
CARVER CLUSTER ENGAGEMENT STRATEGY

ATLANTA PUBLIC SCHOOLS
THE KINDEZI SCHOOLS, INC.
PURPOSE BUILT SCHOOLS ATLANTA

ONECARVER
SERVING ONE COMMUNITY

WHAT IS ONECARVER?

In coordination and collaboration with Purpose Built Schools Atlanta and The Kindezi Schools, Inc., Atlanta Public Schools established the OneCarver initiative.

OneCarver is designed to increase communication and collaboration among all cluster schools, parents, and stakeholders; while showcasing the history and pride within the cluster.

EXECUTIVE DISCUSSION

- SY24-25 Priorities
- Block Party Ownership + Lead

WORK TEAM UPDATES

- Survey
- Talent Show
- Stop, Drop, and STEAM
- Other Work Teams

OPEN ITEMS | NEXT STEPS

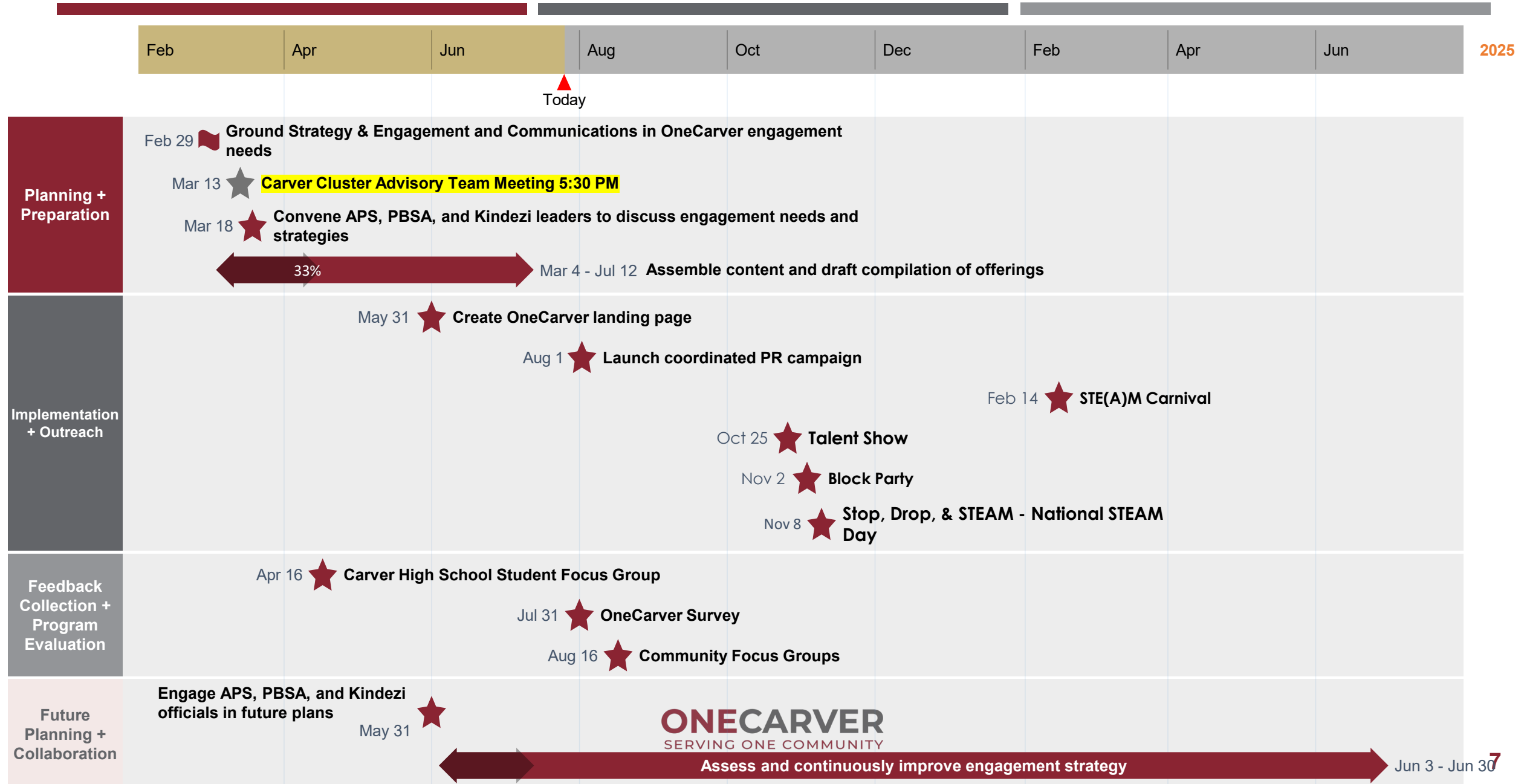
- **Warfield, Hill, & Owens:**
 - Principals to finalize compilation of offerings review and submit updates
 - Principals to submit SY23-24 Highlights by July 1st
- **Hill & Prejean Harris:**
 - SEL Implementation with Principal Rogers at Carver Early College
- **Work Team Leads**
 - Convene work teams and continue planning for focus area (ie. School Tours, Block Party, Talent Show, Survey, Focus Groups, etc.)

WORK TEAMS

	Block Party	Marketing & Comms	School Tours	STEAM Carnival	Talent Show	Surveys	SEL	Community Meetings + Focus Groups
LEAD(S)	TBD	Charlotte Sheletha	Chasha Crystal	Tracy	Angikita	Chad + Monique	Rose	Tonya, Crystal, + Rashida
MEMBERS	Angikita	Tracy	Tonya	LaShawna	LaShawna	Rashida		Tracy
	Blake		Kedria			Tracy		Kyra
						Kyra		Kedria
						Erin		Crystal

OneCarver Engagement Strategy Timeline (High-Level)*

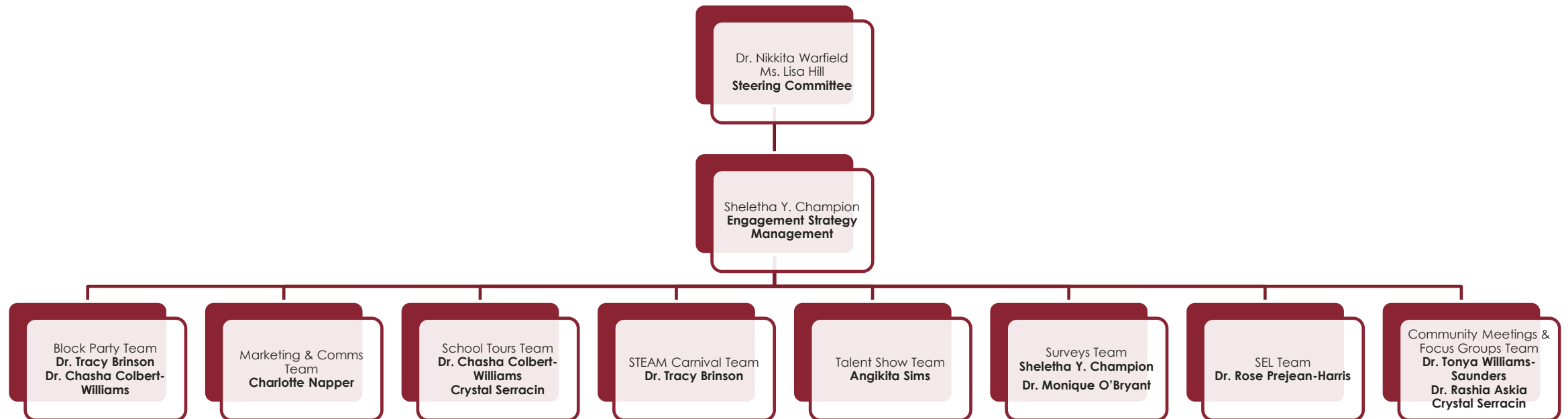
*This timeline shows **major** activities and milestones at a high-level. Several tasks, meetings, and steps, etc. underlie the activities and milestones featured here and are maintained in detail in a program plan in Microsoft Teams: [Carver Cluster Engagement](#).





APPENDIX

STRUCTURE FOR ENGAGEMENT



CORE ENGAGEMENT TEAM

ROLE	NAME	ORGANIZATION	EXPERTISE
Advisor	Katie Howard	Atlanta Board of Education	Guidance
Executive Sponsors	Dr. Danielle S. Battle Tommy Usher Travis Norvell	Atlanta Public Schools	Leadership & Guidance
	Mr. Michael Davis Dr. Nikkita Warfield	Purpose Built Schools	PBSA Leadership & Guidance
	Dr. Kelly Gunn	The Kindezi Schools	Kindezi Leadership & Guidance
Business Owners	Dr. Chasha Colbert-Williams	Purpose Built Schools	PBSA Leadership & Strategy
	Lisa Hill Chad Velde-Cabrera	Atlanta Public Schools	Leadership & Strategy
	Dr. Tracy Brinson Robert Owens	The Kindezi Schools	Kindezi Governing Board, Students & Families
Communications	Charlotte Napper Portia Kirkland Clemmons	Atlanta Public Schools	Marketing and Communications
	Cara Frattasi	Purpose Built Schools	PBSA Marketing and Communications Guidelines
Engagement	Dr. Kyra Caldwell-Templeton Keasha Copeland Crystal Serracin Emily Holland	Atlanta Public Schools	Student Engagement Family Engagement
	Blake Zimmerman	Purpose Built Schools	PBSA Governing Board, Students, & Families
Strategy Management	Sheletha Y. Champion	Atlanta Public Schools	Strategic Planning + Strategy Management

BUILDING BLOCKS FOR ENGAGEMENT

Enabling Family &
Student Decision
Making

Enabling Community
Decision Making

Enabling Hands for
Cluster-Neighborhood
Collaboration

Gathering Input and Data

Discussing and
Connecting

Disseminating Information

ENGAGEMENT STRATEGY DETAILS (TARGETS)

PLANNING & PREPARATION

February 29, 2024: Baseline

- ✓ Ground **Strategy & Engagement** and **Communications** in OneCarver initiative to date + Board Member Howard's requests

March 4-8 and Ongoing

- ✓ Schedule a planning meeting with **key officials and representatives*** from each school organization (APS, PBSA, and Kindezi)
- ✓ Assemble content for the **compilation of offerings and highlights** for each school within the Carver cluster and send to Communications.
- Assign school leaders to **develop joint school tours** with a high school campus coordinated schedule identifying available dates and time for individuals and families/groups.
- ✓ Plan for **Carver Student Focus Group & Feedback** session with Dr. Danielle S. Battle.

March 11-15 and Ongoing

- Develop the compilation of offerings and highlights for each school within the Carver cluster.
 - Finalize to ensure accuracy and consistency for all materials.
 - Send to Translation Services for translation to Spanish (and other languages as needed).
- ✓ Convene the **key officials and representatives***
 - ✓ Discuss **goals, objectives, and key strategies** for the engagement plan.
 - Assign **roles and responsibilities** and establish timelines for each component of the plan.

ENGAGEMENT STRATEGY DETAILS (TARGETS)

IMPLEMENTATION & OUTREACH

March – April

- Develop a draft **survey instrument** to gather community feedback.
- ✓ Facilitate **Carver High School Student Focus Group** with Dr. Battle.
- ✓ Create a landing page for OneCarver
 - Add the compilation of offerings and highlights
 - Add **OneCarver** button to each website of the schools in the Carver Cluster that direct to the landing page

April

- Distribute compilation of offerings and highlights to schools for distribution to families, community members, community groups, etc.
- Initiate discussions with the Carver Cluster Community regarding future development plans and the importance of transparency and collaboration.

May

- Launch a **coordinated PR campaign to promote the Carver Cluster** utilizing various communication channels including social media, newsletters, and community meetings.

ENGAGEMENT STRATEGY DETAILS (TARGETS)

FEEDBACK COLLECTION AND PROGRAM EVALUATION

April – May 2024

- Distribute the Carver Cluster survey to community members, seeking input on their vision for the cluster, program effectiveness, and areas for improvement.
- Schedule focus groups with the coalition of Carver families and partners to gather in-depth feedback and insights.
- Analyze survey responses and focus group feedback to identify common themes and actionable insights.
- Share preliminary findings with school organization (APS, PBSA, and Kindezi) officials to inform future planning and decision-making processes.

FUTURE PLANNING AND COLLABORATION

May – Beyond

- Engage school organization (APS, PBSA, and Kindezi) officials in discussion regarding future plans for facility updates and additional programming support within the Carver Cluster.
- Advocate for necessary facility improvements.
- Explore potential partnerships to enhance, streamline, and share program offerings.
- Assess and continuously improve the PR campaign to highlight achievements and opportunities in the Carver Cluster, emphasizing the contributions of current families and students as ambassadors.
- Coordinate OneCarver STE(A)M Carnival.
- Coordinate OneCarver Block Party
- OneCarver Cluster **high school cross-campus talent show** with DJ Jelly.

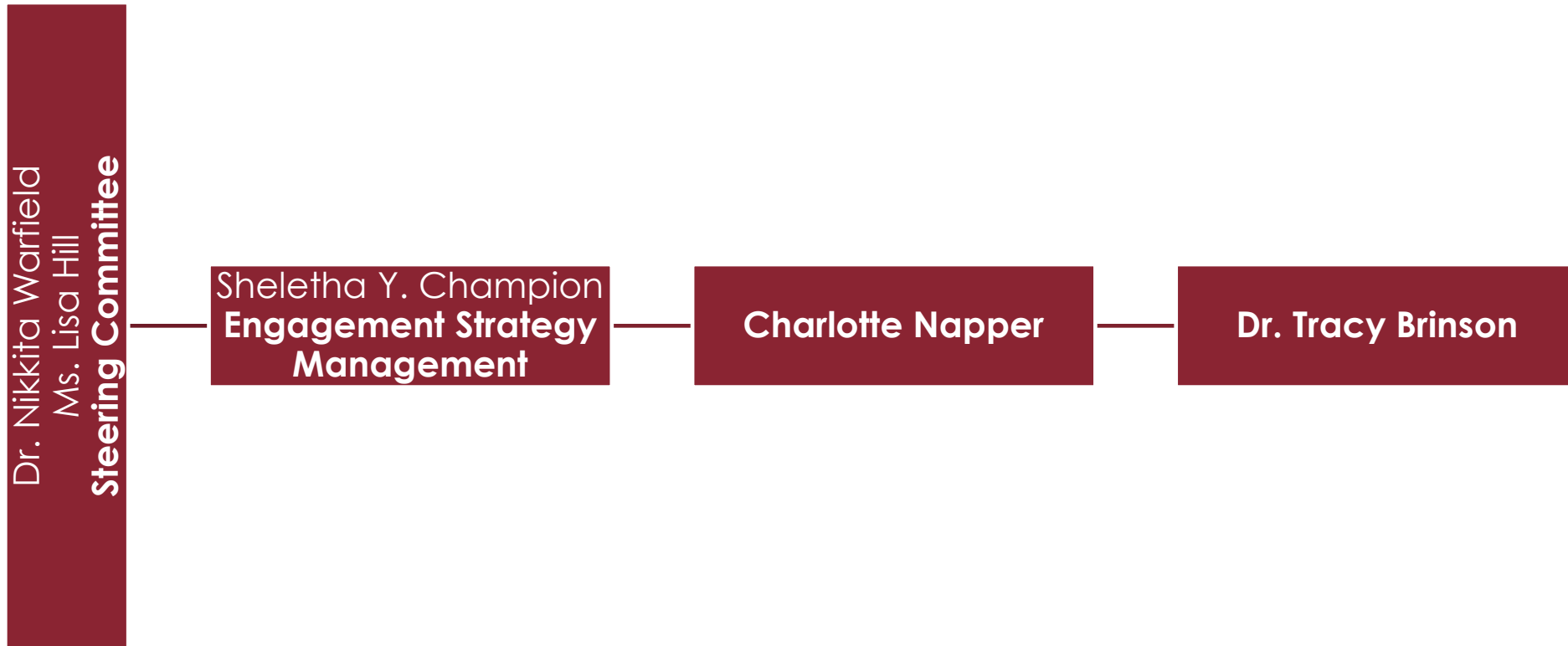
ONECARVER STRATEGY

- Planning + Design: Events, Activities, Comms
 - ☐ School Tours
 - ☐ STEAM Carnival
 - ☐ Block Party
 - ☐ Talent Show
 - ☐ Community Meetings | Focus Groups
 - ☐ Surveys
 - ☐ SEL

BLOCK PARTY TEAM



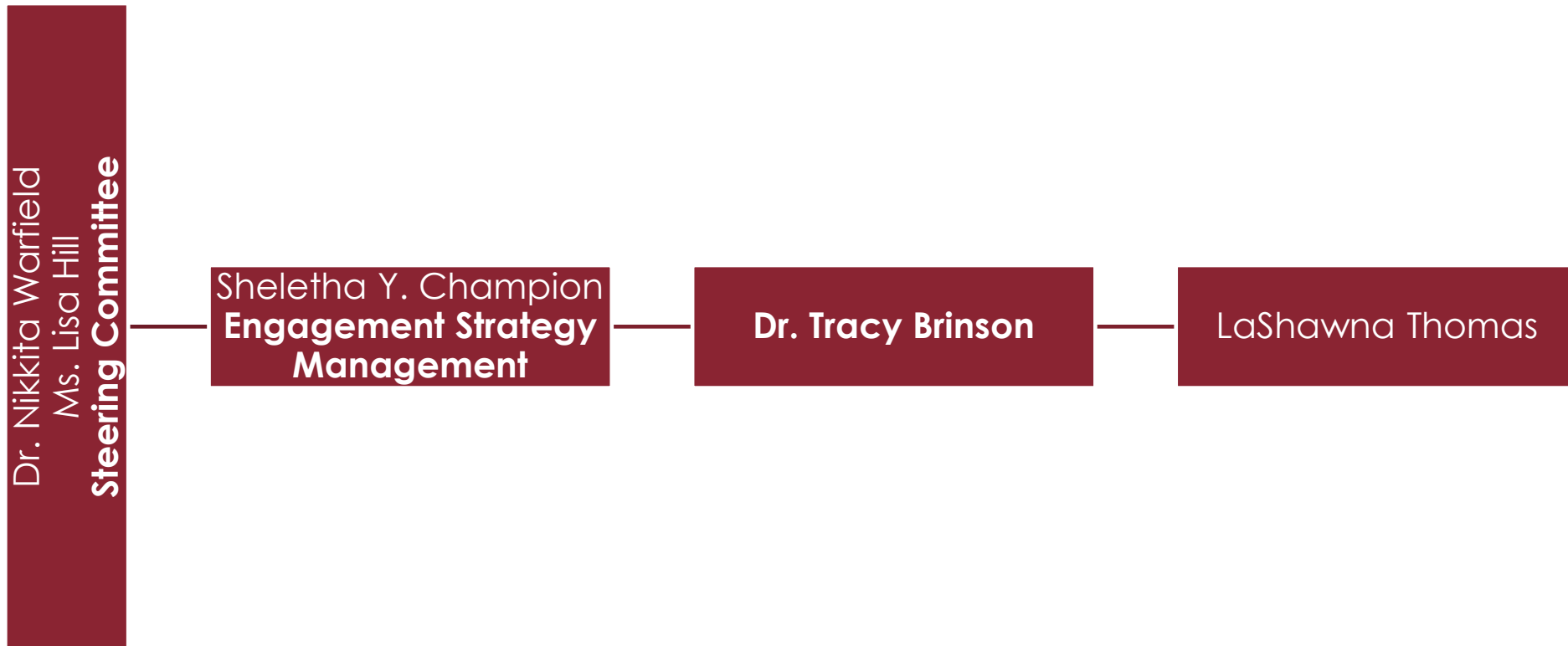
MARKETING AND COMS TEAM



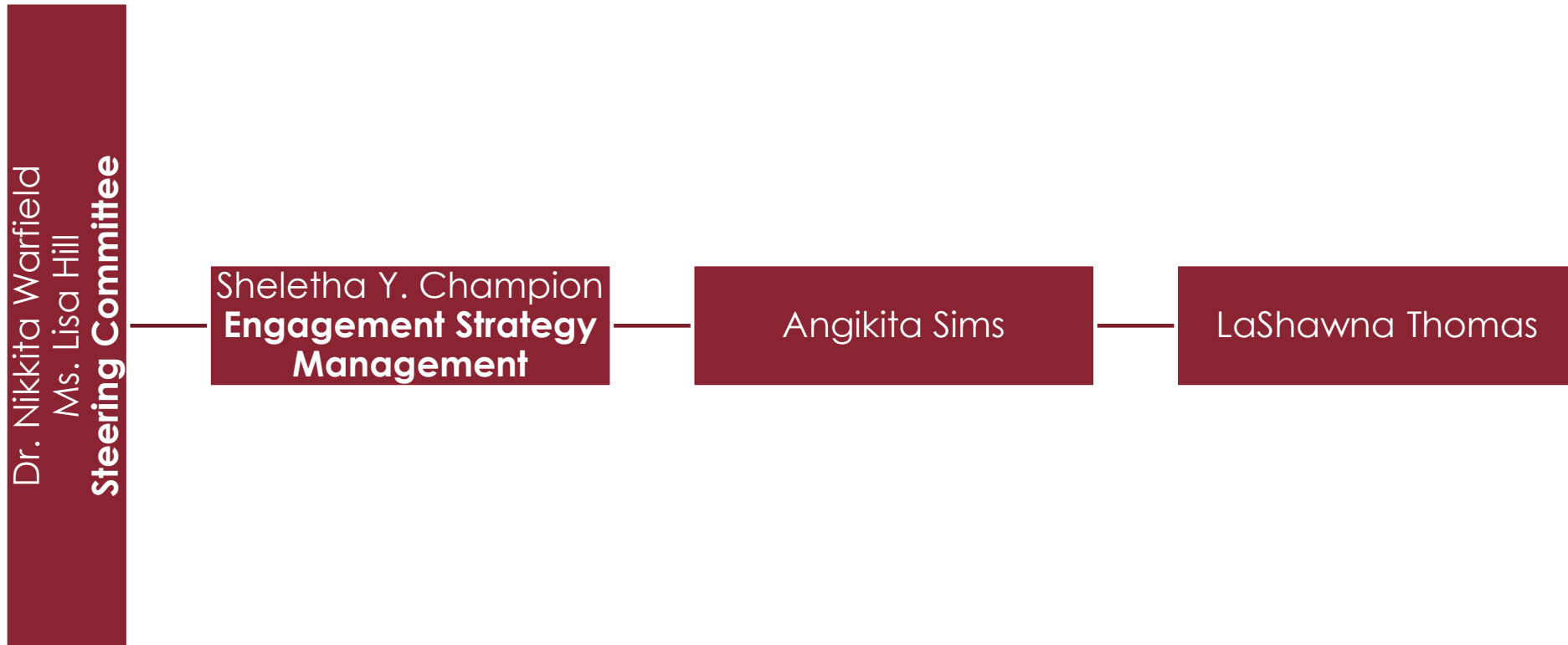
SCHOOL TOURS TEAM



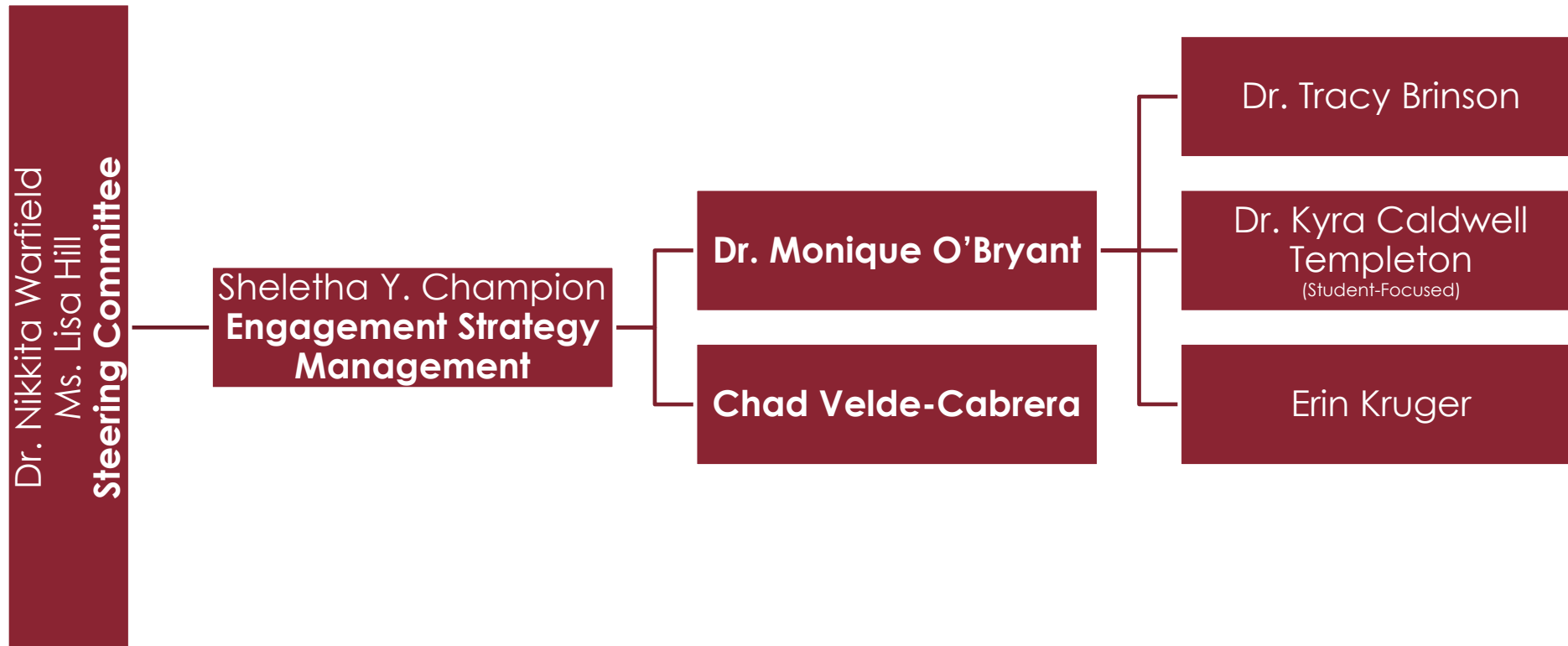
STEAM CARNIVAL TEAM



TALENT SHOW TEAM



SURVEYS TEAM



COMMUNITY MEETINGS + FOCUS GROUPS

