



MEMORANDUM

TO: CABE Board of Directors

FROM: Jan Corea, CEO

DATE: November 16, 2013

SUBJECT: **Board Agenda Item: CABE Professional Development Services Report
PHASE II Project Update**

Progress to Date

Since March 2013, implementation of PDS has moved forward. The attached chart provides data on our accomplishments thus far, including:

- ☐ Types of Professional Development Provided
 - Partnered PD (Example: collaborating with a COE or organization to target a geographic area or need)
 - On-site PD (Examples: a one day stand and deliver PD, a keynote, an ongoing classroom coaching contract)
 - Expert Consulting (Examples: Dual Language Immersion start up, feasibility study, Master Plan Development)
- ☐ Location, Title, & Dates of the PD Services Provided
- ☐ Number of Participants Served
- ☐ Price and Duration of the PD
- ☐ Revenue Generated by the PD
- ☐ Costs & Expenses of the PD
- ☐ Surplus & Percent Margin

Between September and November 12, 2013, we delivered 6 new professional development services, and continue our ongoing work with Monterey County Office of Education and Yolo County Office of Education. We have contracts for providing an additional 4 new services, and have begun work on the PD grant. This activity has generated to date **\$212,220** in revenue. We also have prospects in several school districts for January – June.

During the 2013-2014 year, our revenue generating activity related to CABE PDS represents a range of return on investment/surplus margin for CABE of 30% to 71%, an excellent return on investment when benchmarked against other organizations similar to CABE. No CABE PDS activities have run in the red, and all have achieved the 30% margin or more meaning that the effort has sustained itself and brought in a surplus.

New Lessons Learned

EXPANSION AND GROWTH

It is very important that we recruit others to work and/or volunteer with CABA PDS in order to grow capacity. We can take on more clients, if we can service them properly, and that means more help. This work requires a number of facets; attention to regular, ongoing marketing, active prospecting and solicitation of new business, creating content, servicing the contracts we have, all while maintaining a high level of quality. CABA PDS needs a variety of consultants and some dedicated admin support. We will begin to create a group of consultants with the STEAM grant, bringing in several people to learn the coaching protocol and participate with us.

Next Steps at PDS

Establish CABA Book Awards

- Nominate CABA members to form a Committee of 5-7 people to recommend to the CABA Board, criteria for CABA book awards. We would meet via conference call. These individuals should be educators or parents.
- Promoting the Writing of Children's Books – two sessions to be offered at CABA HQ for teachers interested in writing children's books in English and/or other languages.

Continue to Spread the Word

- Ask for Board members commitment to utilize the CABA PDS services in local school districts and to help recruit PD opportunities for CABA PDS.
- We were able to collaborate with the CA Charter Schools Association to provide a PD day, brainstorm other organizations that board members have ties to and would be willing to bring up the topic with these organizations.

Recruiting Trainers to Expand Our Reach

- Starting to develop a short list of experienced people with time available during the school year/during the week to be trained to provide occasional Professional Development through CABA PDS. We need one or two people right now in LA County area to learn the GEMAS Refining Teaching Practice coaching model.
- These folks need to have practical experience, have a collaborative disposition (not all about themselves, but about the teacher/learners). They need to have availability during the week and during the school year. They need transportation to get to some locations that are not in the major metropolitan areas.

Establishing CABA as the Go-To Service for Publishers of Instructional Materials

1) Forming a CABA instructional materials review panel for upcoming math adoption. PDS will be sending out a request for volunteers to serve. The purpose of this review is to give a kind of "consumer report" on the strengths and weaknesses of the programs up for adoption rather than to create a prioritized list of preferred programs. This is not a revenue generating activity, but as publishers see that school districts are paying attention to the CABA Report, they will also pay attention so that their materials receive a positive review. We will begin to offer services to publishers such as manuscript

reviews and possible development work. I am asking for help to develop criteria for CABE instructional materials manuscript reviewers. We will need co-chairs who are interested in recruiting a committee of volunteers.

2) PDS is working on putting together a seminar for publishers' editorial teams. Please make recommendations of venue, dates, etc. for CABE PDS Seminar in Sacramento or Los Angeles offered to Textbook companies' Editorial Staff re how to write instructional materials to promote state adoption in CA and to assure access and comprehensibility of materials by English Learners. This is a technical seminar for a highly motivated audience. I envision it will include two speakers (inviting Karen Cadeiro Kaplan and Senator Ricardo Lara, Chair of the CA Latino Legislative Caucus) Ricardo to kick it off and Karen at or after lunch. If permitted, I would like to have Martha Hernandez speak as part of a panel and then a longer session on specifics that editors can include in their materials.

I envision charging about \$1,200 per person and would like to co-host this with AAP. More info to come in December. At this price, there is likely to be a small attendance however, we will have access to those who make key decisions about how textbooks are written and how English Learners are addressed within them.

3) Based upon all the outreach work I have been doing in the course of the Garden Grove Unified School District feasibility study, I am putting together a small national roundtable discussion to be held on April 2, 2013 at the CABE Conference. The purpose is to invite a discussion amongst the five school districts around the country that are working to establish Vietnamese dual language immersion programs. We already have a commitment from 3 people in the Portland (OR) Public Schools to attend and likely several from Highline Schools in Seattle Washington. We will want Two-Way CABE board and others to participate as well. KimOanh Nguyen Lam from Washington DC has been invited and our client, the Garden Grove School District is involved as well. The purpose of the dialog is to establish a clearinghouse for information, resources, assessments and materials development and acquisition in less commonly taught languages. It will be held April 2 at the CABE Conference. This is one more way that CABE PDS supports the mission of the CABE Compass and brings in revenue to the organization by expanding the number of registrations at the conference. More information will be forthcoming in December.

ACKNOWLEDGEMENTS

Kudos to Consultant Elizabeth Jimenez and CABE staff for moving CABE PDS forward! We are experiencing exciting and meaningful.