

**WITHOUT
ACTION,
YOU AREN'T
GOING
ANYWHERE**

Cape Central Middle School
Team Gandhi

Outcomes for Presentation

- ❖ Identify community partnerships and family outreach strategies to create a transparency within the school.
- ❖ Consider ideas for increasing positive family and community perception for schools.



History of CMS

- Located in Cape Girardeau, Missouri. Population 40,000
- Established 2002-2003 school year
- 620 students and 50 Certified Staff
- Only public 5th and 6th grade school in the community.

CGPS Demographics



District

Cape Central Middle

Total Enrollment 3965

Total Enrollment 617

White 54.1%

White 52.5%

African American 30.2%

African American 31.1%

Hispanic/Asian 9.3%

Hispanic/Asian 9.4%

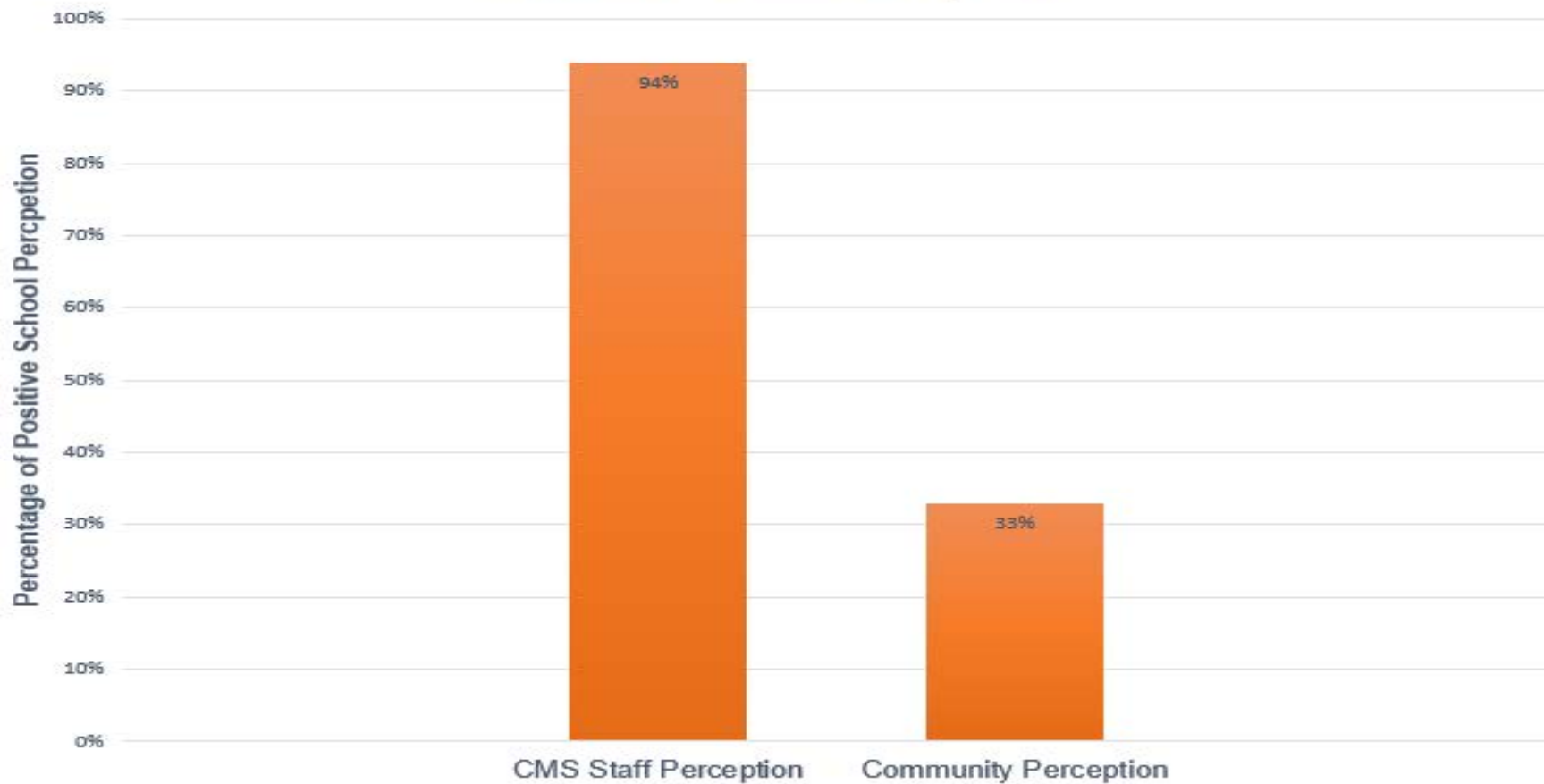
Free/Reduced 64.4%

Free/Reduced 70.2%

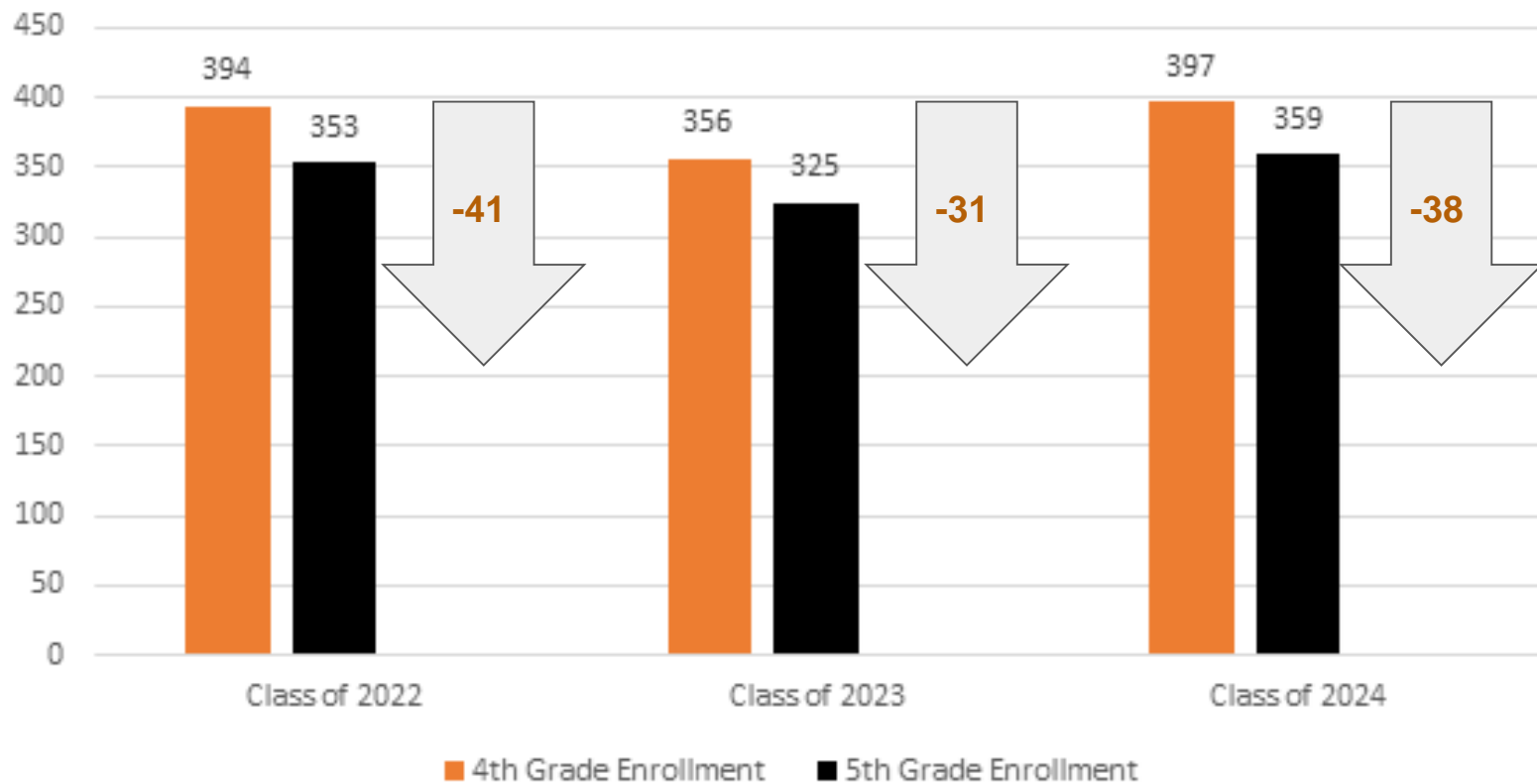
→ In 2016 the Cape Girardeau Public Schools (CGPS) retained Hendrickson Business Advisors to gather the thoughts and ideas of the stakeholders in our district. Focus Groups were formed, surveys were sent, and opinions were gathered, and findings were disseminated to the schools and the community.

“Reality is always kinder than the stories we tell a
Byron Katie

2015-2016 School Percpetion



SCHOOL ENROLLMENT



Our Reality in 2015-2016...

- ❖ 94% Internal Satisfaction Rate
- ❖ 33% Community Satisfaction Rate
- ❖ CMS was losing approximately 40 students coming from elementary into the middle school every year.





How is your school currently perceived in the community?



CREATED USING
POWTOON

*“You must be the change you wish to
see in the world.”*

Mahatma Gandhi

CMS Needed to be...

- ❖ Heard

- ❖ Seen

- ❖ Accessible

- ❖ *The Talk* telling “our” Story

“Invite them and they will come

Parent Focus Groups

❖ What we learned:

- Communication is Important!
- Parents want to be heard.
- Parents want to be invited into the building.
- There was a lot of misinformation about the Middle School in the community.



We were doing great things...

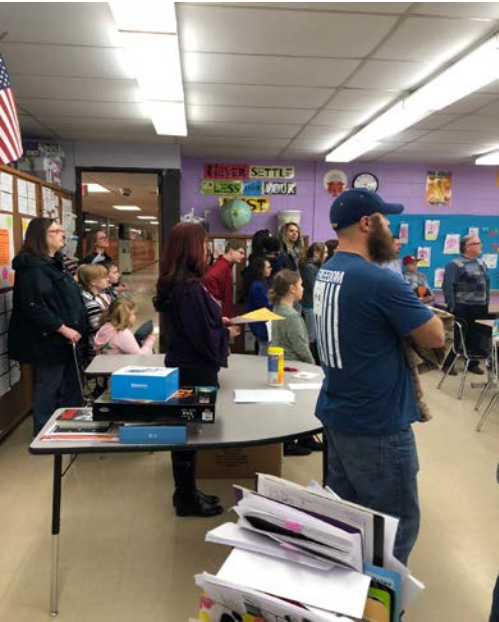
We had a story to tell..

We just needed to be heard..

Grandparents' Day 2018



4th Grade Family Nights



K.I.S.S. Day: Kids Invite Someone Special



Tiger Lilies

Mission- The Tiger Lillies program is committed to providing a positive learning environment where young women can be empowered and strive to discover their inner strength. We work to build a positive self -image and enhance their individuality while at the same time promoting positive peer relationships.

Goal- Provide mentoring that builds positive relationships and education in the areas of soft skills that lead students into becoming productive community members.



Honorable Young Men's Club

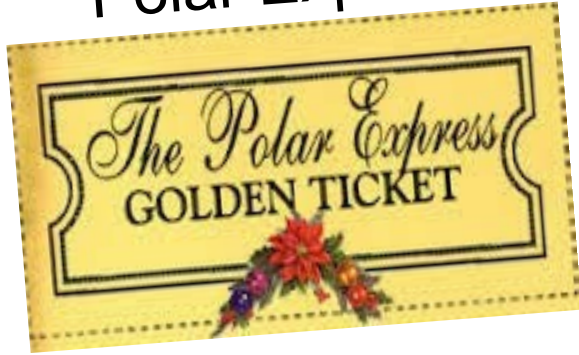
Mission: The Honorable Young Men's Club is dedicated to creating a community where young men are empowered to reach their full potential--in an effort to the help shape the direction of their lives.

Vision: To inspire positive outcomes by providing preparation and creating opportunity and to encourage young men to seek purpose in helping build and lead their communities.



PBS Behavior Incentives

Polar Express



Gold Medal Behavior



Homerun Behavior



SnowPaw Fight



Grinch Paws



Positive Teacher Referrals

Teacher Positive Referral

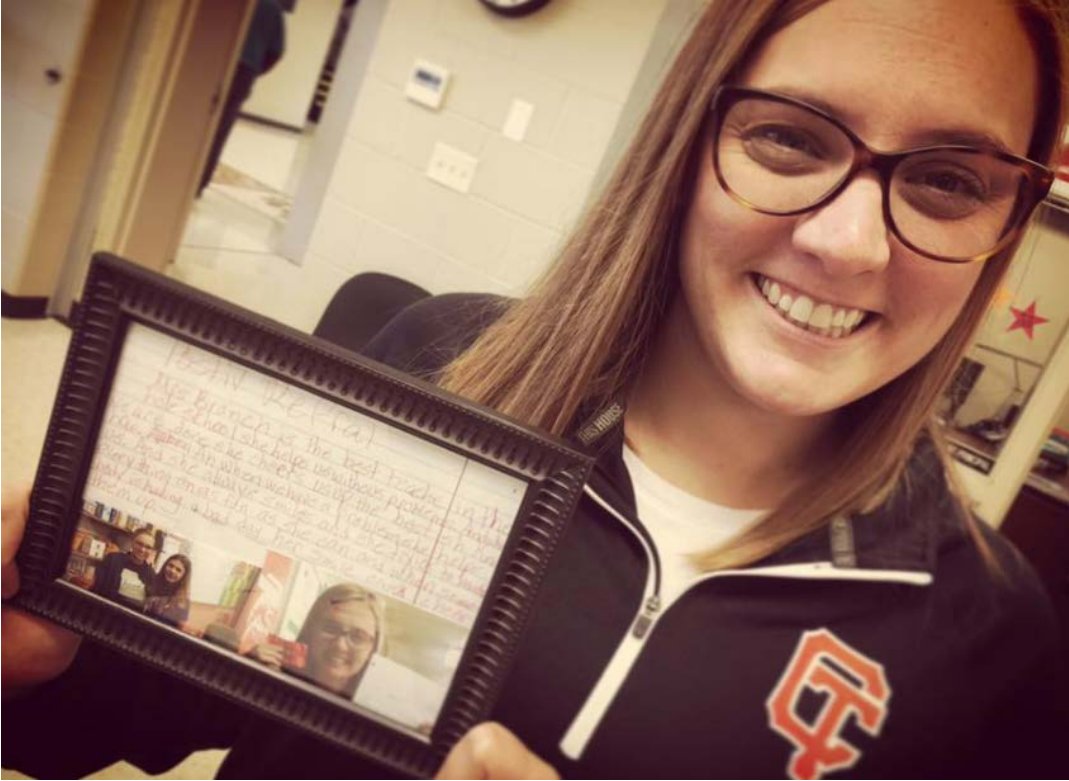
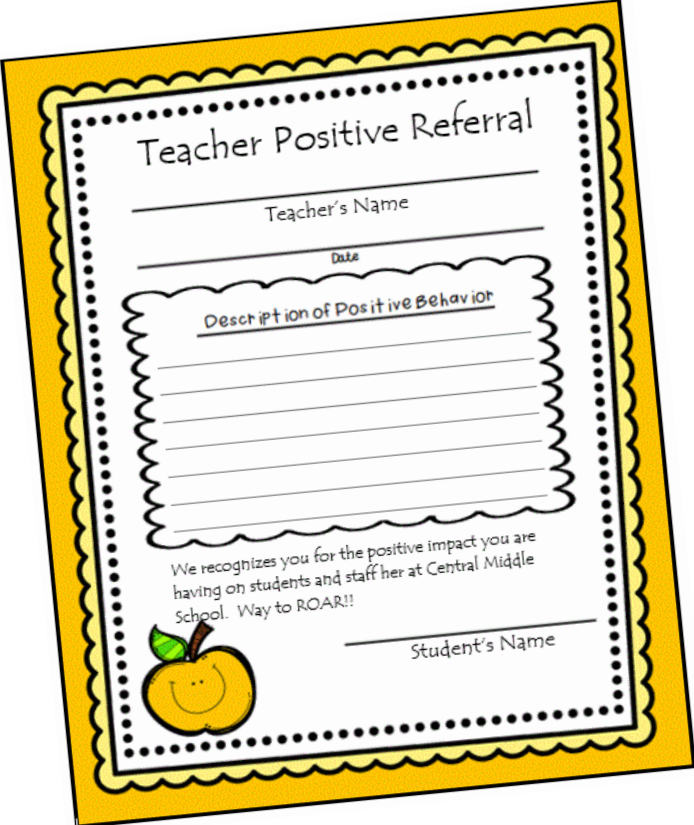
Teacher's Name

Date

Description of Positive Behavior

We recognize you for the positive impact you are having on students and staff here at Central Middle School. Way to ROAR!!

_____ Student's Name



Teacher Whoop Whoop Cart



Community Outreach

- ❖ Community Dinners
- ❖ Mobile Food Pantry
- ❖ United Way Fundraising
- ❖ Soldier Surprise
- ❖ Feed My Starving Children
- ❖ 1st Day Community Welcome Back
- ❖ Community Projects



Leon Logothetis: Kindness Diaries

- ❖ Fundraising: \$2500
- ❖ Author of The Kindness Diaries
- ❖ Kindness Map in lobby



- ❖ <https://www.facebook.com/capecentralmiddle/videos/2216014195292113/>

Student of the Month Assembly



- ❖ Paragraph about student
- ❖ Parents invited
- ❖ Southeast Hospital partnership
- ❖ Pizza and ice cream
- ❖ Picnic



How is your school being heard? Who's telling the story?

We needed to be Seen....

Social Media



CMS Promotional Video



We Hit the Road...

CMS Whoop Whoop Bus





What does your school or district do to be seen?

We needed to be Accessible...

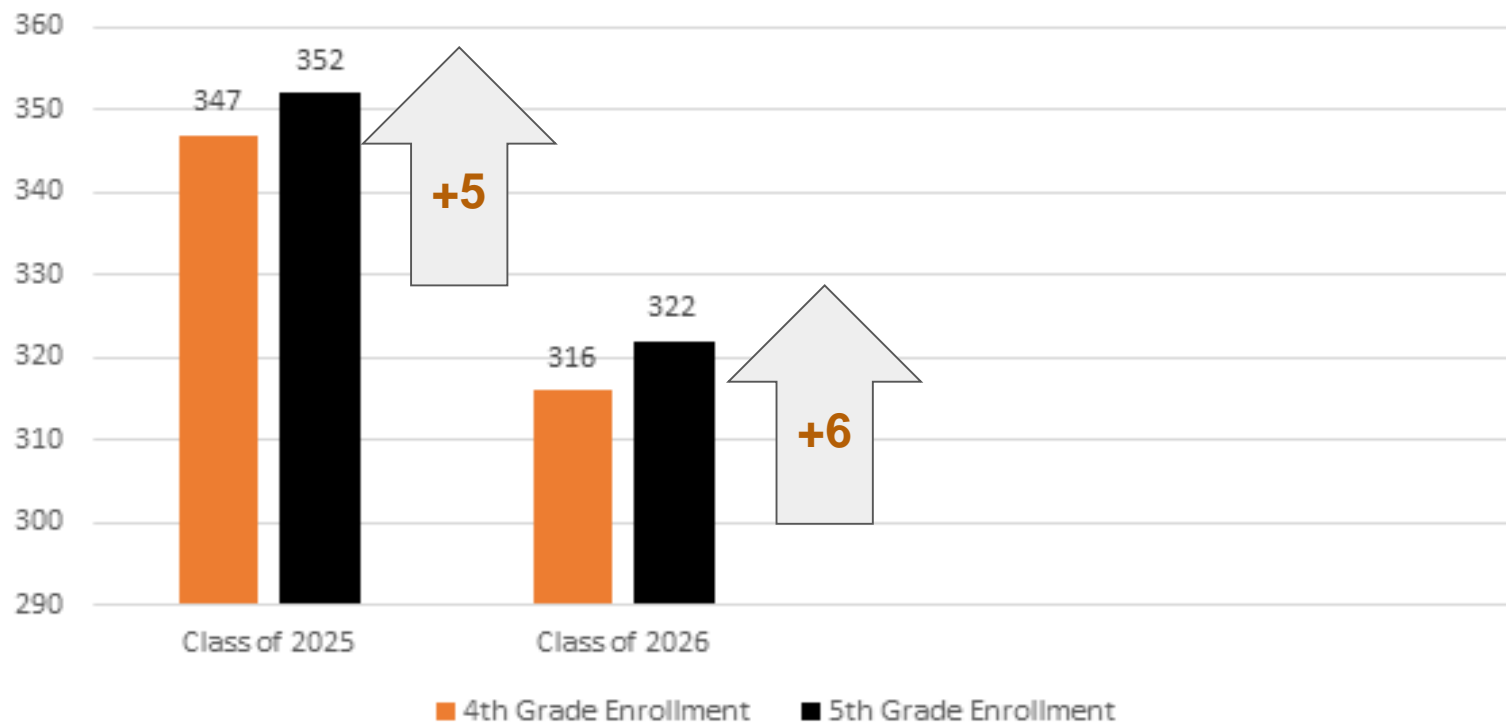
Communication



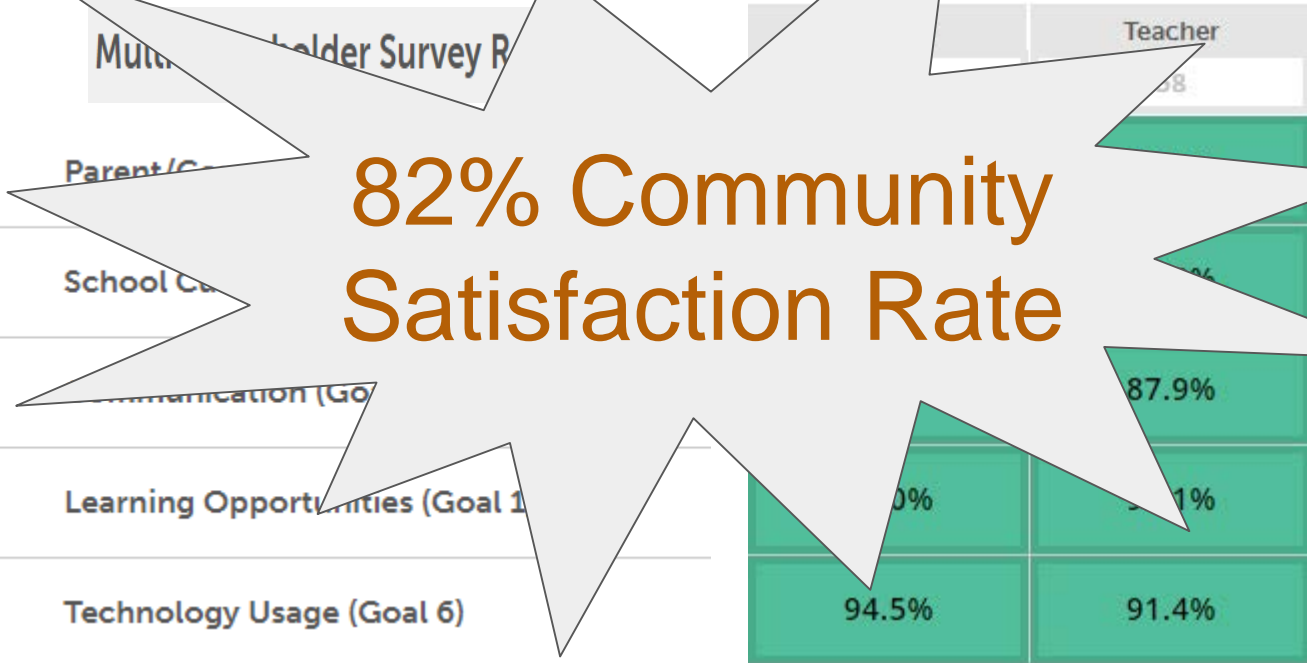
We needed to be “The Talk”...

Our Reality Today...

SCHOOL ENROLLMENT



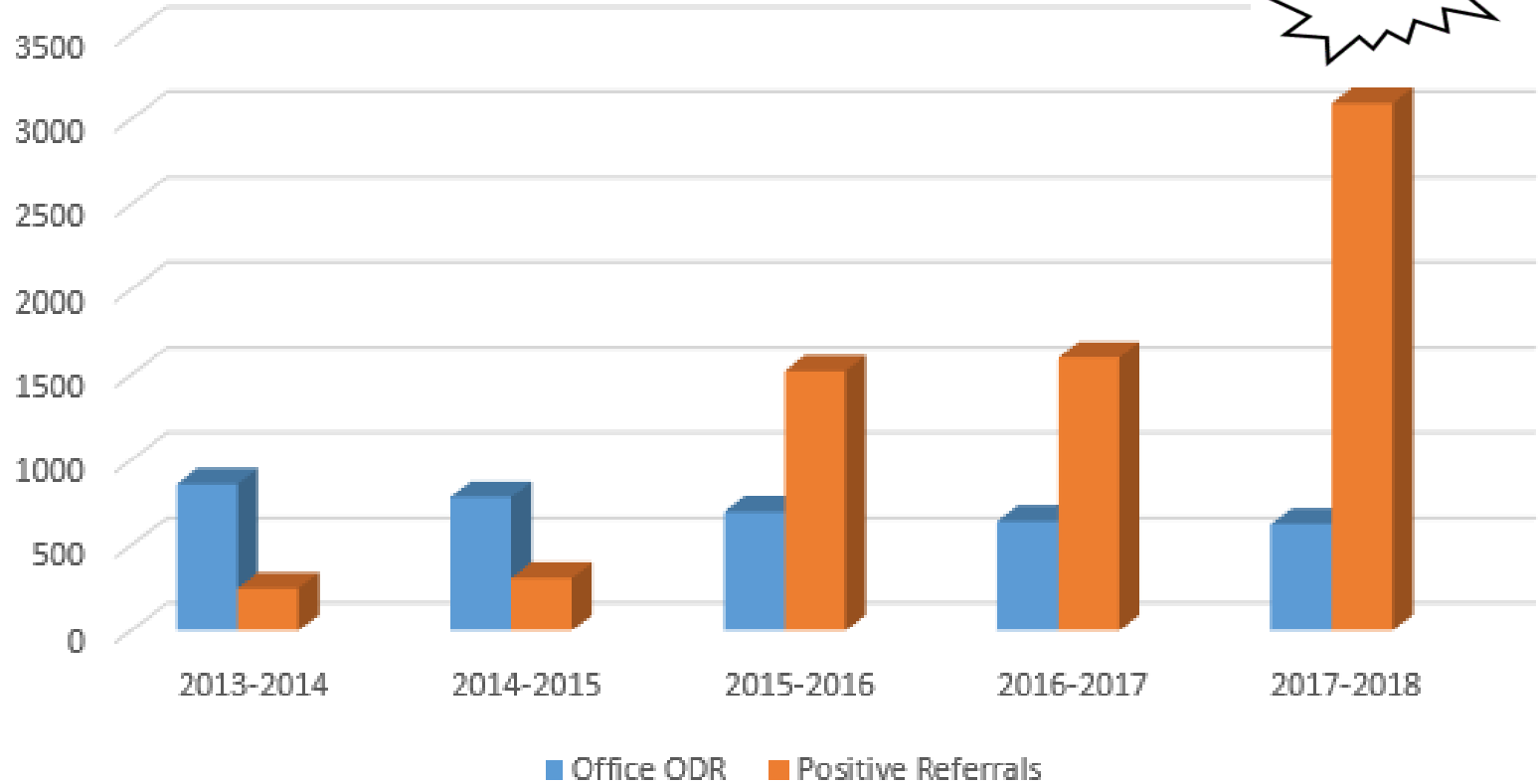
2017-2018 Community Perception

A large, light gray starburst graphic is centered over the table, containing the text '82% Community Satisfaction Rate' in a bold, orange font.

Multistakeholder Survey Results	Parent/Community	Teacher
> Parent/Community		88%
> School Climate		90%
> Communication (Goal 1)		87.9%
> Learning Opportunities (Goal 1)	90%	91%
> Technology Usage (Goal 6)	94.5%	91.4%

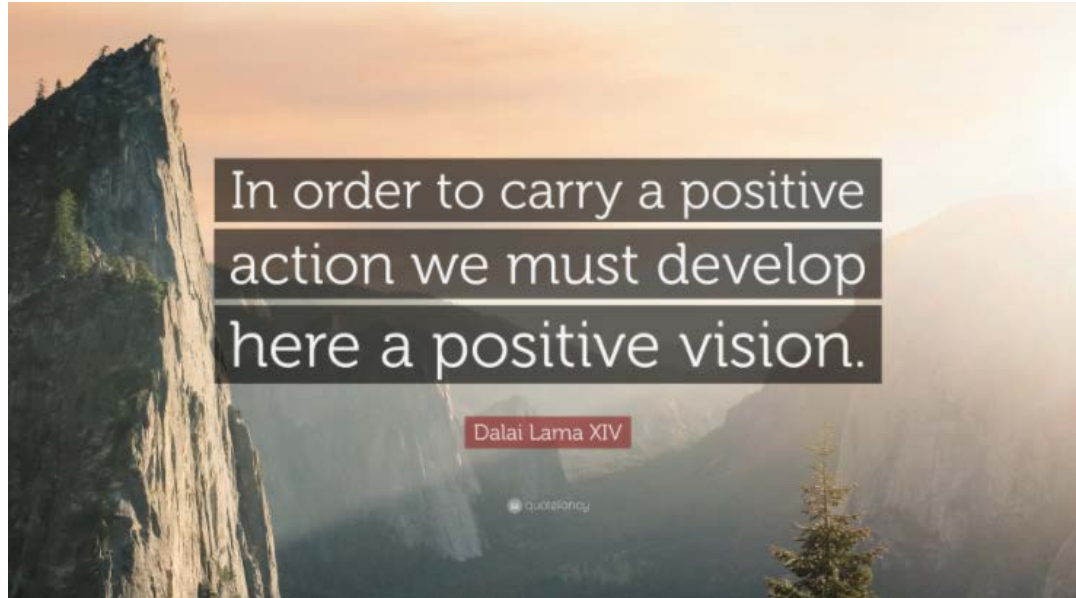
82% Community Satisfaction Rate

CMS ODR vs Positive Referrals



Telling Your Story...

What's your next step?



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Cape Central Middle School



PRIDE
Central Middle School

Central Middle School Faculty
2017-2018

Chiswood