisory committee to research current trends within the fundraising community, identify areas of potential growth/change, and make recommendations for areas of focus.
- Orientation and welcoming of new Foundation's Board of Directors
- Host the Board Retreat for Board of Directors
- Continue to progress toward the refinement of the Foundation's Emerging Leader Council
- Strengthen the internship program and volunteer program
- Solicitation of the 2nd Annual 4 on the 4th!, encouraging BCPS athletic teams to participate with business community and families





• Continue the solicitation of *TEE OFF for TEAMBPCS Annual Golf Classic*



- Increase the Foundation's presence on social media –
- **FACEBOOK.com/EducationFoundationBCPS**
- **O** Instagram foundationbcps
- **W** Twitter @foundationbcps
- Marchanton Marchanton
- **<u>generation Google+ @education foundation bcps</u></u>**
- Vimeo @educationfoundation.org
 - Website EducationFoundationBCPS.org

EDUCATION FOUNDATION

TO ACQUIRE ADDITIONAL ASSISTANCE OR

OBTAIN ADDITIONAL INFORMATION CONTACT:

Ms. Deborah S. Phelps, Executive Director <u>dphelps@bcps.org</u> Mrs. Laura E. Lemon, Associate Director <u>llemon2@bcps.org</u> Mrs. Bonnie Derda, Administrative Assistant/Bookkeeper <u>bderda@bcps.org</u>

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