



DISCOVER 2020

Report on 2015-2017

Goals for Year Three-2017-18

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The 2017-18 school year is the third year of PMFS' five-year strategic plan, DISCOVER 2020. The name Discover 2020 is derived from exciting elements of the plan that involve emphasizing and strengthening PMFS program as one that centers on inquiry and discovery, as well as the elements within the plan that allow for increased discovery of PMFS by the broader community through increased outreach and communication. Each one of the four goals contains elements that are strategically designed to build enrollment and strengthen retention, which are vital to the long term stability of the school.

DISCOVER 2020 serves as a living document that is guiding us through five years on a path of growth and sustainability. Discover 2020 initiatives are guiding facility renovations, evolving administrative structure, professional development, outreach, admission and communication work, as well as curriculum oversight and revision.

This report outlines achievements and activity in 2015-16 and 2016-17, as well as goals for 2017-18.

Goal 1: Affirm and enhance PMFS' outstanding educational program.

Expanding and enhancing communications and outreach, refining curriculum, and making best use of facilities and campus.

ACHIEVEMENTS

Communications & outreach:

- Enhanced communication and messaging: including focus on the arts and humanities, student-driven inquiry, project-based learning, the value of developing 21st century skills such as problem solving and resilience, PMFS' early childhood and elementary focus, clarify continuum of curriculum and program, explore and differentiate our message, showcase central core of Quakerism throughout the program

Program & Curriculum:

- Created two new part-time administrative positions: *Dean of Faculty & Students* for greater support of teachers and students, and *Dean of Academics* for oversight and development of curriculum.
- Professional development work by faculty included exploring the use of primary sources through the Library of Congress, and the first two units of two years of training as part of coordinated approach to teaching reading and writing
- Revised student progress reports for all special subjects, with newly articulated graduated skills that are aligned with national standards.
- After process of re-examining Primary multi-age grouping, considering benefits and challenges, in light of faculty and parent perspectives, and current educational research, and in light of evolving curricular goals and enrollment, decided to split Primary into single grades for First and Second Grades.
- Continued work throughout the year mapping scope and sequence of academic curriculum goals and essential questions, including language arts, math and all special subjects. The next step will be analysis of the maps to ensure cohesion and comprehensive coverage of our program in each discipline.
- Math program – Now at the end of our third year of the school-wide implementation of the Singapore math program *Math in Focus* K-6, faculty have observed increased skills and deepened conceptual knowledge of our students. Faculty members are finding more ways to use the published curriculum while also making it “their own.”

Buildings & Grounds:

- Classroom renovations (science, new Pre-K, 4th and 5th grade classrooms, renovations of 6th, Spanish, Breakout room, and Kindergarten) allowed us to continue to improve spaces for active teaching and learning, while also broadening the enrollment base for PMFS
- Officially dedicated Emerson Building
- Installed new signage: Naming PMFS on Butler side of Emerson building, and Emerson building name on campus side of Emerson Building, increasing our visibility in neighborhood and clarifying directionality on campus
- Held focus groups with parents, School Committee, and faculty and staff to reconsider campus master plan, goals for short and long term needs of the school

YEAR THREE GOALS

Program & Curriculum:

- Launch new web platform to include improved tools for communication with families of intentional and cohesive design of Pre-K-6th program
- Continue refining new Dean roles and the processes for making best use of their expertise with faculty, students and families
- Increased dedicated time for Dean of Academics
- Increased time for Learning Support to provide increased collaboration with Lead teachers
- Training of Assistant Teachers to conduct assessments and enhance regular learning support within the classroom
- Continue revisiting of science curriculum, integrating topics with classroom and specials themes, increasing design and STEM/STEAM emphasis
- Examine and articulate our approach with younger grades (Pre-K, K, 1st, 2nd)
- Continue curriculum review, mapping and analysis
- Implemented regular reading assessments, K-6th grades

Professional Growth:

- Align professional development budget with NAIS guidelines for PD funding
- Identify ongoing school wide professional development areas in line with Strategic Plan goals
- Implement new teacher evaluation process for lead and special teachers
- Four staff members are serving as the anchor for a two-year action plan for personalized learning as part of the Leadership Design Academy, Montgomery County Intermediate Unit
- Continue revising Spanish curriculum with goal of conversational fluency by 5th grade
- Create professional development coordinating committee
- Formalize professional growth process
- Develop resource list for low and no cost professional development, as well as higher budget ideas
- Teachers regularly sharing resources and learnings from Professional Development experiences; faculty and staff maintaining and growing professional development resource list

Buildings & Grounds:

- Install signage and donor recognition throughout Emerson building
- Plan scope of next phase of campus master plan, to include renovation of the Main Building and Music and Admission building

WHAT'S NEXT...

- Examining schedule with attention to creating time for collaboration
- Revisit evaluation process for assistant teachers and admin
- Curriculum mapping of social studies
- Define playspaces in ways that connect with program: contemplation, natural spaces to build on unstructured, imaginative play and design
- Organize building project scope and timeline, and campaign funding plan to fund it

Goal 2: Celebrate and advance our rich school culture.

Diversity work, relationships with PMM and community.

ACHIEVEMENTS

- Began to plan a PMFS Diversity Leadership Group
- Diversity consultant led sessions for parents, faculty and staff on interrupting bias
- Created new connection with the new Clerk for Plymouth Monthly Meeting, including attending Triad gathering and meeting together in support of a young family in the Meeting
- Student meeting for business created a summary report of their work for the year, which they presented and discussed with members of the School Committee and Plymouth Monthly Meeting
- Trainings:
 - White Privilege Conference, April 2016: 3 faculty and staff
 - Seeking Educational Equity and Diversity, year-long cohort: 3 faculty in 2015-16; 2 in 2016-17; taking part in training for heightened faculty and awareness for diversity issues in education
 - Greater Philadelphia Diversity Collaborative: monthly meetings and resource sharing; collaborated on organizing the Student Diversity leadership conference for grades 3-6, spring 2017
 - Cultural Competency Training: ADVIS: 2 teachers in August 2016; 1 teacher in August 2017
 - 22 faculty and staff members attended Screening and Discussion of documentary, “I’m not racist, am I?”, fall 2017
 - Interrupting Bias workshops for staff and parents; engaged diversity consultant for ongoing work, Spring 2017
 - Columbia University’s institute, “Reimagining Education: Teaching and Learning in Racially Diverse Schools”: 3 teachers who are now leading faculty development focus, Summer 2017
 - Exploring racial identity and qualities of sanctuary spaces, workshop led by Artwell, September 2017
 - Diversity, Equity & Inclusion conference: 8 faculty and staff, Fall 2017

YEAR THREE GOALS

- Faculty and staff focus on racial diversity through shared reading, major presence at two area conferences, and year one of clear focus for professional development on cultural competency and inclusion
- Take part in planning and attending the Greater Philadelphia Diversity Collaborative conference for teachers of Pre-K-2nd grades, spring 2018
- Increase outreach and connection with area monthly meetings, including Chestnut Hill Monthly Meeting, Norristown, and Gwynedd
- Continue to hold as a priority the goal of increasing diversity in faculty, staff and student body

WHAT’S NEXT...

- Continued focus on deepening our practice in terms of inclusivity and cultural competency
- Form a parent group to help plan and shape educational opportunities around cultural competency, equity, and inclusion for broader community
- Taking a fresh look at service learning and social justice action throughout the program

Goal 3: Tell our story loud and proud, far and wide.

Guiding messaging and marketing.

ACHIEVEMENTS

- New analytical data tracking of web use and results of particular outreach campaigns
- Identified new web platform, design of which is underway
- In-house production of materials with newly professional and coordinated look
- Increased connection and communication with alumni and friends of PMFS with new monthly online newsletter
- Speakers & Programs provided resources for school community and beyond on issues central to the education of young children, with topics including methods and rationale for the “new math” pedagogy demonstrated in our *Math in Focus* curriculum; Gender Diversity; PMFS and PMM’s place in local history; Growth vs. Fixed Mindset; Interrupting Bias; Pokemon Go Away! Discussion on Screen Time & Limit Setting. Regular nature play days and playground play dates
- Identified and marketed to build on existing networks of families in northwest Philadelphia, immediate neighborhood and broader Montgomery County
- Maximized word of mouth, providing explicit training to core of PMFS ambassadors
- Connected with networks which our families are active (TransHealth, LGBT, more)

YEAR THREE GOALS

- Launch new website and branding
- Launch new Marketing & Enrollment group; inspire and tap into community expertise to strengthen marketing and outreach
- Continue focused use of language and messaging outlined by the Strategic plan
- Clarify and illuminate for parents cohesive design of program, Pre-K-6
- Continue our series of parent talks open to the broader community, each on a topic central to PMFS’ expertise and mission and in alignment with its progressive approach
- In communications, connect to resources that showcase our strengths (articles, research findings, TED talks)
- Conduct and analyze a marketing audit to inform development of a communication plan
- Learn and track top five reasons families come to PMFS (Philadelphia, Montgomery County)
- Connect with feeder nursery schools
- Incorporate digital storytelling through short videos and windows into the PMFS experience from different points of view
- Promote the inspired professional development that is underway
- Form connections with local realtors and HR departments at major corporations in the area

WHAT’S NEXT...

- Improve signage on campus

Goal 4: Plan for lasting financial vitality and sustainability.

Increasing alumni engagement, enhancing a culture of giving, and exploring best practices for long-term strategic budgeting

ACHIEVEMENTS

- In 2015-16, welcomed 35 new students, opening with an enrollment of 127, surpassing our budgeted goal of 125. In 2016-17, welcomed 23 new students, opening with an enrollment of 129. In 2017-18, welcomed 27 new students, yet with higher levels of attrition, opened with enrollment of 124, and budgeted number of 126.
- In first year of expanded pre-K, filled 11 new spaces for students in age-specific classrooms designed to meet the developmental interests and needs of our youngest students
- Implemented new timeline for communication of financial aid awards, resulting in firm commitments for re-enrollment earlier than in past years, making it easier to plan for coming year
- Created new full-time position: Director of Communications, Marketing and Outreach
- Surpassed Annual giving goal for first time in several years
- Prioritized EITC/OSTC, through active engagement with organizations supporting PMFS and PMFS leadership of Friends Educational Equity Collaborative of 10 Friends elementary schools
- Met budgeted goals for year one and two of Strategic Plan's five-year financial plan, including faculty compensation and retirement contribution goals
- Identified and secured funding for priority projects to take place between now and next major capital campaign/renovation of the main building
- Researched tuition models
- Increased School Committee engagement in fund raising and EITC
- Implemented online auction

YEAR THREE GOALS

- Establish and build on alumni engagement to enhance storytelling, fund raising, and outreach
- Continue to promote positive benefits of volunteerism for connecting and community
- Continue to prioritize enhancing compensation and benefits for faculty and staff
- Create visuals that illustrate how Annual Giving donations are utilized at PMFS
- Provide current information on Planned Giving to the PMFS community
- Investigate the development of community programs that provide revenue and enhance community connection, such as parent/alumni travel program, Spanish classes for adults
- Investigate year round Pre-K model
- Investigate and implement van service
- Investigate alternative pricing models for extended day program

WHAT'S NEXT...

- Increase funding for financial aid
- Improve campus signage
- Expand the annual fund
- Continue to work to build healthy enrollment levels

Questions? Contact Sarah. Thanks!