The power of place in defining your school’s educational niche
Agenda

1. Who We Are and What We Do
   a. The Gunston School
   b. Friends School of Baltimore
   c. Winchester Thurston School

2. What is the value proposition in this work?

3. What are our keys for doing this work successfully and impactfully at our schools?

4. What might this work look like at your school?
The Gunston School

- 9-12, 215 students
- Rural, waterfront campus
- Integrated environmental education program - Educating for Sustainability
- Annual Chesapeake Bay Studies field courses
- Creation of the Chesapeake Watershed Semester
Winchester Thurston School

- PK-12, 715 Students
- Urban campus with limited footprint
- Near other large institutions (universities, museums, tech hub, hospitals, etc.)
- City as Our Campus℠
  - Engage, Utilize, Study the Community
Friends School Baltimore

- PK-12, 875 Students
- Urban campus on 37 acres in northern Baltimore
- 5 miles from downtown
- Committed to being “in, of, and for Baltimore”
  - University Partnerships Program
  - Inspired (Institute for Public Involvement and Responsible Dialogue)
  - McKim Center Collaboration
Clarifying questions on who we are?

Kindly hold questions on what we do for the end of the presentation, we've left plenty of time for Q&A.
What is the value proposition of doing this work?

Or, why should your school consider doing something similar?
A collective brainstorming exercise

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Our Conclusions

- Schools with strong mission-driven work thrive.
- Programs such as these build brand identity and powerful admissions language.
- This work can promote excellence in teaching and learning.
- Allows schools to maximize utilization of resources
Our Conclusions

- Legitimacy of experiences results in higher level of engagement and enthusiasm for learning
- Authentic learning leads to skill-building and mastery of content with depth and complexity
- Teachers become facilitators and co-learners
- Maximizes and extends available resources
- Mission-driven work helps schools to thrive
- Programs such as these build brand identity and uniqueness in the market
- Schools become an active participant in the community
How do you do this work well?
Partnerships

- Johns Hopkins University
- Loyola University of MD
- University of MD
- Notre Dame University of MD
- Towson University
- University of MD Baltimore County
- McKim Community Center
- America in One Room
- ICJS
Professional Development

- Racial Justice cohorts
- McKim Center
  - Womb Works Productions
  - Strategic Planning for Community
Best-practices

➢ Plan ahead
  ➢ Leverage principles of the alphabet soup of education pedagogies.

➢ Proceed with caution
  ➢ Monitor risk management practices

➢ Celebrate your successes!
  ➢ Harness the power of your Communications and Marketing team
What might this look like at your school?
What might this look like at your school?

3–2–1 Reflection

3 Key Stakeholders to Engage
2 Partners/Champions to Connect With
1 Short-term Win to Score and Publicize
What might this look like at your school?

Individual reflection

Partner Share

Report Out
What might this look like at your school?

Individual reflection
Partner Share
Report Out
Keep in touch

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