



January 26, 2015

Dear delegate,

It's no secret that 2014 was an exciting year for public education in Duval County. That's why we are so excited for the Third Annual ONE by ONE Convention, set to take place this **Saturday, January 31, from 9 a.m. to 2 p.m. at the Prime Osborn Convention Center.**

On behalf of the Board of Directors and staff of the Jacksonville Public Education Fund, I want to extend my deep gratitude for your commitment to public education and for serving as a ONE by ONE Delegate. As an independent nonprofit committed to informing and mobilizing the community to advocate for universally high-quality public schools for all children, we are committed to giving you the opportunities and tools to do just that.

Since the first convention, delegates have been among the strongest voices for children in our city, and you were selected as a delegate in part because you have dedicated many hours to advocating for high-quality public education in Duval County. We can't wait to welcome nearly 500 people to this year's convention to assess the progress made in our public schools and pledge action items for the upcoming year.

On Saturday, you will connect with all kinds of citizens from all over the city. All have different voices and perspectives, but all share the goal of moving public education forward — and we know that our diversity is our strength. As public education ambassadors, you will be asked to serve as leaders in connecting the community with opportunities to improve the quality of public education in Duval County, and sharing those stories of change with us and the people in your networks.

At our first ever ONE by ONE Convention in January 2013, delegates distilled the ONE by ONE community conversations into four core priorities for public education. Since then, those priorities have been adopted into the strategic plan for Duval County Public Schools. In the two years following, there have been some very encouraging achievements. The graduation rate increased to 74 percent from 67.7 percent in those two years, growing faster than other urban districts in Florida. Numerous initiatives tied to the priorities began, and our annual public opinion polls have demonstrated strong support for the priorities. You'll learn much more about them in this packet.

On Saturday, you will hear directly from Dr. Nikolai Vitti, Superintendent, about the district's progress. Dr. Vitti and members of the Duval County School Board will be present at the convention to share their perspectives and to listen to what the community believes is most important in the collective action needed to advance the joint priorities.

However, the emphasis of the day is on our delegates because your diverse voices and ability to agree about what is most important will generate the unity and energy to move public education forward. Dozens of students will be present throughout the day, reminding us that they are at the center of everything we do.

This packet contains:

- Purpose of the day
- Program overview
- ONE by ONE Delegate expectations: What is your role?
- Logistics
- Social media tipsheet
- Important data and background reading to prepare you for the convention

As we enter the new year, I am humbled by all you have already done for children in our city — and excited to see what you will do in 2015 to improve public education in our city — face to face, voice by voice and ONE by ONE.

Thank you for moving public education forward. We look forward to seeing you on January 31!

Best wishes,

A handwritten signature in black ink, appearing to read "Trey Csar". The signature is written in a cursive, flowing style.

Trey Csar, President
Jacksonville Public Education Fund



Third Annual ONE by ONE Convention | January 31, 2015 | #onebyonejax

Purpose of the Day

The Third Annual ONE by ONE Convention has a few key goals. The first one is to create an opportunity for ONE by ONE delegates to learn about the progress made toward the joint community and district priorities that form the basis for Duval County Public Schools' Strategic Plan. The second purpose is to give delegates a chance to share their perspective regarding the progress made in public education in Jacksonville and elevate those diverse voices, forming the basis for the annual ONE by ONE Community Progress Report. The final purpose is to strengthen ONE by ONE delegates' skills as education advocates by providing specific tools they can use to support better public schools. It will take all of us, working together, to move our schools forward faster.

5 Combined ONE by ONE Community Agreement & School District Priorities

In 2012, citizens from all over Duval County gathered at kitchen tables, religious institutions, community centers and schools to discuss their aspirations for our city and our public school system through the ONE by ONE campaign. All of those conversations, which took place in every part of Duval County, were recorded and catalogued. The conversations were then distilled by delegates at the first ONE by ONE Convention in 2013 into several key priorities. Those priorities were incorporated into the Duval County Public Schools strategic plan in April 2013.

The priorities are:

- Educate the Whole Child
- Great Educators & Leaders
- Family & Caregiver Involvement
- Policy & Political Reform (community priority)
- Effective & Equitable Resources (district priority)

For more history and background on the ONE by ONE Campaign, go to www.onebyonejax.org.

Third Annual ONE by ONE Convention | January 31, 2015 | #onebyonejax
Program Overview | 9 a.m. – 2 p.m.

**** Doors open at 8 a.m. for registration and breakfast samples provided by Duval County Public Schools culinary students ****

Opening

Allishia Bauman & Leandrew Mills, III, Community Advisory Team Members
Duval County Public Schools ROTC Color Guard

Invocation

Mayor Alvin Brown

Gaining Momentum in 2014

Trey Csar, President, Jacksonville Public Education Fund

Shaping Education Interactive Exercise

Hope McMath, Director, Cummer Museum of Art & Gardens

Updates from Duval County Public Schools

The Honorable Cheryl Grymes, Chairwoman, Duval County School Board
Dr. Nikolai P. Vitti, Superintendent

Student Performance

Westside High School Dancers

Table Discussions: The Progress of Public Education

ONE by ONE, School by School

Allishia Bauman, Community Advisory Team Member

Lunch

Breakout Sessions

Key Takeaways, Art Reveal and Prize Drawings

Allishia Bauman & Leandrew Mills, III, Community Advisory Team Members

Closing Remarks

Rev. Torin Dailey, Chair, Jacksonville Public Education Fund Board of Directors

Expectations: What does it mean to be a ONE by ONE Delegate?

Before the ONE by ONE Convention

- Read the delegate packet so you can be prepared for the conversation.
- Energize yourself to participate in an incredible event where you will work with hundreds of diverse, passionate education advocates from all over the city.

During the Convention

- You are a delegate because you represent others in your neighborhood, school, interest group or community in this movement to improve the quality of public education in Duval County.
- Your main responsibility during the Convention is foster positive connections with others. That includes learning as much as you can, participating in activities and respectfully sharing your opinions with others in your table. Listen to find commonalities — we may have more in common than at first glance!

After the Convention

- Take what you learn and share it with friends, family members and neighbors. We have learned that nothing replaces the power of personal connection — you're a delegate because people listen to you! Use your voice to continue the conversation.
- Stay connected with the Jacksonville Public Education Fund. Share your stories! Tell us about the ways you and other people you know are engaged in supporting public education in our city.
- Volunteer in a school or with any of the many non-profit organizations that are working to improve the quality of life for the children in our city.
- Attend a Discover Duval Schools tour to learn more about our local schools.
- Attend upcoming ONE by ONE quarterly meetings on important issues in public education. Save the date for our next meeting: March 30, 2015, 5:30-7:30 p.m.

Logistics and Venue Information

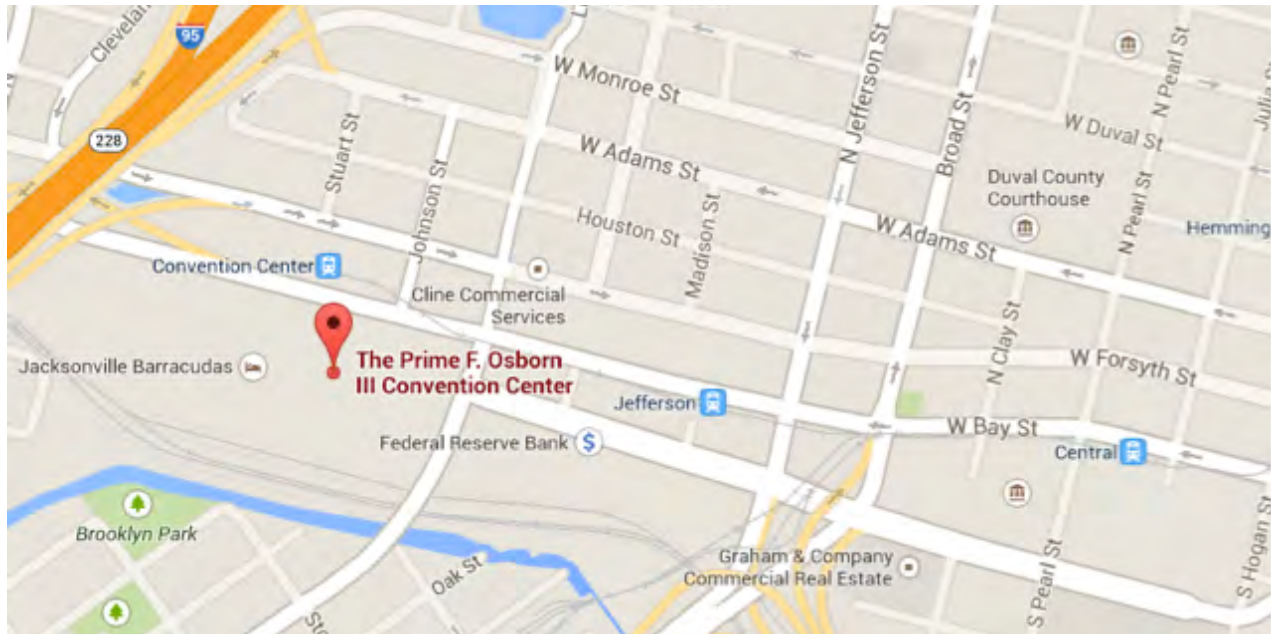
Registration – Opens at 8 a.m.

You can enter the convention center from the rear entrance or the side entrance. There will be registration tables in the south lobby area. Please sign in, collect your nametag and session materials.

Light breakfast samples will be provided by Duval County Public Schools Culinary Departments from Terry Parker High School, William M. Raines High School and Frank H. Peterson Academies. You will have the opportunity to speak with some of the students.

Prime Osborn Convention Center Address and Map

Address: 1000 Water St., Jacksonville, FL 32204



Parking

Parking is free for all attendees. You can park in the grass parking lot on Bay St., located on the side of the Prime Osborn Convention Center, or you can park in the rear west parking lot behind the center. There will be event signage on the outside of the building to assist you as well as an electronic screen to direct you inside of the convention center.

Attire

We recommend comfortable business casual dress — there will be a fair amount of movement from one activity to the next.

Emergency Contact

For any emergencies or last-minute questions on the day of the convention, please contact Maira Martelo at (904) 535-7143 or Deirdre Conner at (904) 345-0597.



2015 Annual Convention Social Media Tipsheet

Join delegates, volunteers and staff on social media during the Third Annual ONE by ONE Convention! Your voice will add so much to the collective experience of the convention and generate community awareness about the importance of public education!

Your photos and posts on social media (especially Twitter and Instagram) will be shared throughout the convention through a social media wall — and they will be part of a live feed so that people who can't attend the convention can share in the excitement.

Make sure to post with #onebyonejax or #MovePublicEducationForward so we can share the energy of the day with others and trend locally.

All you have to do is bring your phone and be ready to spread the word. But first! Connect with us on social media so you can be ready:

Like us on Facebook: [Facebook.com/JaxPEF](https://www.facebook.com/JaxPEF)

Friend us on Instagram: @JaxPEF

Follow us on Twitter: @JaxPEF

Not sure where to start? Here are some sample messages!

I'm a ONE by ONE Delegate at the Third Annual Convention! #ONEbyONEjax

Passionate about public education? Join the ONE by ONE Convention live using #ONEbyONEjax

I #MovePublicEducationForward by ... *(fill in your own item here)*

I am committing my time & energy to increasing Parent & Caregiver Involvement #ONEBYONEJAX

I voted for OXO Priorities in 2013. I'm back for the Third Annual #ONEBYONEJAX Convention

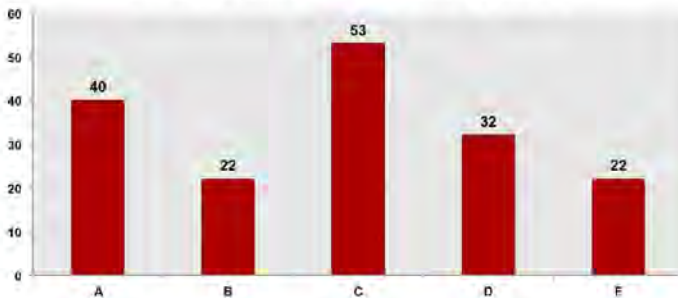
I am moving public education forward at the #ONEBYONEJAX Convention

Want to get involved? Attend a Discover Duval Schools tour:
www.jaxpef.org/discoverduvalschools #ONEBYONEJAX

Share the faces of the day — we encourage you to post selfies and include your fellow delegates too!

Duval County Public Schools Performance Indicators Overview 2014

School Grades in Duval County (2014)

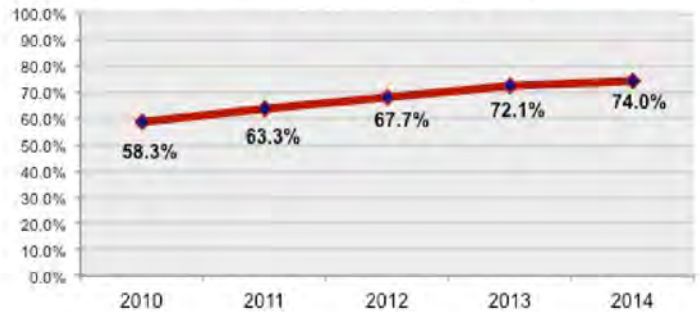


Did you know?
There were

62

A & B graded schools in DCPS in 2014.

Graduation Rate in Duval County (2010-2014)

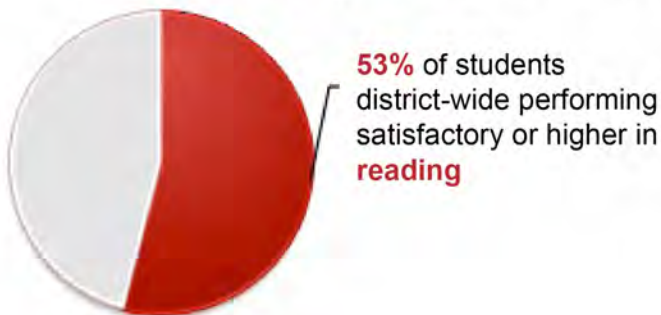


Did you know?
Duval County's graduation rate has gone **UP**

15.7

percentage points in the last 5 years.

Reading Proficiency in Duval County (2014)

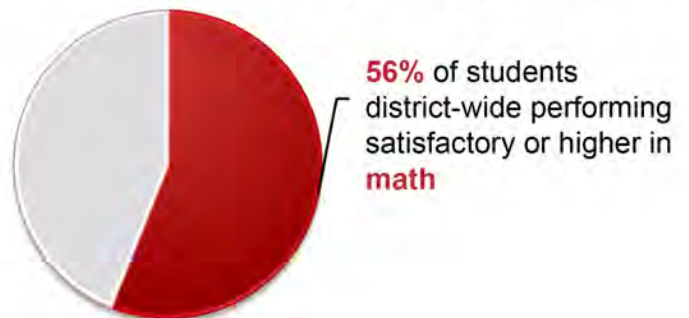


Did you know?
The percent of DCPS 10th graders reading at grade level or above has gone **UP**

15

percentage points since 2010.

Math Proficiency in Duval County (2014)



Did you know?
The highest performing grade level in DCPS in 2014 on mathematics was **4th grade**, where

64%

of students were at or above grade level.

For more information, visit www.SchoolFactsJax.org

2014 Education Perceptions Poll



In December 2014, The Jacksonville Public Education Fund released its second Annual Education Perceptions Poll. The Public Opinion Research Laboratory at University of North Florida conducted it in November 2014 to a representative sample of Duval County residents using Random-Digit-Dialing methodology. For full poll results, visit www.jaxpef.org.

DISTRICT LEADERSHIP

The poll found continuing support for Superintendent Nikolai Vitti and the Duval County School Board, with half or more of respondents rating them as effective, and a third or fewer rating them as ineffective.

KEY PRIORITIES

Of the four priorities found in the district's Strategic Plan, which has integrated ONE by ONE community priorities respondents most frequently identified "Engage parents, families and the community in schools" as having made the most progress, followed closely by "Focus on providing a well-rounded education that includes art, music, physical education and health services."

POLICY DISCUSSIONS

Three-quarters said parents in Duval County should be allowed to enroll their children in any public school in the district, regardless of where they live. And 61 percent, said they agree that all public schools in Duval County should have uniform requirements for students.

STANDARDS & ACCOUNTABILITY

Nearly two-thirds of respondents said they supported the use of Common Core State Standards in Florida — the same proportion who said they supported the standards without specifically using the name Common Core. But the majority of respondents also said they feel uninformed about the new test that will measure the new standards, and about the changes to the school grading system. This is important, because "Test scores and school grades" was the factor most commonly listed by respondents in how they would decide on choosing a school.

MORE RESOURCES

Six in ten respondents said they favored a property tax increase that would go to public education.

ROLE OF NONPROFITS

Seven in 10 respondents viewed local nonprofit organizations as being effective when it comes to improving public education in Jacksonville.



VISION



Every student is inspired and prepared for success in college or a career, and life.

MISSION



To provide educational excellence in every school, in every classroom, for every student, every day.

197 SCHOOLS



- Elementary: 103
- K - 6: 1
- K - 8: 2
- Middle: 24
- 6 - 12: 2
- High: 19
- Exceptional Centers: 5
- Virtual School: 1
- Alternative Schools: 6
- Charter Schools: 34

125,164 STUDENTS



- Elementary: 55,969
- K - 8: 1,855
- Middle: 21,461
- 6 - 12: 2,333
- High: 30,461
- Exceptional Schools: 527
- Virtual School: 267
- Alternative Schools: 1,629
- Charter Schools: 10,662

STUDENT ETHNICITY



- Black - 44%
- White - 37%
- Hispanic - 10%
- Multi-racial - 5%
- Asian - 4%



DUVAL COUNTY
PUBLIC SCHOOLS

DISTRICT PROFILE



DUVAL COUNTY
PUBLIC SCHOOLS

2014 - 2015

EVERY SCHOOL. EVERY CLASSROOM.
EVERY STUDENT. EVERY DAY.

THE WHOLE CHILD

Full-time **Music, Art and PE** instructors in all elementary schools - **\$20 million** investment in the arts

Expanded elective offerings at all **Secondary Schools**

Increased the Voluntary Pre-kindegarten (**VPK**) program by **60%** - 80 classrooms in 57 schools

Expanded Choice Options and themes to all elementary and feeder middle schools

Increased number of students selecting **Choice Option** by **41%**

EDUCATORS & LEADERS

Expanded job-embedded professional development offerings and summer academy programs for teachers and principals

Established agreement with teachers' union, resulting in up to **\$20k recruitment and retention incentives** for highest-performing teachers in highest-needs schools

Principals participated in summer **professional development** training (UF Lastinger) - rated **4.49 out of 5** on effective strategies to enhance leadership development

GRADUATION RATES

Record Level - 74%

66.8% of African-American graduates, the second among "Largest 7" districts in Florida

Increased 6.3 percentage points since 2012

Highest increase among "Largest 7" districts in Florida since 2012



CAREER & TECH. ED.

Earned **model academy status for 7 programs**, an increase of **133%** since 2012

3,230 **Industry Certification Exams** taken; **1,586 earned**, a **260% increase** from 2012

Established **Chamber and business partnerships** that include student mentoring and postsecondary employment opportunities



ENGAGEMENT

Launched **Parent Academy**, attracting **2,615 parents** and **1,028 students** with **143 course offerings** and events

Expanded **School Choice Expo, Back To School** and **P.E.P. Rally events**, increasing community engagement

Increased website visitors by **44%** and social media connections by **60%**

Introduced nationally recognized survey tools - **Gallup** annually assess district services to students, parents, and educators.

RESOURCES

Launched the QEA Fund, a **\$50 million** private-public investment benefitting 36 of the district's highest-needs' schools

Secured **\$58 million** in QZAB II funds to **increase access to wireless and one-to-one devices**

Earned a **Certificate of Excellence** in financial reporting for accounting and financial practices, which included **zero-based budgeting and reserves**

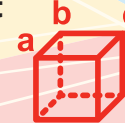


COLLEGE READINESS

Increased reading college readiness; 83% of graduates college ready

Increased mathematics college readiness; 63% of graduates college ready

9,059 **Dual Enrollment Courses** taken; **41% increase** from 2012



TOP HIGH SCHOOLS

8 nationally-recognized high schools (alpha): Atlantic Coast High School, Douglas Anderson School of the Arts, Darnell-Cookman Middle/High School, Robert E. Lee High School, Mandarin High School, Paxon School for Advanced Studies, Stanton College Prep, and Wolfson High School



ACHIEVEMENTS

Earned **largest** single-year increase in **Advanced Placement (AP) Performance** in district history

90% of high schools demonstrated increases in **Algebra proficiency**

Recognized for "**powerful practices**" of student-centric services and professional development, earning **district accreditation by AdvancED**



TOP MIDDLE SCHOOLS

5 State of Florida top 100 middle schools (alpha): Duncan U. Fletcher, Julia Landon College Prep, LaVilla School of the Arts, James Weldon Johnson, and Mandarin Middle

