

Collaboration & Cooperation: The Work of One Affiliate



What we believe

- **The mission of MASCD is to promote quality teaching and learning in Massachusetts by fostering instructional and curriculum leadership.**

What ASCD believes

- **“An important way to build capacity for this kind of responsiveness is to collaborate with other education agencies and associations in your region, with other ASCD affiliates, and with ASCD. Collective, coordinated efforts to keep your finger on the pulse of educator interests and issues, combined with the greater capacity to reach and accommodate educators on a large scale, will serve you well in becoming an innovation organization.”**
- **From the ASCD 2015 Affiliate Board Leadership Handbook**

ASCD's

- **Handbook for Board Members**
- **Handbook for Leaders**

- **Revised in 2017 from the 2015 version**

The Challenges

- **Declining membership**
- **Redundant intentions & offerings**
- **Name not on everyone's lips**

Collaborating is obviously not a new idea

**But with social media & the web it is
both more & less of a challenge**

MASCD Partnership Policy

Massachusetts ASCD declares, as part of its vision statement, that it collaborates effectively with other organizations, building strategic alliances where appropriate. The purpose of this policy is to define what is “appropriate” and to describe the process by which collaboration and partnerships will be determined. The proposed activity/alliance must support the mission of MASCD and be consistent with the vision of MASCD.

...Revised, June 2015

Criteria

Areas in which collaborations and/or partnerships can be undertaken are:

- **Program development and delivery**
- **Communication and distribution of information**
- **Influence and policy**
- **Membership**
- **Increase of visibility and engagement**

MASCD

The following conclusions must be able to be reasonably made:

The relationship will accomplish more than MASCD could alone

...aims to improve teaching and learning in the Commonwealth

...will maintain MASCD's commitment to high standards

...will enhance and expand MASCD's reach

Partnership vs Collaboration

- *Collaboration:*

Relationship that offers the opportunity to explore potential connections and relationships and which may be temporary or short term

- *Formal partnership*

Relationship which has been vetted and promises to be of long lasting mutual benefit (MoU developed)

***Partnership* adheres to the following process:**

- **The request, whether initiated from the outside or within MASCD, will be made in writing & discussed with Board members.**
- **It should address the criteria stated in previous slides.**
- **It will be made to the President & Executive Director.**
- **If time allows, the request will be voted on at the next Board meeting.**
- **If time does not allow, an email/phone vote of the Board will be acceptable.**
- **If it is judged by the President that an immediate decision is necessary, the officers will make the decision.**

The past is prologue to the future: NEASCD


- **Connecticut**
 - **Maine**
- **Massachusetts**
- **New Hampshire**
 - **New Jersey**
 - **New York**
 - **Ontario**
- **Rhode Island**
 - **Vermont**


The NEASCD Conferences

- We started in 1997.
- 2013 was 16th and the last: 2014 was skipped; the unconference occurred in 2015
- Some themes:
 - Leading and Learning: When Transformation Matters
 - Learning and Leading: Excellence Matters
 - Leading and Learning: Innovate, Invigorate, Inspire
 - Leading and Learning: Accountability/ Assessment

The image part with relationship ID rid3 was not found in the file.

The Next Generation of Professional Development!






Doug Fisher **Nancy Frey**


Culture, Purpose, and Structured Teaching

Featuring Doug Fisher and Nancy Frey


Friday March 27, 2014
at a location in your state!

A Unique Professional Learning Experience presented by ASCD and its Maine, Massachusetts, New York, Rhode Island and Vermont affiliates.







Work with Doug & Nancy live at their school, Health Sciences High & Middle College in San Diego, California.




Interact with Doug & Nancy, your on-the-ground facilitator, and colleagues learning about the FIT Teaching model.



Vet your understandings and drill deeper into FIT Teaching, collaborating with colleagues to build your own practical working knowledge.





Network with educators at your event location and with like-minded colleagues located live across the northeast.




All attendees have the opportunity to purchase the eBook of Fisher and Frey's best-selling 2nd edition, **Better Learning through Structured Teaching** for just **\$10.00!**

- Fisher and Frey Sharing
- Interactive Prompts
- ASCD EdSpace Collaboration
- Digital Resource Sharing
- Tailored for Your State
- Sharing Across the Northeast







Professional Associations/Organizations

- MassCUE (*starting second experience*)
- MASS
- MASSA
- MESPA
- EdCamps
- LearnLaunch (MAPLE)
- DESE (Grants managed by Mary Hayes, then ED)
- EDC provided space
- Global STEM Education Center
- MAPLE

What is MAPLE?

- **“...a public-private partnership between the LearnLaunch Institute and the Massachusetts Department of Elementary and Secondary Education to catalyze personalized learning in the Commonwealth with the purpose of better preparing students for their future.”**

Reach

- ~30 school districts out of 329 and 351 cities & towns
- Thought Leaders
- Professional Organizations
- Research Institution Partners
- Technical Assistance Organizations
- Product Partners
- Funders & Sponsors

How does collaboration happen?

- Personal connections
- Direct requests—going both ways
- Hearing about possibilities
- Sharing the workload
- Emails, phone calls & meetings

And

the generosity of others

The Actions

- **Cooperative planning & managing**
- **Staffing support**
- **Presentation support**
- **Exchange of financial support**
- **Calling upon experts from other affiliates**
- **Use of logos on documents**

An recent example



Practices others engage in:

- **Have a Business position on the Board**
- **Charge businesses to exhibit at affiliate events**
- **Support other organizations with grants:**
 - **Policy**
 - **Application form**
 - **Review Committee**
 - **Post event report**

What ASCD could do to advance the idea:

Maintain a database of affiliate practices which could serve as models for other to explore... Affiliates would contribute their experiences

Now it is your turn

- **1. Any questions?**
- **2. Break into groups of three to discuss what your affiliates do**
- **3. We will share that information...perhaps the start of the database**

Followup information

- **mascd.org**
- **ikz1@verizon.net**
- **www.ikzadvisors.com**