Communities
In Schools

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The CIS Network

Needs, Supports and Strategic Opportunities

January 2019

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Why a Network?

Meet DeeAndra.
A strong connection with her site coordinator, Najee Jones, helped her overcome problems at home and get motivated about school again.

Our approach is rooted in a deep belief in the power of connection. For success in school and life, there is nothing more effective than connecting kids to their communities. That same belief in the power of connection is why building a strong CIS network is critical – but unfinished – work.

So, why a CIS Network? It's for DeeAndra and the 1.5 million students like her. And for the millions of kids living in poverty we haven't yet reached.

A CIS Network, where we partner with integrity, accountability, and excellence, is a force multiplier and the best way for us to reach more kids.
That's why.

Our Evidence-Based Model is best-in-class. But only when we provide the evidence.

The most effective model for kids...

Research shows it. Nothing reduces dropout rates and increases on-time graduation rates better than our evidence-based model. Nothing.

...depends on our proof of delivery.

It's a simple, but critical, continuous process.

- When we track good data, we can ensure we follow the model.

- When we follow the model, we ensure we impact more students.

- When we impact more students, we continue to build our evidence.

Repeat.

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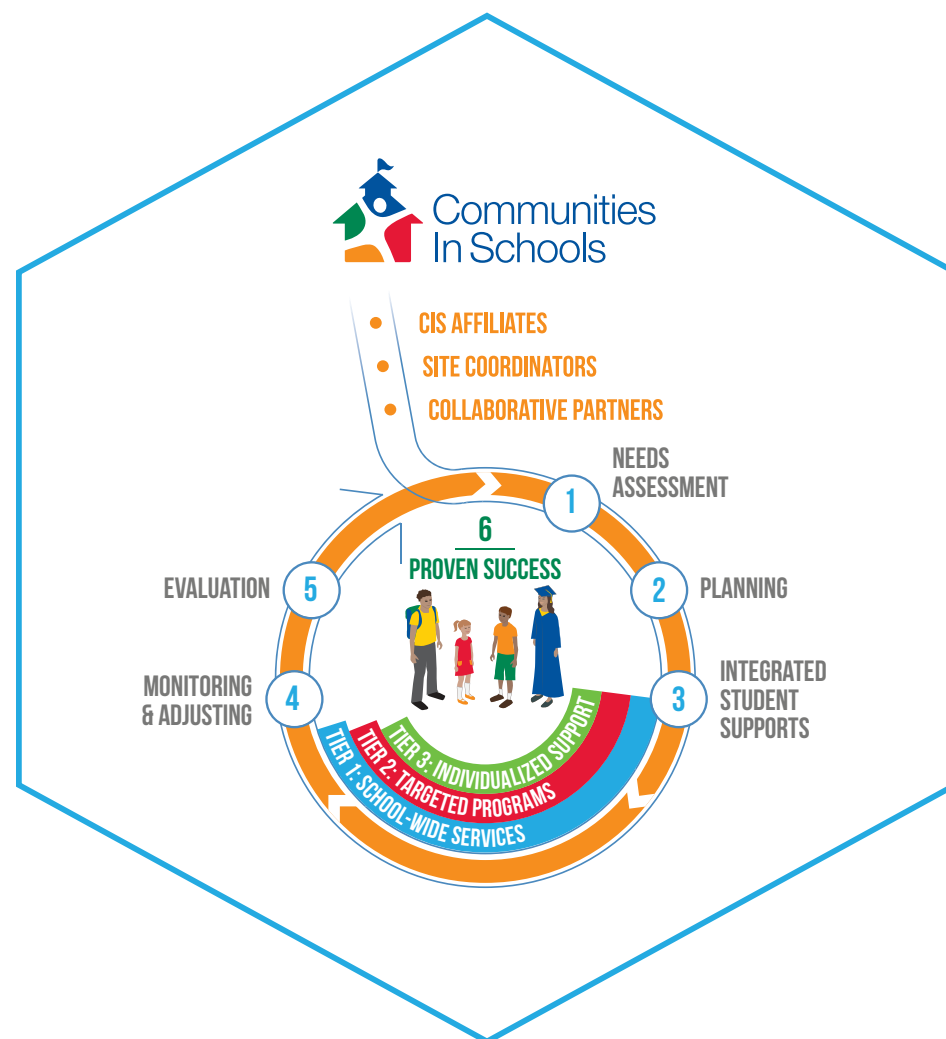
Sustainability demands more than just raising revenue. Managing costs is critical too. A network helps.

Maximum Value at Minimal Cost

When we operate within a network, we generate efficiencies that the national office can convert into benefits for the network as a whole.

The CIS network has access to a set of support services that includes research and evaluation, advocacy support, branding and communications tools, professional development and more.

This allows consistency and trust in the CIS brand.

It's a unique and exceptional value that directly contributes to financial sustainability.

"When educational leaders who are familiar with CIS, arrived in Jacksonville, it helped us build a quicker relationship with them as they already are aware of the impact of our work. This awareness helped us to expand our budget more than three times."

Steve Gilbert President and CEO
CIS of Jacksonville

More students? More outcomes? More evidence? Exactly.

Why impact the full range of students and outcomes?

There is no mystery. We know what needs to be done.

We need to deliver impact. And we need to deliver that impact across a range of outcomes – from attendance and graduation rates to behavior and social and emotional development. That's what it takes to make a meaningful impact for students and schools.

Foundations, schools, government agencies, and corporate funders all know it too. That's why they're demanding more rigorous evidence across a range of students and outcomes.

And that's exactly what our model provides.

And exactly why we provide it.

99%
of our students remained in school

93%
of our seniors graduated or received a GED

88%
of our students met or made progress toward their academic improvement goals

Needs and Supports

State and local affiliates have needs. The CIS Network provides exclusive access to a comprehensive set of support services that helps members: ensure program quality and consistency, provide rigorous research and evaluation, conduct effective advocacy, leverage the power of the national CIS brand, receive professional development opportunities, and more.

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1. Program Quality
Provide a proven model to ensure student impact

2. Brand Strength
Enable us to tell the CIS brand story with clarity and power.

3. Sustainable Funding
Raise funds to impact more students

4. Advocacy
Develop and coordinate strategy to impact public policy and funding

5. Organizational Development
Provide a peer-to-peer learning, practice, and development group

6. Crisis Response
Manage response to natural and man-made disasters

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1 PROGRAM QUALITY

Provide a proven model to ensure student impact

NEEDS

- Implement CIS model with fidelity
- Ensure consistent program delivery
- Provide credible student impact data
- Be accountable to stakeholders (students, families, schools, districts,funders and policy makers)
- Ensure continuous improvement in program quality

SUPPORTS

- Evidence-based model
- CIS University learning portal
- Research and evaluation of model
- CISDM (school and student case management system)
- National accreditation tools and support
- Student Supports Institute
- Compass: search tool to find partners, evidence-based programs and affiliate data.
- Tools and templates on the National Resource Center

2 BRAND STRENGTH

The ability to tell the CIS brand story with clarity and power

NEEDS

- Increase visibility and brand awareness
- Develop and implement communications campaigns
- Tell your story with consistency and effectiveness

SUPPORTS

- Advertising materials: PSAs, radio, print, out-of-home, digital
- Brand guide and assets
- Social media content
- PR/media kit, key messages, release templates

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3 SUSTAINABLE FUNDING

Raise funds to impact more students

NEEDS

- Demonstrate data-driven results to private, public and government funders
- Provide good stewardship of public and private funding

SUPPORTS

- Research and evaluation
- Evidence-based model
- Third party validation of model impact
- Technical assistance with grants and RFP responses
- Grant and partnership alerts
- National accreditation tools and support

4 ADVOCACY

Develop and coordinate strategy to impact public policy and funding

NEEDS

- Influence policy leaders on key issues
- Establish public voice on education and youth issues
- Develop key messages
- Organize campaigns

SUPPORTS

- Federal lobbying
- Message development
- Campaign organization tools, (policy points newsletter, social media assets, op-ed samples)

5 ORGANIZATIONAL DEVELOPMENT

A peer-to-peer learning, practice, and development group

NEEDS

- Develop, train, and retain talent
- Improve organizational efficiency and effectiveness
- Connect with network leaders and peers to share learning and experience

SUPPORTS

- CIS University learning portal
- Boardsource, Nonprofit Risk Management, Independent Sector, Cheshire Group memberships and discounts
- National convenings like Town Hall
- Compass: search tool for partners, evidence-based programs and affiliate data.
- Community Briefing
- Tools and templates on the National Resource Center

6 CRISIS RESPONSE

Manage response to natural and man-made disasters

NEEDS

- Establish policies and infrastructure for an emergency
- Respond to natural disaster/man-made crisis

SUPPORTS

- Support for emergency fund campaigns
- Network call to action to support staff, students affected by the emergency

Strategic Opportunities

An important benefit of being part of the CIS Network is our ability to allocate additional resources to strategic opportunities that can demonstrate even more impact in selected areas across the CIS Network.

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Program Quality

- Access to Emerging Leaders community
- Co-design and engage in demonstrations and evaluations of innovative practices (e.g. Developmental Relationships, 360 Survey, and Social Emotional Academic Development Assessment).

Brand Strength

- Targeted support in top media markets in the CIS network (e.g. Atlanta, Washington DC, Chicago, Houston, Seattle)
- Brand Ambassadors across the network to amplify CIS brand awareness
- Advertising media, valued in excess of $20 million

Sustainable Funding

- Competitive and funder directed opportunities for national and regional corporate and foundation direct investments to state and local affiliates. (e.g, Challenge Schools, Together for Students, Career Exploration and Growth and Impact)
- Collaborative fundraising

Advocacy

- Competitive grants for lobbying funds at the state level
- State and local strategy partnership

Organizational Development

- National convenings
- Organizational health assessment and support
- Leadership transition support
- Partnering with state and regional organizations to improve local efficiencies and increase programmatic capacity

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