

JACKSONVILLE
Public Education Fund



CIVIC ACTION, NEW POSSIBILITIES

2012: A year of transformation in public education

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Scott Sowell, 2012 Duval County Teacher of the Year

The Jacksonville Public Education Fund is marrying philanthropic investment with education innovation and connecting political, philanthropic, education and grassroots leaders to create systemic change over the long term.

The Jacksonville Public Education Fund is an independent nonprofit that works to connect research with civic voice to bring about unified action to support a system of excellent public schools in Duval County. We believe that an informed and active citizenry, together with attentive and aligned community leadership, will move our schools forward to prepare students with the skills they need for the 21st century.

SEPTEMBER 2012



The Jacksonville Public Education Fund has had the privilege of spending the last year listening to the needs of the community and working to elevate the role of the public in public education.

Participants in ONE by ONE community conversations have spent a collective 3,500 hours with us, sharing their hopes and aspirations, solutions and ideas for public schools in Duval County.

As ONE by ONE unfolded, it became clear that listening to the community must be the foundation of our work. By engaging in a two-way conversation, we can begin to fully inform and mobilize the citizens of Duval County in support of the excellent public school system that our city needs to ensure a prosperous future.

The work to awaken and engage the public could not have come at a better time. As we write this, Duval County finds itself at a critical juncture in the history of public education in this community. Four new members of the school board are set to take office, and a new superintendent will take the reins of Duval County Public Schools, ushering in a new era of leadership.

Throughout the next year, the Jacksonville Public Education Fund will use the priorities of the community as the foundation to guide our research and determine our advocacy platform. We will continue to work in partnership with the new leadership in Duval County Public Schools and the numerous community organizations working tirelessly on behalf of students. With greater civic involvement and community alignment, we believe that the potential for systemic improvements to our public schools is greater now than ever before.

As we close out our most exciting year to date, we want to take a moment to thank the thousands of people and dozens of organizations working so hard to improve public education in Duval County. Whether a long-term investor in public education, a student newly empowered to make change, a skilled volunteer facilitator or an energized conversation participant — your action is the catalyst that will propel public education in Duval County into the 21st century.

Face to face, voice by voice, and one by one, we will make a difference for young people in Jacksonville.

A handwritten signature in blue ink that reads "Cindy Edelman".

Cindy Edelman
Chairwoman

A handwritten signature in blue ink that reads "Trey Csar".

Trey Csar
President



ONE x ONE

TRANSFORMING OUR FUTURE TOGETHER.

In 2010, with a goal of empowering the public in Duval County to define their priorities for building an excellent public school system, the Jacksonville Public Education Fund began plans for a large-scale community listening effort unlike anything that had been done before in Jacksonville.

ONE by ONE was born at a time when one out of every three students who entered high school in Jacksonville was not graduating on time and the Alliance for Excellent Education estimated the negative economic impact of dropouts to be hundreds of millions of dollars a year for Northeast Florida.

The community was hungry for change. A 2011 poll conducted by The Community Foundation's Quality Education for All initiative found that 41 percent of Jacksonville residents believed that having a top-rated public education system was most important to Jacksonville's future more than any other issue, even in challenging economic times.

Based on best practices from other cities, especially the Mobile Area Education Foundation's Yes We Can! initiative, the Jacksonville Public Education Fund launched the ONE by ONE campaign in August 2011.

It kicked off with a powerful art exhibition, ONE in THREE: Let's Solve Our Dropout Crisis, that told the stories of 20 Duval County students to begin sparking public interest in conversations. The public opening at the Cummer Museum of Art & Gardens drew a record-breaking 1,001 people.

The momentum built as the campaign moved around to every region in the city, and structured, small group conversations unfolded in private homes, religious organizations, community centers and businesses.

The original goal was to hold 75 small group conversations, a model that would allow everyone at the table to have a voice. Today, 169 small group conversations have been held with 1,649 people representing every part of Duval County. More than 75,000 people have seen the ONE in THREE art exhibit.

The conversations were facilitated and scribed by trained volunteers, and the notes may be found online at www.onebyonejax.org. The notes were then analyzed using a rigorous inductive thematic analysis process, leading to 15 distinct themes and 50 specific sub-themes.



AS OF SEPTEMBER 30, 2012



“With ONE by ONE, I think the community will definitely come together like a family, loving each other and helping each other, making sure everyone is successful.”

— Mercedes Trapp,
ONE in THREE
featured student

ONE by ONE: NEXT STEPS

The goal of ONE by ONE is not simply to talk. In the next year, the hopes and dreams, solutions and ideas, goals and priorities will become the foundation for a common vision and action framework for public schools in Duval County.

Following the data analysis, participants and other community members will have a chance to review the results of the conversations in a series of regional meetings.

Then, a host of delegates nominated by the public will draft a unified community agreement for improving public education for all students in Duval County, a statement of goals and priorities identified by the conversation participants.

Once the agreement is drafted, it will be presented to the community for ratification and celebration, culminating in a final convening where the agreement — along with its specific responsibilities, goals, and supporting signatures — will be formally presented to the Duval County School Board for endorsement.

Once endorsed, the real work will begin. Working together, citizens, community organizations and the school district will plan action steps that move our schools closer to the goals set out in the community agreement. Parents, teachers, students, district officials, community leaders, faith-based groups, civic and nonprofit organizations alike will all be asked to carry the momentum of this process forward. Working together, everyone will stay connected through their own responsibilities to the community agreement as we strive to make Jacksonville the model for a safe, high-achieving public school system for all students that we aspire for it to be.



INFORMING AND ENGAGING VOTERS IN THE 2012 SCHOOL BOARD ELECTIONS

The 2012 elections for Duval County School Board were among the most crucial in the city's history. With four open seats and a superintendent search, leadership of our public schools is in significant transition. The Jacksonville Public Education Fund convened a diverse group of nonpartisan, nonprofit partners — the Duval County Council of PTAs, Jacksonville Kids Coalition, Jacksonville Urban League, Save Duval Schools and WJCT — to build a coalition with a common goal of informing and engaging voters. Distributing a candidate questionnaire and holding forums in each district, the partners drew approximately 200 people at candidate forums. The informational website SchoolBoard2012.org was built by the Jacksonville Public Education Fund and contained candidate information and questionnaires, drawing more than 12,000 page views during the primary election.



Duval County
kids can't vote,
but **you** can!

VOTE!
Make your
voice heard on
August 14.

Before going back to school on August 20, make sure to vote in the School Board elections on **Tuesday, August 14.** Locate your district, meet the candidates and learn about their positions at www.schoolboard2012.org

Candidate Forums
Hear from School Board candidates on their vision for our public education system!

District 1
July 26, 6-8 p.m.
Terry Parker High School

District 3
August 2, 7-9 p.m.
Englewood High School

District 5
July 31, 6-8 p.m.
Raines High School

District 7
July 24, 6-8 p.m.
Atlantic Coast High School

Check your address!
Because of redistricting, you may live in a different district than before.

JACKSONVILLE
Public Education Fund

PTA
Public Education Fund

JACKSONVILLE
Kids Coalition

JACKSONVILLE
Urban League

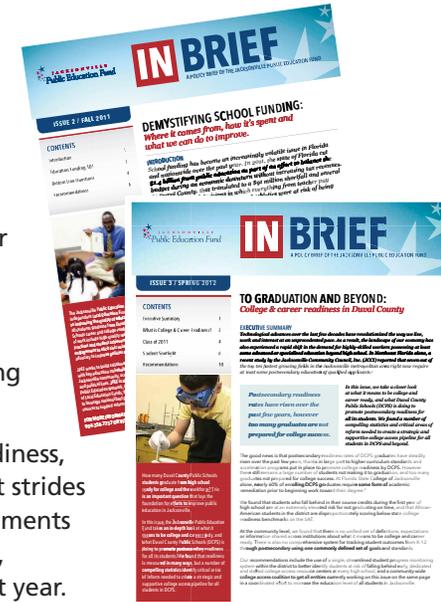
WJCT

POLICY BRIEFS INFORM AND ENGAGE COMMUNITY MEMBERS, PUBLIC OFFICIALS

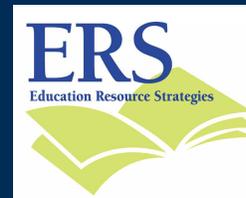
A centerpiece of the Jacksonville Public Education Fund’s data and policy work this year has been the publication of two high-impact Policy Briefs on critical issues facing Duval County Public Schools.

The first was an in-depth look at school funding released just before lawmakers convened in Tallahassee for the 2012 state legislative session. The issue — fresh in the minds of parents because of drastic cuts the year before — is volatile and emotional, and it is complicated. That’s why the “Demystifying School Funding” briefing made such an impact. Garnering coverage from a variety of print and broadcast outlets, it increased understanding of school funding and rallied public support. Presented in person to state representatives, the brief managed to surprise even a veteran lawmaker. Ultimately, the legislature passed a \$1 billion spending increase for public education, staving off the most drastic cuts in Duval and elsewhere.

In the spring, the Jacksonville Public Education Fund tackled a key question — what is career and college readiness, and how well are Duval Schools doing in preparing students? The brief found that Duval has made significant strides at preparing students for postsecondary education, raising the graduation standards far beyond state requirements while increasing the graduation rate. Yet much remains to be done. One of the brief’s key recommendations, increasing the number of guidance counselors, was enacted by the school district even during a tough budget year.



EDUCATION RESOURCE STRATEGIES: STARTING A DATA-DRIVEN CONVERSATION ABOUT REFORM



In the fall of 2011, results of a year-long, comprehensive study of resource use in Duval County Public Schools were released after a year of research. In 2010, in partnership with Duval County Public Schools, the Jacksonville Public Education Fund engaged the national nonprofit research group Education Resource Strategies (ERS) to conduct the study, a public-private investment that paid for itself six times over with an immediate savings to the district of approximately \$3 million. But far beyond simply the budget, the ERS study evaluated the talent, time and money in the district and made recommendations on how to improve district operations to best serve children.

Starting with national comparisons, the study found that Duval County was operating in among the nation’s lowest and least flexible funding environments and spending very little on central administration.

Key recommendations included suggestions on how to better use the district’s most effective teachers throughout the district, potential solutions to cut the cost of operating underutilized schools and the need to expand individualized supports for struggling students.

Ultimately, the ERS recommendations are just beginning to be fully realized. The first step is starting a data-driven conversation on how to ensure that all students receive a high quality education.

“The latest report from the Jacksonville Public Education Fund does an excellent job of diving deeply into the issue [of career and college readiness]. The report stands with any of the best national reports presented to the Times-Union editorial page staff... JPEF has continued to perform a community service through its in-depth reports.”

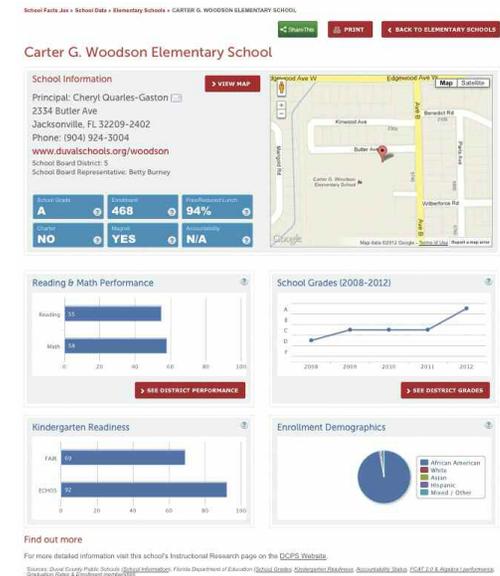
— The Florida Times-Union Editorial Board
May 10, 2012 Editorial

INTRODUCING SCHOOL FACTS JAX: DATA MADE EASY

A recurring theme of the ONE by ONE conversations was the desire for increased communication and easier to understand information about public schools' operations and performance. A new Jacksonville Public Education Fund digital initiative is working to bridge that gap. School Facts Jax is an online resource with a wide variety of academic performance indicators, all displayed with a user-friendly format. Data at the district level as well as information for every public school in Duval County is available, providing a resource that is useful for parents and community members who are looking for easy-to-use information about academic performance in our schools.

The original idea: Create a site with user-friendly data about academic performance at the district and school levels. In late summer 2012, the Jacksonville Public Education Fund was notified that it won a \$100,000 Community Information Challenge matching grant from the John S. and James L. Knight Foundation to expand School Facts Jax. The grant is administered through The Community Foundation in Jacksonville.

The grant will support significant expansions in content, interactivity, and outreach to go beyond simply providing information, and foster informed dialogue and engagement around public education. Expected to roll out in phases starting in spring of 2013, the site will include budget data visualization and interactivity as well as functions that help parents and citizens to find resources and share their ideas with decision-makers. This project will provide the community with trustworthy, understandable information on the district's budget and student performance and help rebuild engagement in public schools.



Working to equip the community with information it needs to make decisions, the Jacksonville Public Education Fund produces high-quality research and analysis trusted by policy makers, members of the media and the public alike.

Connect and join the conversation!

www.jaxpef.org
twitter.com/jaxpef
facebook.com/jaxpef

BUILDING COMMUNITY THROUGH ELECTRONIC AND SOCIAL MEDIA

Whether tweeting from Duval County School Board candidate forums, taking questions via live blog for state Legislators during a town hall meeting or presenting new data via infographics on Facebook, the Jacksonville Public Education Fund is working to engage the public in a two-way conversation in person and online.

Soliciting community feedback via e-mail, handing out Policy Briefs at a public event, penning an op-ed for the newspaper or participating in talk radio shows such as First Coast Connect — Jacksonville Public Education Fund staff and volunteers are working to raise the level of civic dialogue about public schools on as many media platforms as possible.

With so many organizations dedicated to improving the education of students in Duval County, coordination and alignment is essential.



**MORE INNOVATION
AND OPTIONS FOR
STUDENTS AT RISK**

INCREASING IMPACT THROUGH PARTNERSHIPS AND ALIGNMENT

A key role of the Jacksonville Public Education Fund is working with a wide variety of community organizations, from community development corporations to libraries to PTAs.

The Jacksonville Public Education Fund has joined in partnership with nearly every major education agency over the last year. In addition to the Learning to Finish partnership and the School Board 2012 election partnership, the Jacksonville Public Education Fund also worked with more than a dozen community organizations, city agencies and higher education institutions to display the ONE in THREE exhibition, and held conversations with many more. A formal partnership making JPEF the official data and policy partner of the Jax Chamber was established in 2012. Meanwhile, JPEF partnered with the Urban Education Symposium, with our data and policy department providing research to inform participants and the community mobilization department running a day-long empowerment program for the youth who attended.

“The Jacksonville Public Education Fund is playing a major role in rallying the business community to focus on strengthening public schools in Duval County.”

— Ed Burr, President and Chief Executive Officer of GreenPointe Holdings

ENGAGING THE COMMUNITY IN THE SUPERINTENDENT SEARCH

In February 2012, the Duval County School Board and Superintendent Ed Pratt-Dannals mutually agreed that he would retire in December 2012. It is impossible to overstate the importance of the superintendent’s role in the direction of the public schools. So the Jacksonville Public Education Fund set out to ensure that ONE by ONE participants and the broader community were well-informed about the significance of the superintendent search and the process surrounding it. A white paper looking at the research around school district leadership, e-mail surveys and a dedicated website are just a few of the community outreach activities that JPEF took part in during the year. On the leadership level, staff and board members participated in district committees and provided information. Ultimately, the school board earned praise for being open and inclusive during the search — key to building public trust and confidence in the new superintendent, Dr. Nikolai Vitti.



The Learning to Finish collaborative hit many high points this year. Facilitated by the Jacksonville Public Education Fund, the lead partners are The Community Foundation in Jacksonville, Duval County Public Schools, Jacksonville Children’s Commission, and United Way of Northeast Florida. First, in August 2011, Schools For the Future Academy opened to approximately 90 overage and off-track students. Based on a research-tested model, Schools For the Future is new kind of public school blending the expertise of the district and a non-profit partner. Located at The Bridge of Northeast Florida, it gives students remediation, acceleration, and emotional supports. Students made more than a year’s worth of gains in reading, math and science and the school has 120 students enrolled in its second year.

Learning to Finish also celebrated the increase in the graduation rate, up 11 percentage points between 2007 and 2011, to 71.2 percent. Over the last five years, Learning to Finish increased and aligned supports for struggling students, created an early warning and response system and improved and diversified options for off-track students. As a result, significant progress was made in reducing the number of overage students, disciplinary offenses and absences — all leading indicators for increasing the graduation rate.



CELEBRATING AND LEARNING FROM OUR BEST TEACHERS

The EDDY Awards, an annual event to celebrate Duval County's leading teachers, is a time-honored tradition that has grown into its new mission to elevate the role of Jacksonville's best teachers.

The EDDY Awards is a joint venture between the Jacksonville Public Education Fund and the Schultz Center for Teaching and Leadership, and it has evolved beyond an awards ceremony to build a network of exemplary teachers who are leaders in the community and who work to improve our schools, student performance and the teaching profession.

On March 8, 2012, Dr. Scott Sowell was named the 2012 Teacher of the Year. Sowell is an incredible educator who works at Darnell-Cookman Middle/High School, where he teaches Advanced Placement

Environmental Science and Forensic Science. He was chosen from five finalists selected after interviews with the District Selection Committee. Teachers of the year from 163 schools were nominated and evaluated based on their nomination packet, which included information about their professional development, classroom practices and knowledge of current educational topics.

EDDY Awards efforts to elevate the teaching profession continue throughout the year. The Wells Fargo Excellence In Teaching Seminar Series allowed eight outstanding Teachers of the Year to share best practices and demonstrate live classroom instruction through an online series accessible to all 8,300 teachers in our county.

Thanks to The Philanthropic Initiative of The Community Foundation in Jacksonville, Teacher of the Year finalists and semi-finalists from 2011 were featured in a new series called Teachable Moments, which appeared in The Florida Times-Union and on WJCT Public Radio.

The Teacher of the Year also holds a seat on the Jacksonville Public Education Fund board of directors. And in addition to the individual cash awards, Rotary Clubs of Duval County has established five funds at the Jacksonville Public Education Fund for each of the finalists to use for a project at their school. What was really special about the 2011 class is that they all leveraged their funds for the greater benefit of their schools and community, whether it was to purchase playground equipment or fund a scholarship to help future teachers of the year.

“One of the wonderful things that this Teacher of the Year award has done is let me participate in many of these conversations that happen outside the classroom around education, including ONE by ONE conversations. It’s heartening to know that there are organizations like the Jacksonville Public Education Fund who have the time and the resources and the research to back up those conversations — that have my back, so to speak.”

— Scott Sowell, 2012 Florida Blue Duval County Teacher of the Year



the EDDY AWARDS
a celebration of teaching



Rotary Clubs
of Jacksonville



HOUGHTON MIFFLIN HARCOURT



LOOKING TO THE FUTURE

Duval County is at a key inflection point. With new leadership and an energized citizenry ready to rally around a common vision for public schools, there is an opportunity to chart a course for education improvements in Jacksonville. The ONE by ONE community agreement will be the foundation of the Jacksonville Public Education Fund's work over the next few years.

Sustaining that change will not be easy. Keeping the forward momentum going, maintaining unity in the community and holding fast to the long-term vision outlined by ONE by ONE participants — these will be the tasks that lie ahead for the Jacksonville Public Education Fund.

Sustained by volunteers and investors who see the possibilities for Jacksonville, this organization and the community it represents are in this for the long haul. Buoyed by a restored sense of hope over the last year, we will build on that energy as our public school system moves into a new dawn, ready to embrace the future that awaits if we work hard enough to seize it.

CREATING LASTING CHANGE THROUGH LONG-TERM INVESTMENT

When the Jacksonville Public Education Fund was first created in late 2008, investors made it clear that the vision for this organization was one based on a long-term approach. In the short time since, our long term investors have created a high-capacity organization ready to create the conditions for change.

The Jacksonville Public Education Fund kicked off a five-year development campaign in 2012. For investors, this is an opportunity to build the community's demand for an excellent public school system that prepares our students with the 21st century skills they need — and ensures prosperity for our community as a whole.

“All of our children, particularly our most vulnerable, need to know we will not give up on them. My continued investment in the Jacksonville Public Education Fund supports real and permanent improvement for education creating greater opportunities for Jacksonville's children and a better community.”

— Delores Barr Weaver,
sustaining and founding investor

COUNT ME IN!

Get involved with the Jacksonville Public Education Fund — we can't do it without your support.

Get connected.

Stay informed about public education news and research and take action on the issues that face Duval County students. Go to www.jaxpef.org to sign up.

Volunteer.

Put the public back in public education by signing up to engage members of the community through conversations and trainings. We have opportunities for you to create change in a way that fits your skills and availability. E-mail volunteers@jaxpef.org or call (904) 356-7757.

Invest.

Become a sustaining investor and make a lasting commitment to our children's future and the prosperity of our community.

Contact Development Director Jodie Leach at jodie@jaxpef.org or (904) 356-7757 for more information.

FISCAL YEAR 2011 EXPENSES	
ADVOCACY & INVESTMENT	\$186,773.58
COMMUNITY MOBILIZATION	\$310,927.26
FISCAL AGENCY ADMINISTRATION	\$27,004.35
DEVELOPMENT	\$88,406.49
OPERATIONS	\$164,497.32
POLICY & DATA	\$313,332.85
EDDY	\$109,094.63
TOTAL EXPENSES FOR FY2012 (INCLUDING EDDYS)	\$1,200,036.48

990 and more information can be found at www.jaxpef.org.

FISCAL YEAR 2011 REVENUE	
TOTAL INDIVIDUAL	\$444,791.34
TOTAL FOUNDATION	\$544,653.00
TOTAL CORPORATE	\$5,067.34
STATE	
Consortium of Florida Education Foundations	\$50,704.62
License for Learning	\$15,918.36
TOTAL STATE	\$66,622.98
TOTAL OTHER	\$53,989.06
TOTAL REVENUE FOR FY2012	\$1,115,123.72

All figures inclusive of the EDDY Awards.



**IN MEMORIAM:
ANN BAKER**

In December 2011, the Jacksonville community lost a great activist and philanthropist in Ann Baker. She was a tremendous leader in our community, particularly in the areas of arts, culture and education. She was a founding board member of the Jacksonville Public Education Fund and served on the Board of Directors. There is no doubt that Jacksonville is a better place because of her. The Jacksonville Public Education Fund and the children of Duval County were fortunate to call Ann Baker an advocate and a friend.

In 2008, a small group of venture philanthropists, inspired by the opportunity to create change in Duval County's public education system, invested in the creation of the Jacksonville Public Education Fund. Three years later, the Jacksonville Public Education Fund has been the catalyst for a movement in public education, dedicated to the type of change that requires a community vision and a long-term commitment to the research and action needed to make the vision a reality. We are honored to recognize our investors:

SUSTAINING INVESTORS
(Investors who have made a 3+ years commitment)

- Cynthia G. Edelman Family Foundation
- The Community Foundation in Jacksonville
- Ann and Ted Baker
- Anne and John D. Baker
- Florida Blue
- Nancy and Gary Chartrand
- David A. Stein Family Foundation
- Jessie Ball duPont Fund
- Joannie Newton
- Rice Family Foundation
- J. Wayne and Delores Barr Weaver
- Ann H. (Poppy) Clements
- Eartha M. M. White Legacy Fund
- Preston H. Haskell
- John Anderson
- Dr. Jordan Baker
- Rev. Torin Dailey
- Judge Brian Davis
- Jacksonville Housing Authority
- Dr. Shannon Perry
- Kenneth Reddick

ANNUAL INVESTORS

- Everbank
- Fidelity National Financial
- Prudential Foundation
- Jay and Deannie Stein
- The Hicks Charitable Foundation
- Ted Baker
- Jeff Chartrand
- David Stein Charitable Trust
- Shelly Fine
- Jacksonville Scene
- Ashley Smith and Alex Juarez
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- Meredith and Trevor Ross
- Will Schael
- Lisa Serra
- Michael Setzer
- Anna and Martin Sir
- Ashleigh Sleiman
- Marcus Smith
- Catherine Snowden
- Justin Spiller
- Linda Tassinari
- John Thompson
- Kurt Thorensen
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- Meredith Tousey Ostlund
- Tracy and Clay Tousey
- Megan and Mark Walker
- Laura Weiss
- Lynn Wilkinson
- Megan Wilson
- Tina Wirth

EDDY Awards sponsors listed on page 9.

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**Allishia Edmonds, Associate,
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**Amber Jubinsky, Manager,
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**Jodie Leach, Director,
Development**

**Jason Rose, Ph.D., Director,
Data & Policy**

**Rachael Tutwiler, Manager,
Community Mobilization
(2010-2012)**

**Carly Yetzer, Manager,
Operations & Information**



L-R, standing: Trey Csar, Pam Paul, Amber Jubinsky, Co'Relous Bryant, Jason Rose, Deirdre Conner, Allishia Edmonds

L-R, seated: Mercedes Trapp (ONE by ONE Information Coordinator), Keba Ambrose (Southern Education Fund Summer 2012 Intern), Carly Yetzer, Rachael Tutwiler