

## FOR IMMEDIATE RELEASE

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### **To the Max**

The New Max Hayes High School  
Stakeholder Report, May 26, 2011

In 2010 WIRE-Net's consulting firm, Big Picture Learning, identified key tasks that need immediate attention to keep on track for 2014 opening day. Using these tasks as our work objectives, the coalition has made significant progress since our February Stakeholder Report. Work has begun on 8 of the 12 tasks (67%). John Colm, working closely with Ahmed Abonamah from CMSD, devoted much time to this project to keep it on track. We are excited to report that we have hired a new Director for School to Career (STC) Youth Programs, Jose Estremera, to lead the Max Hayes Project and chart progress on the following work objectives.

#### **1. Recruit and select a permanent principal for the new school.**

WIRE-Net's Executive Director is involved in the interviewing and hiring process. Six candidates were considered and the final two have been identified for further screening.

#### **2. Recruit occupational-area leaders; establish the school's administrative team.**

This will probably follow principal selection and completion of the Academic Achievement Plan (AAP), now being developed by the Max Hayes Core Team.

#### **3. Develop a faculty "recruitment" process, to engage the best teachers from the existing school, and fill gaps where they exist.**

This also is highly dependent upon the school's leader being selected and on board. CMSD has stated that current teachers are likely to be allowed to "opt out" of the New Max Hayes model, instead of giving full hiring power to the new principal. The stated reason is the lack of qualified technical teachers and legal prohibitions against firing teachers one day, and then hiring similarly qualified teachers the next.

#### **4. Develop a memorandum of understanding with the faculty union.**

This project has commenced, but is tied to CMSD's negotiations with the Cleveland Teachers Union which hopefully will be finalized this June 2011. The teachers have agreed to use the Academic Achievement Plan (AAP) as the framework for starting the process, and CMSD is reserving the right to utilize a MOU if necessary.

## **5. Develop faculty program and curriculum development teams**

Curricula have been developed for the Health & Wellness component, particularly for the “To the Max: Summer Camp”. Teachers are working on finalizing plans for the trades areas. BPL consultant Charlie Mojkowski was engaged to support the kick-off.

## **6. Develop a professional faculty development program.**

The professional faculty development program has not commenced, but it is planned to follow curriculum development. Leslie Yerkes, Catalyst Consulting, has contributed one day a month for the next year for faculty, school leadership and advisory board development training.

## **7. Develop a middle grades marketing program.**

A marketing and recruitment team was formed, targeting 8<sup>th</sup> grade students at five K-8 schools for in-school/in-classroom engagement. Another 8 schools were selected for distribution of flyers and palm-cards. A New Max Hayes website was created: [www.newmaxhayes.com](http://www.newmaxhayes.com). A social media marketing campaign is being implemented, and we promoted the Max Hayes Robotics Team’s success at qualifying to the national robotics finals through the District’s media office. Our goal is to begin the Summer Orientation with 160 students, and the 9<sup>th</sup> grade academy with two-hundred students. Currently 78 students have made Max Hayes their first choice of schools during the open enrollment period.

## **8. Establish the Max Hayes School Governance Board.**

WIRE-Net recently hired Jose Estremera to lead our efforts to recruit committed and influential business and community leaders to this board. Candidates are being identified and meetings organized to engage them in the process. A support contract with BVU has been developed and will be finalized in June. Bylaws of similar boards from John Hay, Toledo Tech Academy and other independently governed schools are serving as models for the New Max Hayes.

## **9. Design and organize business, postsecondary and community partnerships.**

A briefing for former members of the New Max Hayes Technical Team was organized when Charlie Mojkowski was in Cleveland for the Max Hayes faculty professional development day. Manufacturing, IT, and Construction were represented. Now that the STC director has been hired, we will begin to see more movement in this area. He has started to engage with established partners to update them about the status of the New Max Hayes project; and to ask them to identify and recruit new businesses for their involvement. We met with the Transportation faculty at Max Hayes, and identified key industry leaders he’s worked with who need to be re-engaged. This approach will be duplicated with the other career clusters.

**10. Develop a student orientation and remediation program for incoming ninth graders.**

As students enter open enrollment for 9<sup>th</sup> grade at Max Hayes, they are receiving information for the 2-week summer camp. “To the Max” is using the successful WIRE-Net AIM Camp design to introduce students to Max Hayes. The target is for 160 students to attend the summer orientation – 80 students in 2 sessions. Program design and curriculum are complete. Teachers & Student Coordinators are currently being interviewed for this camp. The District is providing core funding for the Summer Camp.

**11. Establish a program implementation monitoring system.**

This has not commenced.

**12. Develop a funding strategy for the New Max Hayes, which maximizes funding from state, local and federal government sources, foundations, the corporate community and other community stakeholders.**

WIRE-Net developed a funding strategy to complete the planning and implementation phases. A community resource development task force needs to be formed to determine student and curriculum needs and potential resources to meet those needs going forward.

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**Summary**

WIRE-Net continues to champion a critically important community building process to provide on-going support for the new Max Hayes Career and Technical High School in Cleveland, OH. The process has shifted from planning to implementation, but the goal remains the same: to prepare students from our urban core for 21<sup>st</sup> Century jobs in manufacturing, construction, transportation and information technology sectors. Students will also be exposed to the latest in arts and design, technology, environmental sustainability, as well as entrepreneurial ventures. We expect students graduating from the New Max Hayes to both continue their education after high school, and to start better paying careers in the future that will help increase the economic stability of their families and the region. The project is a collaboration of the Cleveland Metropolitan School District (CMSD), WIRE-Net, TEAM Academy, the Greater Cleveland Partnership, local foundations, businesses, colleges and the community.