



# The Rockford Story: Principles, Structure and Process

Erikson Institute

December 5, 2013



  
*Supporting our public schools*

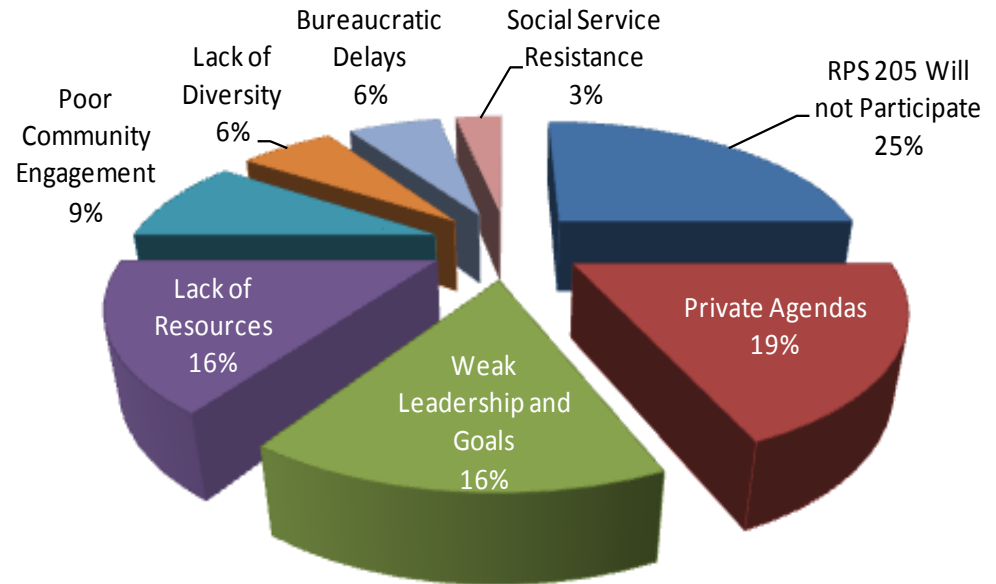
# Context for Reform in 2009

- Lawsuit, suburban flight, poverty growth
- Superintendent revolving door
- Chronic truancy
- “Dropout Factories”
- Low college attainment
- Political silos
- Volunteers not aligned



# Opportunity and Threats

- Truancy partnership and charter schools
- Need for sustainable success drives exploration of “systems” approach
- Alignment Nashville model identified
- Local barriers recognized





# Vision and Mission

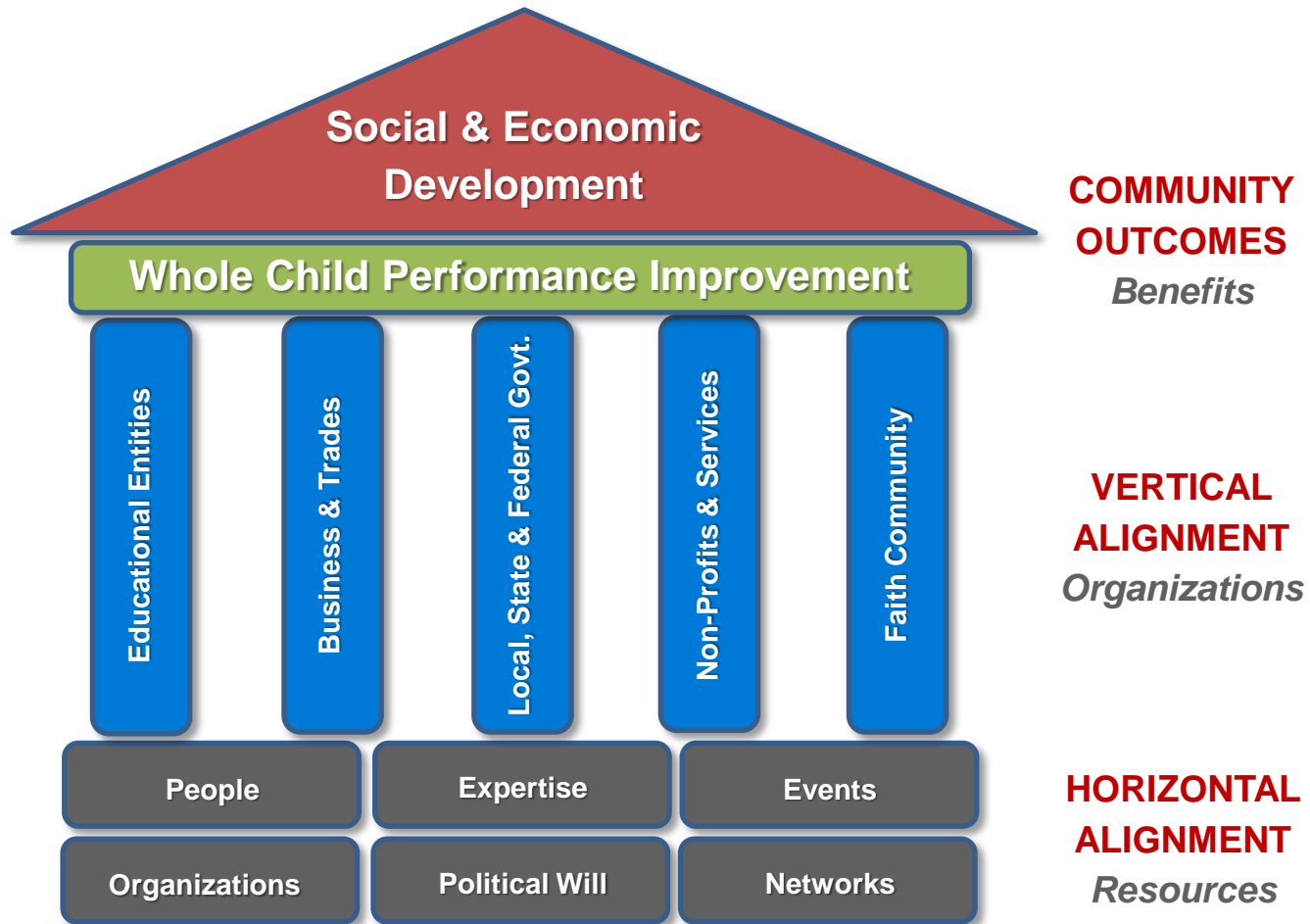
## Vision

Alignment Rockford envisions *all* students graduating from high school with marketable employment skills *and* enrolling in post-secondary education. They are eager to live, work, learn, create and play in the Rockford Region as contributing adults.

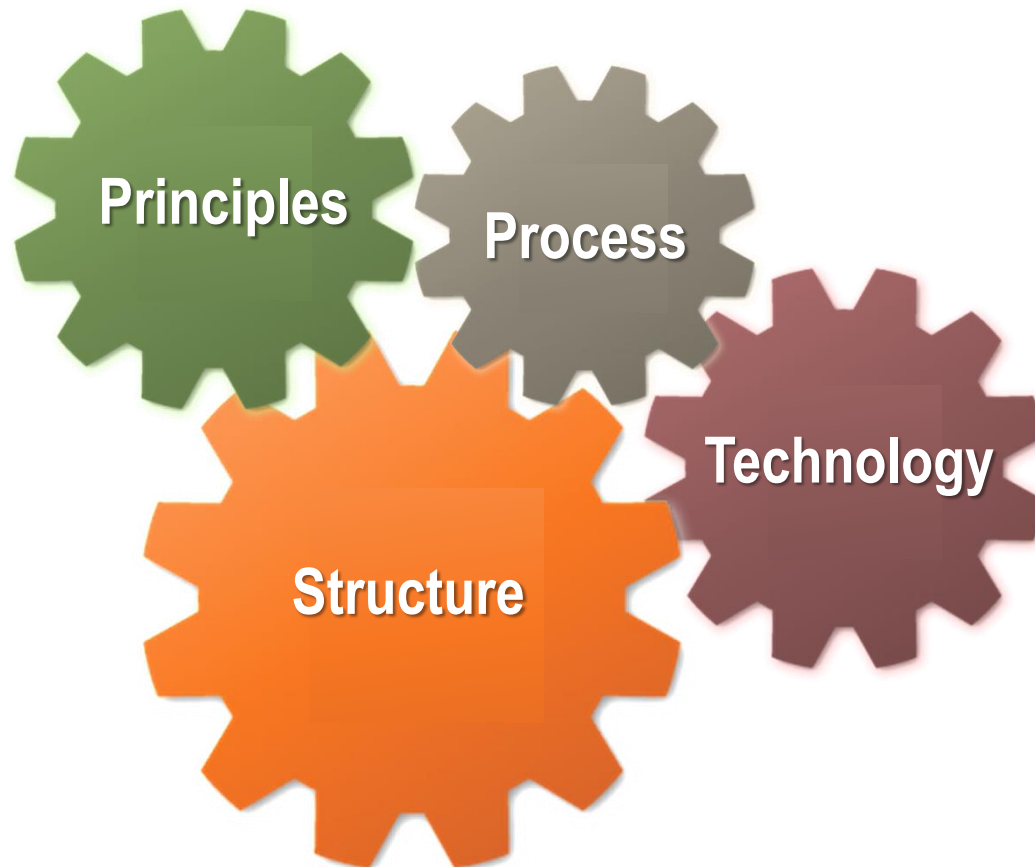
## Mission

Alignment Rockford's mission is to *align community resources* in support of public school strategies to raise student achievement, improve the health and happiness of our children, and advance the economic and social well-being of our community.

# Resources to Outcomes



# Integrated Alignment Tools



# Building a System for Change

- Alignment is a **toolset**, not a **program**



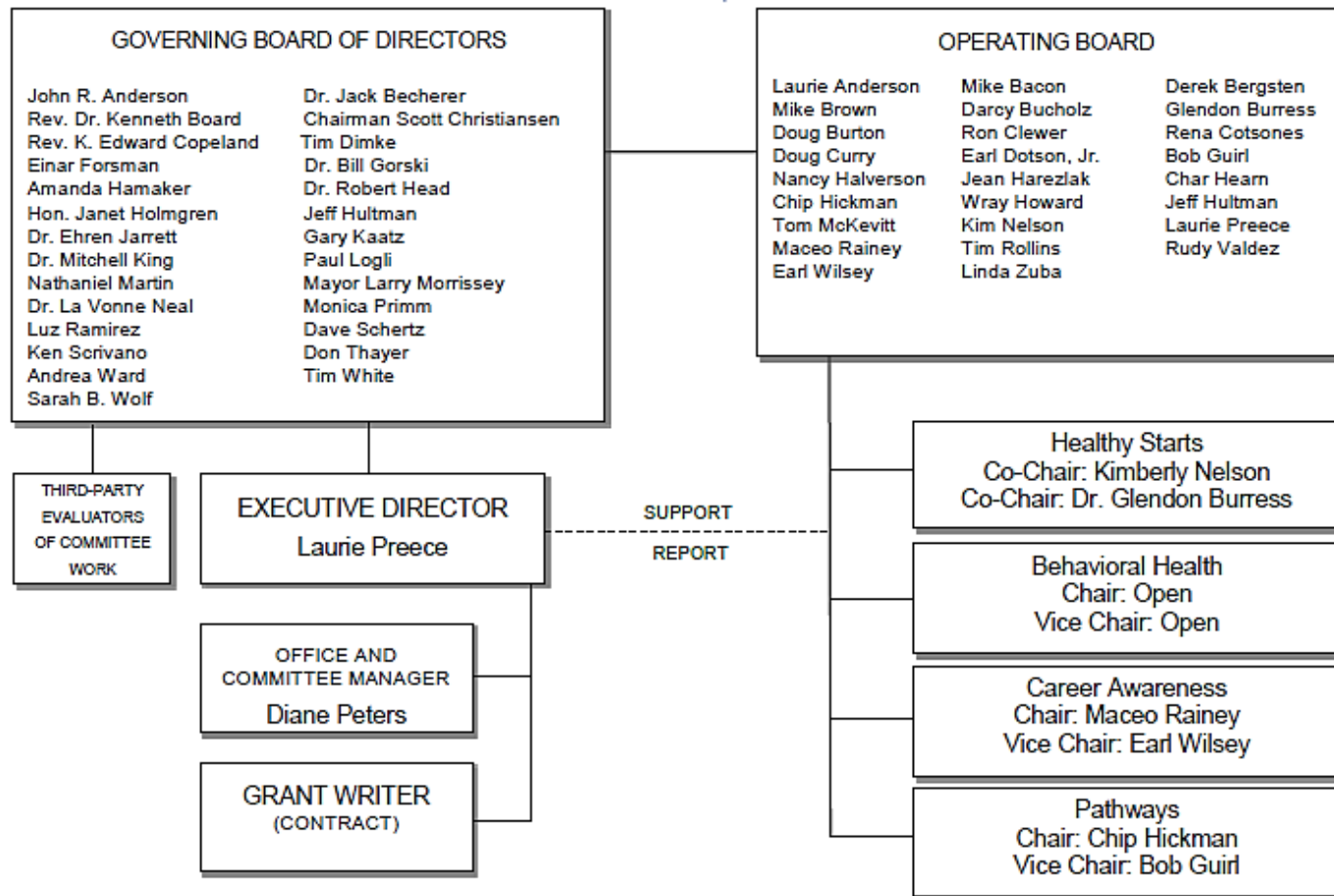


# Principles as a Tool

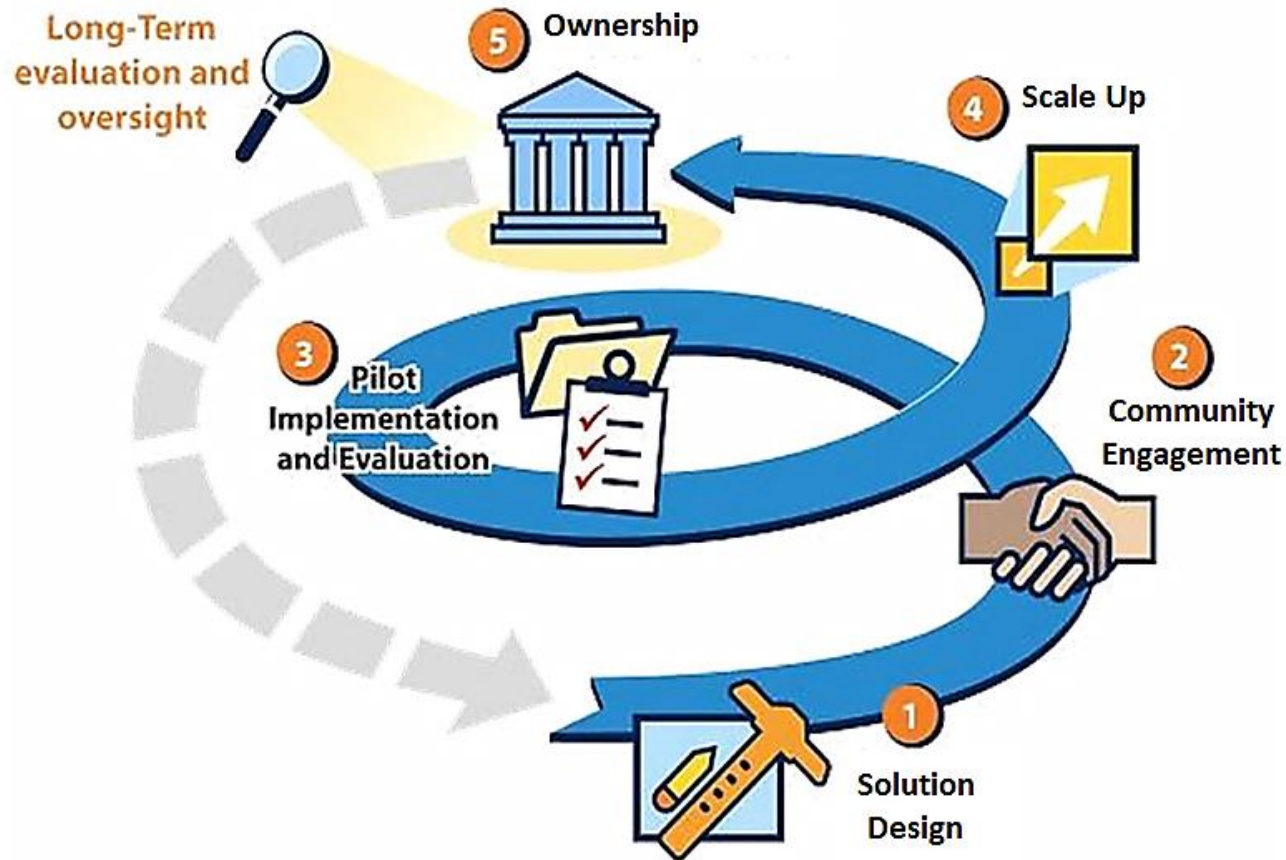
- Enable **children** to be **successful**
- **Focus** on those with **greatest** need
- **Align** with school system's **priorities**
- **Support** school system's **strategic plan**
- The **work** is ***generational***
- Target academics **and** the **whole child**
- **Comprehensive** and **multifaceted** approach



# Structure as a Tool



# Proprietary Process as a Tool



# Healthy Starts talk2me Training



**talk2me**  
baby talk is smart talk

Talking, Playing, Cuddling, Encouraging.  
These are the keys to having a wonderful, loving relationship with your baby, and giving her the best chance at being successful in life. It's also how you can become that special parent who gets to hear people say what a wonderful child you have!  
The attention you give your baby now will last a lifetime.

**talk to me**  
Talk to me about anything you want. How happy you are. Shopping. Football. Anything! Just talk to me and share your thoughts. Listening to you is how I learn to communicate. I love it when you talk to me!



**play with me**  
Come on! Get down to my level. Get close. You can be as silly as you want. I don't care. I just want to have some fun - and when you play with me, I know I'm safe. It makes me feel warm inside. Come on! Let's play!



**cuddle me**  
We are made to be together. Really together. The best way to let me know how much you care is to hold me close - as much as you can. The more we cuddle, the better we both will feel. Please hold me close. Lots!



**encourage me**  
You know how it feels when somebody tells you that you did a good job? It feels great, right? It's important to me, too. Actually, it's even more important to me now. Please encourage me as much as you can!



Being a good parent isn't complicated. It just takes warmth, patience and affection. For more information about forming secure attachments, or early childhood play groups, contact Rockford Public Schools Early Childhood Program Prevention Initiative at (815) 967-5030.

**AlignmentRockford**  
*Supporting our public schools*

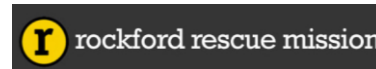
Contract Manager  
**GrahamSpencer**  
Business Development



# 2013 Teacher Site Visits

- 106 teacher participants from AHS, EHS, GHS, JHS and RAHS
- 50 host sites
- Outputs:
  - Presentations about local organizations and careers
  - Educators and employers connected
  - Improved relevance in curriculum/instruction

# Summer PD Workshops





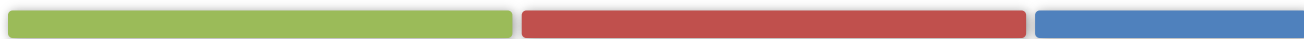
# 2013 Academy Expo





# Collective Impact Plus

- **Collective impact** is often defined as:
  - Shared agenda
  - Shared accountability
  - Mutually reinforcing activities
  - Continuous communication
  - Backbone organization
- **Alignment** adds:
  - Shared tactics and action plans
  - Shared initiatives across the community



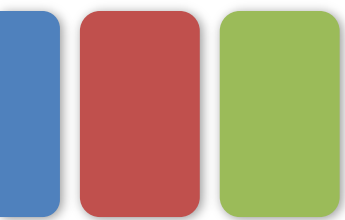


# Collective Impact Plus

- Reasons for **Alignment success**:
  1. **Principles, Structure, and Process** have facilitated strategic thinking and planning for **systemic change** resulting in real **transformative solutions**
  2. **Acceptance and fidelity** of implementation by the **school district** has been an essential success factor







# Questions?

[www.alignmentrockford.com](http://www.alignmentrockford.com)



**AlignmentRockford**  
*Supporting our public schools*