



STRATEGIC COMMUNICATIONS

Effectively Telling the ESC Story

PREPARED FOR:



igpr.com



Meet your Speakers



TOM SPEAKS
Partner

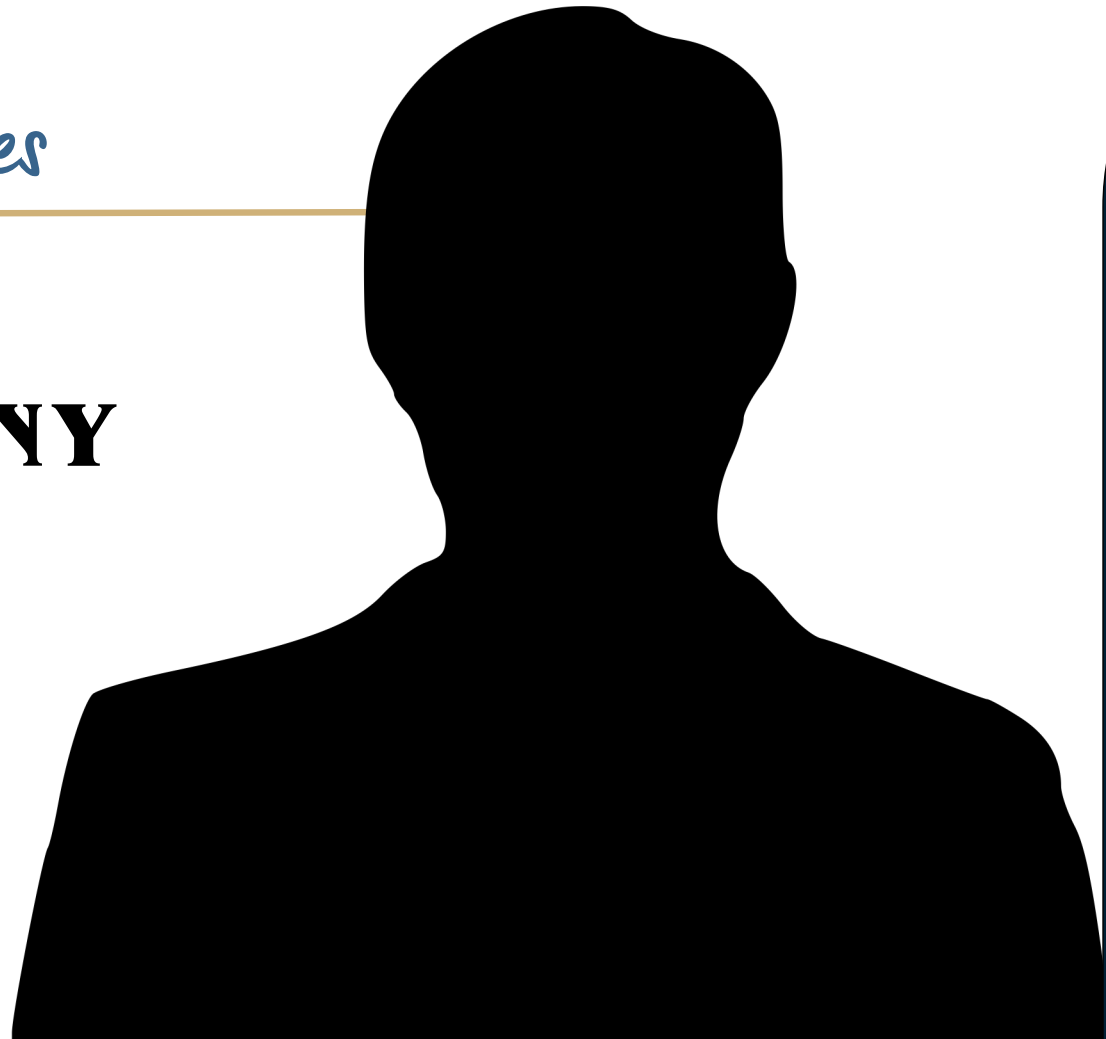


PHIL HERMAN
Partner



The Power of Stories

**WHO IS LENNY
SKUTNIK?**



The Power of Stories



ELEMENTS OF A GOOD STORY

- A Character (Hero)
- A Problem
- A Guide
- A Plan
- A Transformation
- Avoidance of Failure
- Achievement of Success



Why Tell a Story

THE BENEFITS OF INCLUDING A STORY

- Creates Connection
- Enhances Memory
- Inspires Action
- Builds Emotional Resonance
- Encourages Reflection



A BRAND IS AN...

- ✓ Experience
- ✓ Interaction
- ✓ Emotional Connection

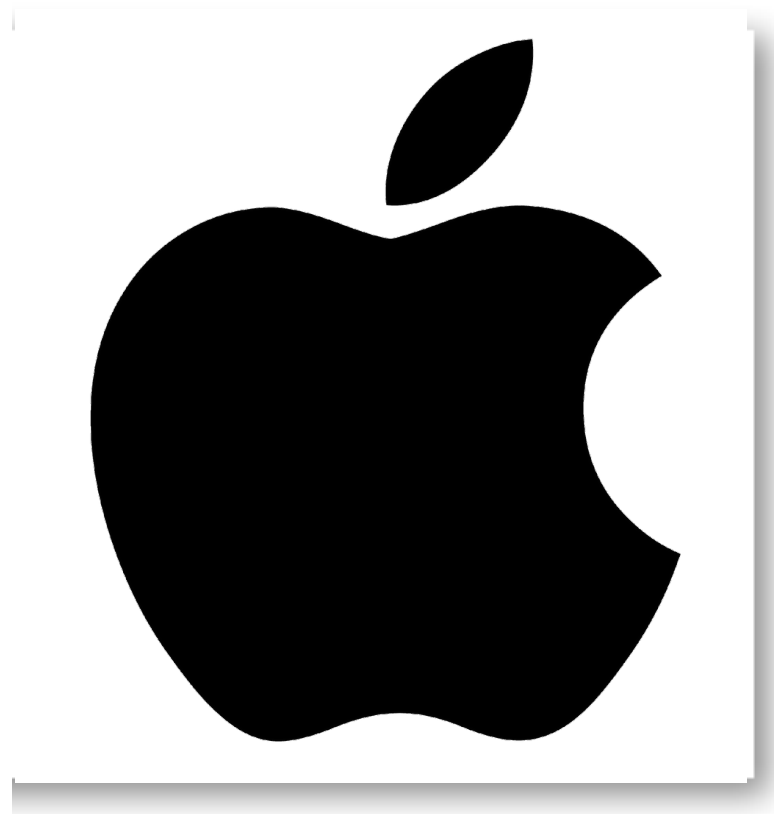


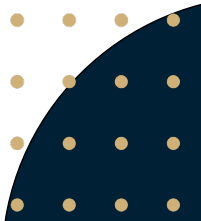
 **THE impact | group**
IGPR.COM

igpr.com













strategic communications?

WHY





What are your priorities?



Establishing Objectives

✓ **Who?** Who is the audience?

Establishing Objectives

- ✓ **Who?** Who is the audience?
- ✓ **What?** What is the desired outcome?
 - Create/increase awareness
 - Influence perception
 - Change/influence behavior
 - Take action
 - Develop opinions/beliefs

Establishing Objectives

- ✓ **How much?** What is the desired attainment level? How well does the audience need to understand the information?

Establishing Objectives

- ✓ **How much?** What is the desired attainment level? How well does the audience need to understand the information?
- ✓ **When?** What is the timeline for receiving and understanding the information?

will we share this information?

WHETHER



The ESC of Western Reserve and State Support Team 4 (SST4) will help you find the Pathway to Literacy Achievement for all.



Help us find the right guide for your Pathway by completing this FORM.

LEVERAGING LITERACY AND EQUITY

Using ODE training materials, literacy experts from The ESC of Western Reserve and State Support Team 4 will guide district and building leaders through a series of modules designed to build capacity and help districts meet the needs of all literacy learners.

Stops include:

- Disposition
- Leadership
- Time
- What to Teach
- Quality of Instruction
- Professional Development
- Instructional Materials
- Assessment
- Interventions
- Parents and Families
- Motivation

Sessions will support district leadership as they address systemic changes needed to meet goals set by Ohio's Strategic Plan For Education and Ohio's Plan to Raise Literacy Achievement, along with Ohio's dyslexia support laws. While the training can be delivered in several formats, please plan for at least 15 hours of training.

State Support Team 4



Referral Process

Referral steps include:

1. Completed referral packet is submitted by district to ESCWR Transition to Work Coordinator
2. Transition to Work Coordinator coordinates with designated district staff to gather additional information and complete assessments
3. Report of results is created
4. Results are presented in either manner as requested by the district:
 - a. Team meeting is held; report is sent to parent(s) prior to meeting
 - b. No meeting is held; report is sent to parent(s), district, and other team members as requested
5. Transition to Work Coordinator is available to answer questions about results in the future as needed

Contact Information

Referrals made to:

Mandi Baggett, M. Ed., CRC
Transition to Work Coordinator
abaggett@escwr.org
Cell: (419) 378-1630
Fax: (440) 352-6066

For additional questions, contact:

Jaina Gandolfi
Vocational Director
jgandolfi@escwr.org
Cell: (440) 339-3606
Fax: (440) 352-6066

Updated 5/2022

“Passion is what gives meaning to our lives. It's what allows us to achieve success beyond our wildest imagination. Try to find a career path that you have a passion for.”
-Henry Samueli

Career Assessment Services



8221 Auburn Rd.
Painesville, OH 44077
Phone: (440) 350-2563
Fax: (440) 352-6066



Say hello to...
**Eastern Region AESA
Executive Council Candidate!**



"As a candidate for the Eastern Region of the AESA Executive Council, my diverse experiences fuel my passion to represent and advocate for Educational Service Agencies and the students they serve at the national level. I believe in a brighter, more equitable educational future for everyone we serve."

JENNIFER FELKER



Meet Jennifer Felker,
**Eastern Region AESA
Executive Council
Candidate**



EXPERIENCE AND LEADERSHIP

Jennifer Felker is a passionate advocate for Educational Service Agencies and has served as a leader and member of multiple organizations that support the advancement of education throughout Ohio, spanning over 20 years. From her time in the Ohio Department of Education to Superintendent of the ESC of the Western Reserve, Jennifer has expanded service offerings through various innovative approaches and partnerships in her region, leading the ESC of the Western Reserve to become a premier agency in Ohio and spearheading many of the Ohio Department of Education's leading initiatives.

EXPERIENCE HIGHLIGHTS

- Associate State Superintendent of the Ohio Department of Education

ESC



of the WESTERN RESERVE
Inspiring Learning Through Innovation

ESC Vocational Education COURSE MAP

STEP 1

CLASSROOM-BASED PRE-VOCATIONAL OPTION

COURSE: TRANSITION #1A Empowered Learning Cooperative (ELC) 9th-12th Graders

- Starting Fall 2023
- Full / Half-Day Options
- Off-site location

Introduction to soft skills, entrepreneurship, and life skills training.

STEP 2

COMMUNITY-BASED OPTIONS

COURSE: TRANSITION #2A Unique Like Me 9th-12th Graders

- Storefront vocational skill training site
- Retail and production skills
- Storefront located in Lake County
- Located at 184 Main Street, Painesville, OH, 44077

COURSE: TRANSITION #2B Job Training Program 10th, 11th, 12th Graders

- 3 elective credits
- 1/2 day work, 1/2 day academics or Full day (academic requirements met)
- 2-3 year program
- 5:1 teaching ratio
- Paid or unpaid
- Job Sites are located throughout Geauga County

STEP 3

CAREER TECHNICAL EDUCATION OPTIONS

COURSE: TRANSITION #3A Transition Consult | 11th and 12th Graders

- Consultative support (120 minutes monthly)
- Job search, resume building, and job-seeking assistance

Work Study | 11th and 12th Graders

- Consultative support (60 minutes monthly)
- Can earn up to 3 work-based learning credits per school year
- Student obtains and secures competitive employment
- Work study agreement signed by the team
- General Education, IEP, and 504 accepted

COURSE: TRANSITION #3B Auburn Career Center | 11th and 12th Graders

- Career Technical Education Program
- 1/2 day Auburn Career Center, 1/2 day in home district for academics

CORE Program

- The classroom is located at Auburn Career Center
- 1/2 day Edmentum Online Academy (academics) and 1/2 day Auburn Career Center Program
- General Education, IEP, and 504 accepted
- Lake and Geauga County students

ADDITIONAL STUDENT SERVICES

- Career assessment
- Employer support
- Career guidance and exploration

QUESTIONS:

Contact Jaina Gandolfi at jgandolfi@escwr.org

* Program Course Options are determined by the team based on the student's preferences, needs and strengths.



Educational Service Center of the Western Reserve
8221 Auburn Road Concord Township, OH 44077

Inspiring Learning Through Innovation

EXECUTIVE LEADERSHIP SEARCHES AND BUSINESS SUPPORT SERVICES

THE ESC OF WESTERN RESERVE prides itself on its services to school districts and other educational institutions in the state of Ohio. Our executive search services help school districts find and hire the most qualified candidates for key leadership positions, and business support services assist districts with financial management, professional learning, and other critical functions. With a team of experienced and dedicated professionals, we are committed to helping our districts achieve their goals and fulfill their missions.

THESE SERVICES INCLUDE:

- Administration/Leadership Search
- (Superintendent, Treasurer, etc.)
- Specific Fiscal Support (Interim Treasurer, Payroll, AP, etc.)
- Strategic Fiscal Management Support
- New Leader Mentorship
- Board of Education Custom Workshops
- Onboarding School Board Members
- Business Advisory

BENEFITS OF THESE SERVICES:

- A consultant with expertise in the search process
- The structure that ensures the local board remains in control of the search
- Opportunity for the Board



Phone: 440.350.2663

CONTACT US

Educational Service Center of the Western Reserve
8221 Auburn Road Concord Twp., OH 44077 440.350.2563
hr@escwr.org
www.escwr.org

Debra L. Burke PHR, SHRM-CP
ODI Business Manager License
Chief Operating Officer
440.350.2563 x727
dburke@escwr.org

Rebecca Tressler
Human Resources Generalist
440.350.2563 x726
rtressler@escwr.org

Christina Davis
Human Resources Assistant
440.350.2563 x718
cdavis@escwr.org

ESC of the WESTERN RESERVE

Inspiring Learning Through Innovation

HUMAN RESOURCES

As your strategic partner,
The ESC of The Western Reserve (ESCWR)
assists you with day-to-day human resource management.





WE NEED YOU
We would like to invite you to be part of STRONG, a unique partnership that engages the community in supporting your school. Through this process, we will work together to create a plan that addresses the specific needs of your students. After that, a group of experts from different fields will come together to provide evidence-based services that align with their areas of expertise.

Partner-Driven Programs and Strategies from 2021-22 School Year

- QPR Peer to Peer Suicide Prevention and Mental Health Program
- Building Resilience PD
- Connections Classroom - for Teachers
- Trauma Training and Support Group - for Parents
- Talking Actively About Coping and Overcoming Obstacles Wellness Initiative - for Middle School
- Care Team Multidisciplinary Team - for Tier Three Intervention
- Asset and Resilience Classroom

Lake County Community Forum
Strategic alignment of your multi-tiered intervention system



LAKE COUNTY STRONG
With this strategic alignment of your multi-tiered intervention system, we are able to do a multitude of things. Such as: save time, reduce duplication of services and assure all services that come into our schools are evidence based and based on measured need. This aligns MTSS/ PBIS, prevention, and mental health services for maximum impact.



Join The ESCWR Page Turners Program!

Free Reading Program for Third-Grade Students

This Fall, help your third grade student improve their reading skills and prepare for Ohio's Third Grade Reading Guarantee exam by registering for this free program. Third grade students from any school (public, non-public) may attend this program to improve their literacy skills prior to their test date.

- In-person program
- Monday evenings from 5:30 p.m. - 6:30 p.m.
 - Beginning September 19, 2022 through October 24, 2022
- Students will engage in Fall themed learning to make it enjoyable
- Themes: Camp Read S'More, Football, Harvest, Gaming & Halloween
- Station style learning; Foundations Curriculum
- Free book, prizes and Halloween themed Farewell Pizza Party Celebration
- State certified & experienced local teachers
- All staff & volunteers are carefully screened and undergo background checks (BCI/FBI)

Phone: 440.350.2563 | ESCWR.org

SPACE IS LIMITED

For more information:
Kristin M. Llewellyn,
Family and Community Liaison
(440) 350-2563, ext. 715
kllewellyn@escwr.org

Program location:
ESCWR Hale Road Building
Student and Family Resource
Center 56 Hale Road Painesville
TWP. (440) 898-3281, ext. 4



HOW WE CAN HELP

We invite you to partner with us as we bring forth our expertise and services to support your needs. Here is an overview of the wide range of services we offer, tailored to assist you effectively:

- Human Resource Staff Mentoring
- Development and Maintenance of Job Descriptions
- Job Postings
- Workers' Compensation/Safety
- FMLA
- Labor Management and Compliance Audits
- Payroll Systems and Process Development
- Consulting of Office Operations

Proven Expertise

The ESCWR staff has a wealth of experience in Human Resources and Operations, spanning more than 30 years. We are responsible for overseeing all aspects of human resources for the ESCWR and supporting member districts with related projects. With a licensed Business Manager on staff.

Additionally, we manage the ESCWR's business agreements and contracts, information technology, and facility management. With HR certifications that include PHR and SHRM-CP, and having previously served on leadership teams for advocacy and strategic planning work sessions, our staff possesses the necessary expertise to assist you in all areas of HR and operations. Whether it's recruitment and onboarding, employee life cycle support, substitution management, labor management and compliance, or payroll systems and process development, we are equipped to assist you.

Contact us today,

The ESCWR can assist with all onboarding needs and complete job openings. We can assist with recruitment and placement of new hires and benefits process openings that result in a successful hire.



Employee Lifecycle

Your staff has many needs during their employment with you. We can assist with benefits management, open enrollment, Family Medical Leave (FMLA) Compensation TPA and MCO for reporting, and return to work.

Labor Management and Compliance

Here at the ESCWR, we have extensive experience working with labor organizations, conducting or representing administration at hearings, and are available to your staff for general questions or concerns. We are experienced in EEO, PERP and compliance management and policy.



LAKE COUNTY COMMUNITY FORUM 2022-2023

Why join the Forum?
The work of engaging community providers in a comprehensive, data driven and strategic approach to addressing students' social emotional needs is essential to having a collaborative impact by identifying common needs, identifying barriers and creating partnership formation.



HISTORY AND PURPOSE OF SCHOOL COMMUNITY FORUM

FORUM OBJECTIVES

- Common Needs Identified**
What do students really need vs. what we think that they need?
- Barriers/Challenges Identified**
Provides access to schools.
- Evidence Based Models Utilized**
Promote data driven best practices.



Develop your HR records management system to assist you in improving your current processes and steps necessary to improve so you can maintain them. Additionally, we will help with processing questions.

We Are Currently Looking for Peer Role Models

PEER ROLE MODELS ARE 3, 4, OR 5 YEAR OLD CHILDREN WITHOUT SPECIAL NEEDS WITH

- Strong language skills
- Ability to socialize with peers and play cooperatively
- Toilet-trained
- Ability to follow basic classroom rules and routines
- Willingness to learn and have fun

ROLE MODEL STUDENTS BENEFIT FROM PARTICIPATING IN THE PROGRAM BY

- Having access to highly qualified and Ohio Department of Education certified teachers.
- Participating in a developmentally appropriate early childhood curriculum.
- Developing an appreciation of diverse learners and abilities.
- Developing the skills needed for success in kindergarten.
- Opportunities to make new friends and have fun.



FOR MORE INFORMATION

Amy Dawson
Early Childhood Administrative Assistant
Call: 440-350-2565 ext. 734
Email: adawson@escwr.org

www.lce.ck12.oh.us

Child Find

Preschool children ages 3-5 with disabilities may be unidentified because parents may not be aware that programs and services are available.

If you know of a child with a disability not receiving special services in your district, please contact us.

Educational Service Center Preschool Program

Who We Are

We offer preschool classes throughout the county. Many of which are in local elementary schools. Our current locations include: Berkshire, Chesterland, Fairport, and Middlefield.

All classroom teachers are fully licensed by the Ohio Department of Education and all classroom sites have a 5-star Step Up to Quality rating.

What We Offer

- Classrooms meet 5 days a week
- Programming aligned to the Ohio Early Learning Standards.

How Much Does It Cost?

- Please contact Amy Dawson for site specific tuition fees.
- Tuition assistance may be available to those who qualify. Free and reduced tuition are available!
- Inquire to see if you qualify today!

Extras

- Grant-funded music or art classes.
- Classroom collaboration with Behavior Specialists, Speech, Occupational, and Physical Therapists.
- Social skills play groups are open to any child enrolled in the program.
- Parent education series covering topics such as potty training, behavior basics, and communication.

Classrooms meet **5** days a week

Unique Like Me 184 MAIN STREET PAINESVILLE, OH



MONDAY THROUGH FRIDAY
10:00 A.M. - 4:00 P.M.

Unique Like Me is a storefront vocational skills training site, that offers Lake and Geauga County students opportunities to demonstrate their skills and talents and to interact with the community by selling their handmade, unique products. Stop and see what this unique setting has to offer and find the perfect gift for yourself or someone special. Hope to see you at the store!



The Educational Service Center of the Western Reserve in Partnership with:




Program Video



Nancy Neal, Job Coach
440-867-4025 or nneal@escwr.org

@ Unique Like Me
www.uniquelikeme.org



“We are drawn to leaders and organizations that are **good at communicating what they believe.** Their ability to make us feel like we belong, to make us feel special, safe and not alone is part of what gives them the ability to inspire us.”

— Simon Sinek, *Start with Why: How Great Leaders Inspire Everyone to Take Action*

Thank you!

FOLLOW US!

@theimpactgroup



TOM SPEAKS
tspeaks@igpr.com



PHIL HERMAN
pherman@igpr.com

igpr.com