

## **FOR IMMEDIATE RELEASE**

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### **To the Max!**

## **The New Max Hayes High School WIRE-Net Report to Stakeholders July 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 May Stakeholder Report. Work has begun on 10 of the 12 tasks (83%). John Colm is working closely with new Director for School to Career (STC) Youth Programs, Jose Estremera, and devoting much time to this project to keep it on track. Ongoing work with New Max Hayes advocate, Eric Gordon, as the new Cleveland Metropolitan School District (CMSD) Superintendent assures continuity in our planning and implementation of this project.

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

A new principal, Philip Schwenk, has been hired. WIRE-Net's executive director, John Colm, was a member of the interview committee and speaks highly about the selection. The new principal is very familiar with the Take it to the Max! plan and he has already been instrumental in asking some of the 9th grade teachers to meet with the Big Picture consultant to learn more about their expected role in the new academy.

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

WIRE-Net is working with the new principal in coordinating curriculum development meetings with the Max Hayes staff and CMSD administration, and is assisting in developing role descriptions for 9th grade academy instructors and teachers. WIRE-Net has retained Business Volunteers Unlimited (BVU) to perform telephone interviews with existing trade cluster advisory committees in order to assess their satisfaction with their role with the school, and uncover ways to fully utilize their expertise and interests. BVU will also facilitate discussions with business and community leaders passionate about career and technical education, who would be interested in serving on the Max Hayes Governance Board.

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

We are pleased that Eric Gordon was named the new CMSD Superintendent because of his direct involvement with this project. Teacher recruitment process has begun for the 9th grade academy. 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.**

CMSD and the Teachers Union have agreed to not pursue a MOU, but rather work from an Academic Achievement Plan (AAP) which is drafted by the school's teachers, union representatives, and CMSD administration. In the AAP, the 9th grade teachers have adopted many different work rules critical to the success of this project, like a planning period after the end of the current school day, an extended school year, and additional professional development focused on project based learning activities.

#### **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. WIRE-Net is working with Max Hayes' Curriculum Development Team to develop a framework of study for the 9th grade academy. This includes an extended day of teaching for 9th grade teachers, common planning times, and a unique class especially designed to help 9th graders prepare for being successful in high school and especially at the New Max Hayes.

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

WIRE-Net has offered to coordinate and/or raise funding for the training of Project Based Learning, professional development, and team building for new staff. Our project consultant, Leslie Yerkes, has donated one year of assessment and coaching for the principal and team building for the faculty.

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

A marketing and recruitment team composed of WIRE-Net "friends" and Max Hayes teachers and students has formed, targeting 8th grade students at several K-8 schools. The goal remains to attract 200 Max Hayes applicants, understanding that only 120 will be selected for the 9th grade academy. Our outreach to 600 8th graders has included: letters and postcards mailed home and to students' home schools, a social media marketing campaign using Facebook, a new website: [www.NewMaxHayes.com](http://www.NewMaxHayes.com), classroom presentations, and a free summer orientation camp exclusively for 9th graders.

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

WIRE-Net recently sent invitations to 15 community and business stakeholders to join a task force charged with recruiting passionate and influential community & business leaders to sit on the Governance Board. Greater Cleveland Partnership has agreed to work with us to recruit a few influential stakeholders to the board. We've retained Business Volunteers Unlimited (BVU) to assist us in facilitating this task force meeting and setting the agenda for the Governance Board's first meeting in early August. 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. Organize business, postsecondary and community partnerships.**

Our new Youth Program Director has been actively meeting and building relationships with targeted individuals. He has co-facilitated steering committee meetings, worked to set the stage for the governance committee, worked with marketing and outreach committee members, and will convene a fund development committee meeting by the beginning of September.

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

We developed a two-week summer camp aimed at orienting incoming 9th graders to Max Hayes. We graduated 35 students from our first summer orientation camp, and have plans to run another camp 8/1 – 8/12. A new wellness component was added to camp curriculum this year. Our recruitment goals have changed to reflect CMSD's allowable number of 9th graders – originally 200, now 120. We are working with CMSD to

design and execute curriculum. We've successfully recruited a culturally diverse pool of area content teachers who are highly experienced in their field of instruction.

#### **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 continues to work its funding strategy to support To the Max! planning and implementation. 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. Funding support in 2011 has been generously provided by CMSD, Cleveland Foundation, Gund Foundation, Abington Foundation, Thomas H. White Foundation, Bruening Foundation, Lennon Foundation, Greater Cleveland Partnership and corporate gifts from Swagelok, Eaton, and Lincoln Electric.

#### **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 project is a collaboration of the Cleveland Metropolitan School District, WIRE-Net, TEAM Academy, the Greater Cleveland Partnership, local foundations, businesses, colleges and the community. The process has shifted from planning to implementation, but the goal remains the same: to prepare students from our urban core for 21st 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 assume well-paying promising careers that will increase the economic stability of their families and the region.

#### **About WIRE-Net:**

**WIRE-Net** is a membership-based, non-profit economic development organization that provides services to manufacturing leaders to strengthen their businesses, create healthy communities and fuel economic growth.

With more than 300 member companies, WIRE-Net works with manufactures in Greater Cleveland, Ohio, and, through its wind initiative, GLWN, companies in 30 states, Mexico and Canada. WIRE-Net's programs include: New Markets Initiative, manufacturing assistance and innovation; peer-to-peer learning groups and events; adult and youth workforce development; and real estate redevelopment programs to assist companies with site selection, expansion, and infrastructure planning. For more information, visit <http://www.wire-net.org>.

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