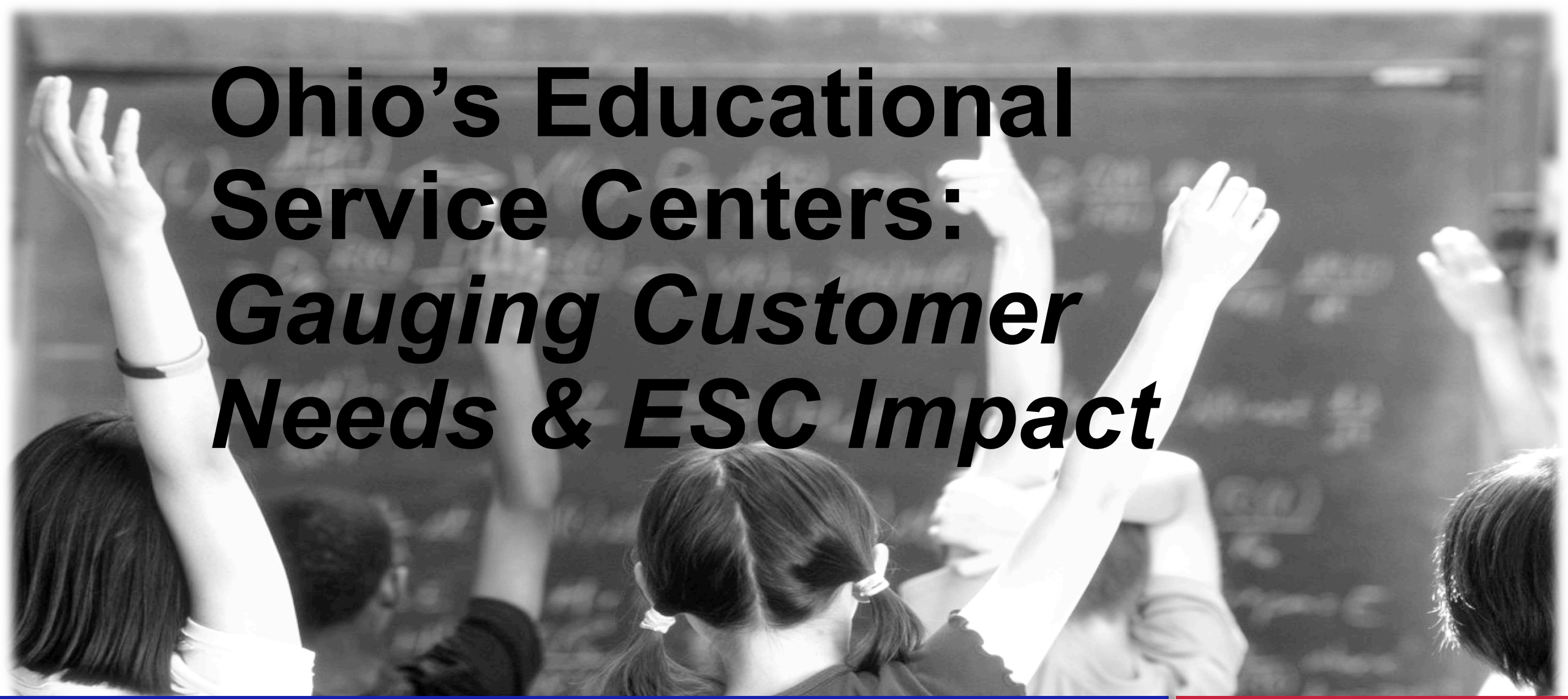


Ohio's Educational Service Centers: *Gauging Customer Needs & ESC Impact*

Innovate. Educate. Advocate.

ESC ASSOCIATION

Gauging Customer Needs & ESC Impact

This session will focus on gauging the needs of client school districts and assessing the impact of ESC services to address those needs.

Presenters:

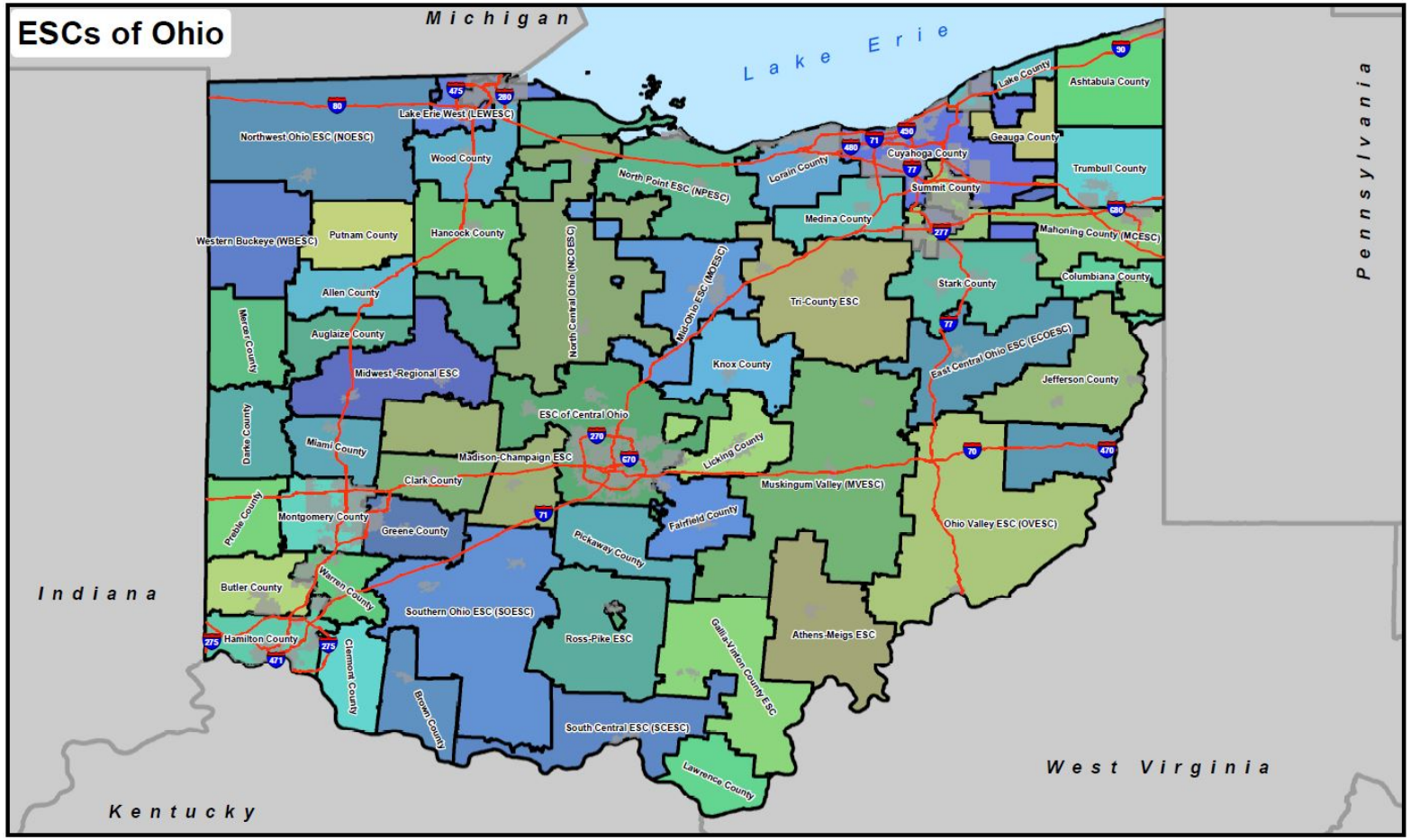
- Tom Goodney, Superintendent, ESCCO
- Ron Iarussi, Superintendent, Mahoning County ESC
- Craig Burford, OESCA

WHAT ARE ESCs?

Educational Service Centers (ESCs) are:

- Local political subdivisions.
- School districts under state law – 3311.05 and 3311.055 Ohio Revised Code.
- Local education agencies or LEAs under federal law – 20 USCS §7801(17) (ESEA, IDEA, HEA, Perkins).

OHIO'S NETWORK OF ESCs



52 ESCs Cover All 88 Counties

- 35 Single County ESCs
- 17 Multi County ESCs Covering 53 Counties

WHO DO ESCs SERVE?

- ESCs serve 613 public schools, 107 charter schools, and 166 nonpublic schools.
- ESCs serve school districts as small as 30 students and as large as 50,870 students.
- Out of 613 public school districts, 607 (98.85%) are required to align to ESCs; 5 (Cleveland, Akron, Columbus, Cincinnati, Southwestern City) have voluntarily aligned (+158,229 students).

WHO BENEFITS FROM ESC SERVICES?

- Ohio's ESCs provided direct services to nearly 200,000 students last year.
  - Other ESC programs and services also impact over 1.75 million students.

- ESCs serve pre-school special education students, K-12 special education students, incarcerated youth, at-risk youth, drop-outs and those at risk of dropping out.

- ESCs hosted 7,954 different professional development activities attended by 273,356 teachers and administrators last year.

HOW DO ESCs SUPPORT STUDENT ACHIEVEMENT?

- Ohio's ESCs provided direct services to nearly 200,000 students in the last school year including:
  - Preschool Special Education
  - Special Education Related Services
  - Alternative Schools
  - Dropout Recovery Programs
  - Educational Programming for Incarcerated Youth and
  - More
- ESCs provide IEP development and implementation support.
- ESCs provide special education supervision and coordination of consortia programs.
- ESCs provide gifted coordination.

The Role of ESCs Supporting Client Districts

Relevant, Customized, Scalable Solutions

"The capacity of the intermediary organization and its alignment with district needs greatly affects partnership success."

"Without a match between capacity and needs, intermediary organizations risk being relegated to vendor status and seen as tangential to the district's core reform efforts; Practical tools are needed that are considered relevant and legitimate to the district's local context; and Multiple types of "scale up" strategies can be relevant to system wide change efforts (top-down and bottom-up)."

Marss, Julie A., Kerri A. Kerr, Gina S. Ikemoto, Hilary Darilek, Marika Suttorp, Ron W. Zimmer and Heather Barney, RAND. *"Role of Districts in Fostering Instructional Improvement: Lessons from Three Urban districts Partnered with the Institute for Learning"*, 2005.

Community Engagement

Dr. Ron Iarussi
Mahoning County ESC
November 10, 2015

OVERVIEW

Why The Need

Putting Together The Team

Assessing Individual District Needs

Services We Provide

INCREASING COMPETITION

Online Programs

Community Schools

Charter Schools

Open Enrollment

So many choices for children and parents

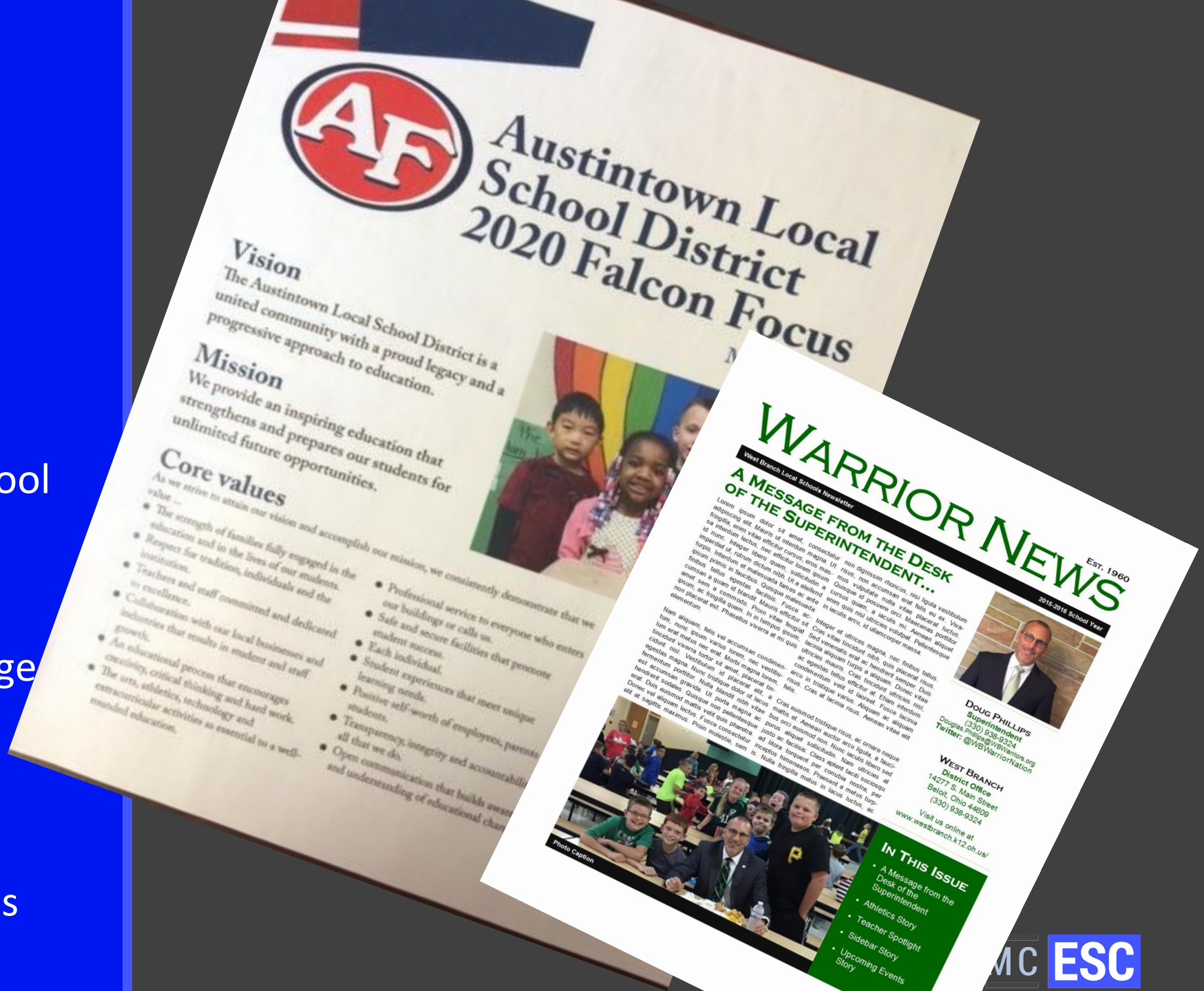
MC ESC

MEETING THE NEED

Unique ways to help school districts look their best.

Clear and concise message for community

Clear internal communication and goals



MC ESC

ASSEMBLING THE TEAM

NEWS BACKGROUND

MARKETING SKILLS

SOCIAL MEDIA SKILLS

PEPPY, POSITIVE, AND PATIENT

HIGHLY ORGANIZED

MCESC COMMUNITY ENGAGEMENT TEAM

MC ESC

NO TWO DISTRICTS ARE ALIKE

DISTRICT SIZE

RURAL/URBAN

LEVY CHALLENGED

RECENT CRISIS

SERVICES WE PROVIDE

MARKETING STRATEGY

PRESS RELEASES

NEWSLETTERS

SOCIAL MEDIA

ANNUAL REPORTS

WEBSITE CONTENT CREATION

CRISIS MANAGEMENT

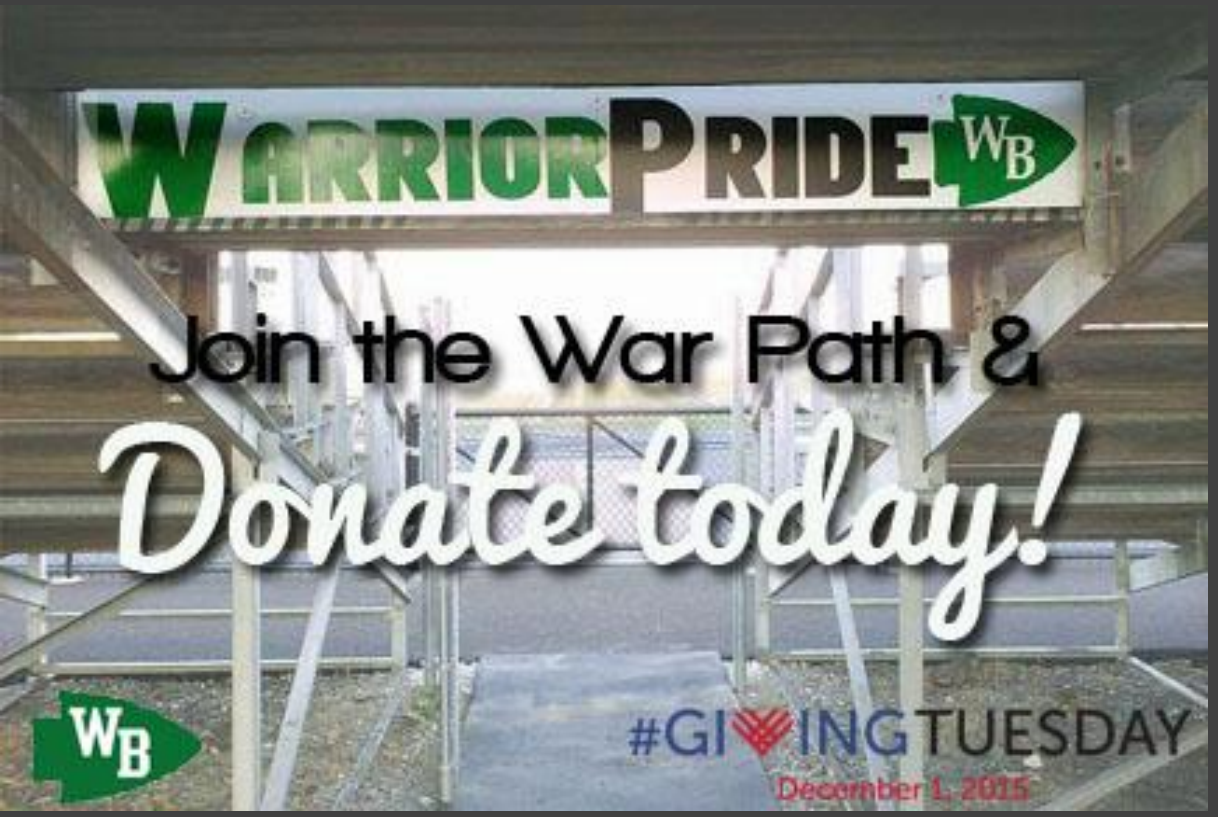
MEDIA RELATIONS

COMMUNICATION STRATEGY

STORY GENERATION

SUPPORT THE WARRIORS ... DONATE TODAY!
WARRIORS
#GIVINGTUESDAY
WB

MC ESC


WARRIOR PRIDE
WB
Join the War Path &
Donate today!
WB
#GIVINGTUESDAY
December 1, 2015

Happy Veterans Day!
Flag pick up/drop off on this route by Struthers City Schools.
Flags sponsored by
the Rotary.
CATS
Struthers City Schools
Board of Education
99 Euclid Ave.
Struthers, OH 44471
struthers cityschools.org
Once a Wildcat, Always a Wildcat!

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Lowellville
Mahoning
Career&Tech
Polan

Council of Governments

Dr. Ron Iarussi
Mahoning County ESC
November 10, 2015

Personnel Services

The Mahoning Valley Regional Council of Governments was established to help districts meet the personnel requirements of the Affordable Care Act

Substitute Teachers

Retire/Rehire

Non certified

Supplementals

Gauging Customer Needs & Assessing Impact

Dr. Tom Goodney

November 10, 2015

educational service center
of Central Ohio

Overview

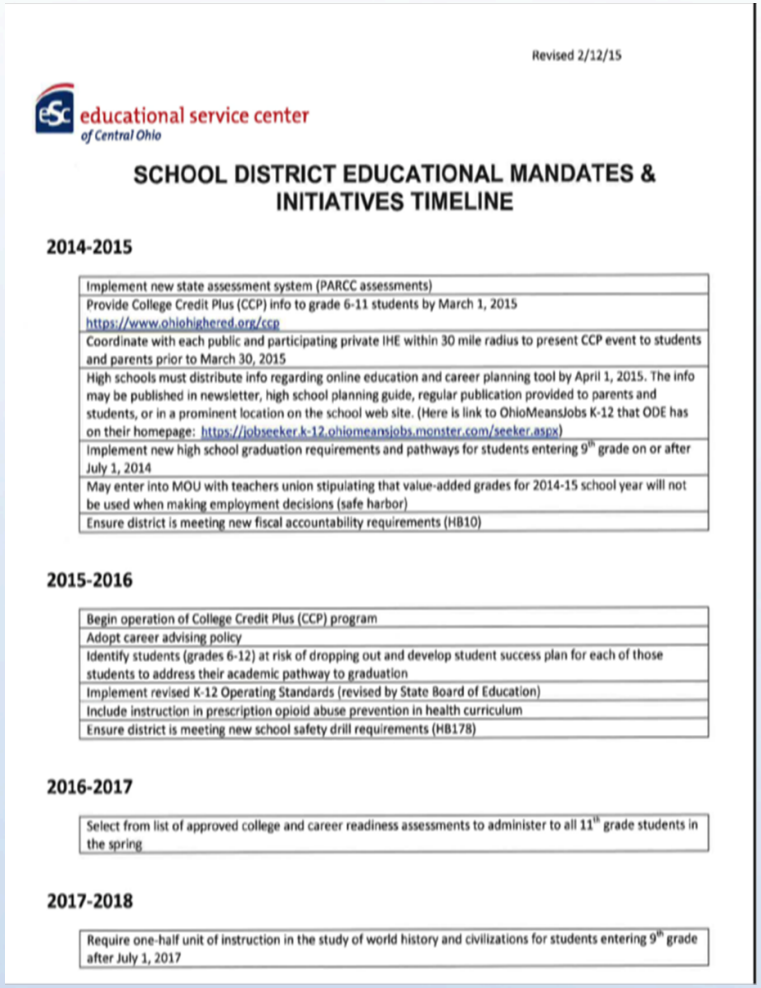
- Internal structures & tools
- Systemic change
- Assessing agency capacity, ability
- Evidence of impact

Internal Structures to Serve Member Districts

- Client services representatives
- Single point of contact
- Outreach is everyone's job

Proactive Tools

- Internal
  - District goals
- External
  - Mandates timeline
  - Policies & possibilities



Revised 2/12/15

educational service center of Central Ohio

SCHOOL DISTRICT EDUCATIONAL MANDATES & INITIATIVES TIMELINE

2014-2015

Implement new state assessment system (PARCC assessments)
Provide College Credit Plus (CCP) info to grade 6-11 students by March 1, 2015 https://www.ohiohighered.org/ccp
Coordinate with each public and participating private IHE within 30 mile radius to present CCP event to students and parents prior to March 30, 2015
High schools must distribute info regarding online education and career planning tool by April 1, 2015. The info may be published in newsletter, high school planning guide, regular publication provided to parents and students, or in a prominent location on the school web site. (Here is link to OhioMeansJobs K-12 that ODE has on their homepage: https://jobseeker.k-12.ohiomeansjobs.monster.com/seeker.aspx)
Implement new high school graduation requirements and pathways for students entering 9th grade on or after July 1, 2014
May enter into MOU with teachers union stipulating that value-added grades for 2014-15 school year will not be used when making employment decisions (safe harbor)
Ensure district is meeting new fiscal accountability requirements (HB10)

2015-2016

Begin operation of College Credit Plus (CCP) program
Adopt career advising policy
Identify students (grades 6-12) at risk of dropping out and develop student success plan for each of those students to address their academic pathway to graduation
Implement revised K-12 Operating Standards (revised by State Board of Education)
Include instruction in prescription opioid abuse prevention in health curriculum
Ensure district is meeting new school safety drill requirements (HB178)

2016-2017

Select from list of approved college and career readiness assessments to administer to all 11th grade students in the spring

2017-2018

Require one-half unit of instruction in the study of world history and civilizations for students entering 9th grade after July 1, 2017

ESCCO Systemic Change

- Behavior must change to change the outcome
- Engage ESCCO directors collectively
  - Vertical & horizontal alignment
- Share feedback as a call to action

Assess ESCCO Capacity & Ability

- Shared conversation
  - Client service reps
  - Directors
  - Leadership
- Budget
- Staffing
- Customized vs. Standardized

Evidence of Impact

- Superintendents reach out to ESCCO
- Central office administrators reach out to ESCCO

- Level of service increases
- Services are continually evolving

Questions?

www.facebook.com/escofcentralohio

twitter.com/ESCCentralOhio

www.linkedin.com/company/
educational-service-center-of-central-ohio

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