

Memorandum



CITY OF DALLAS

DATE November 14, 2014

TO Honorable Members of the Arts, Culture & Libraries Committee: Philip T. Kingston (Chair), Monica R. Alonzo (Vice Chair), Vonciel Jones Hill, Jerry R. Allen, Carolyn R. Davis, Jennifer Staubach Gates

SUBJECT Dallas City of Learning

On Monday, November 17, 2014, Big Thought will brief the Arts, Culture & Libraries committee on the Dallas City of Learning. The briefing materials are attached for your review.

Please contact me if you have any questions or need additional information.

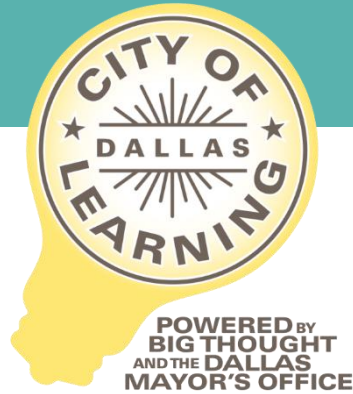
A handwritten signature in blue ink that reads "Joey Zapata".

Joey Zapata
Assistant City Manager

Attachment

c: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager

Eric D. Campbell, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Mark McDaniel, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council



Dallas City of Learning

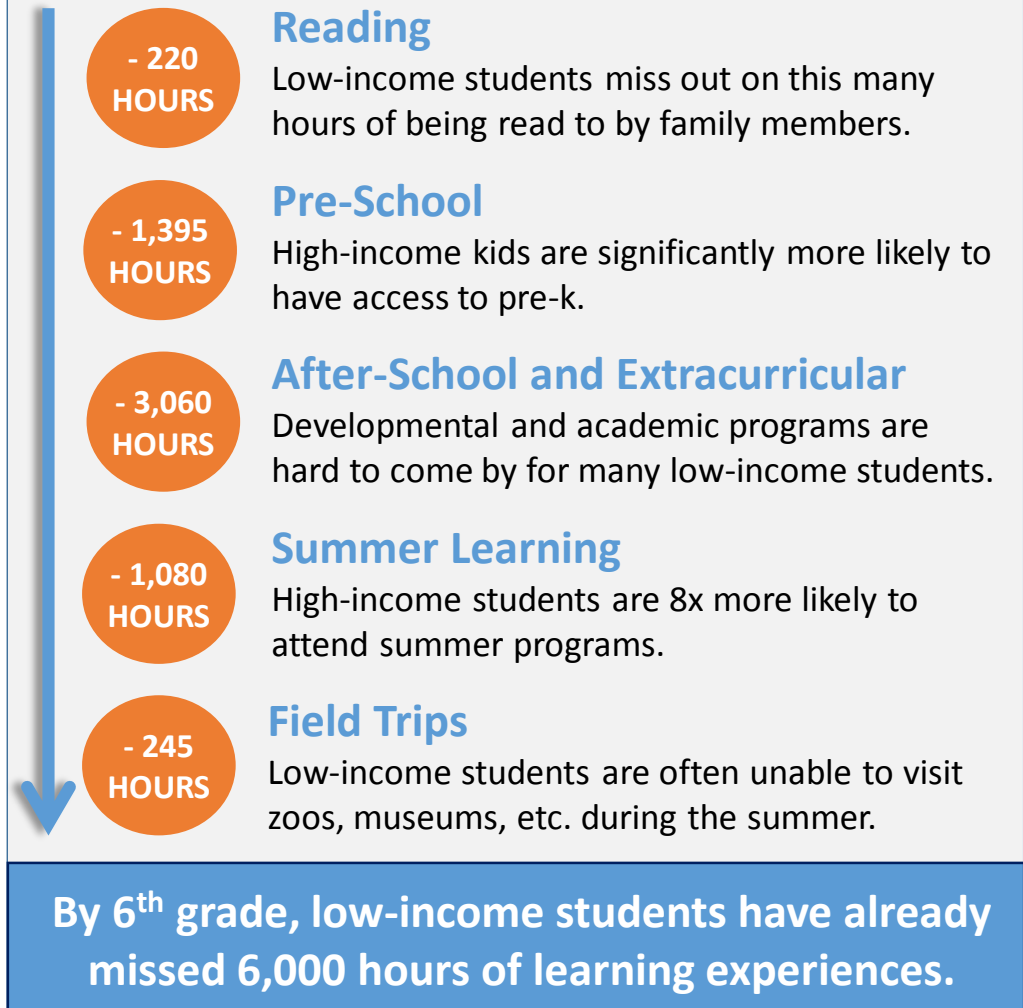
Arts, Culture & Libraries Committee

November 17, 2014



The Opportunity Gap

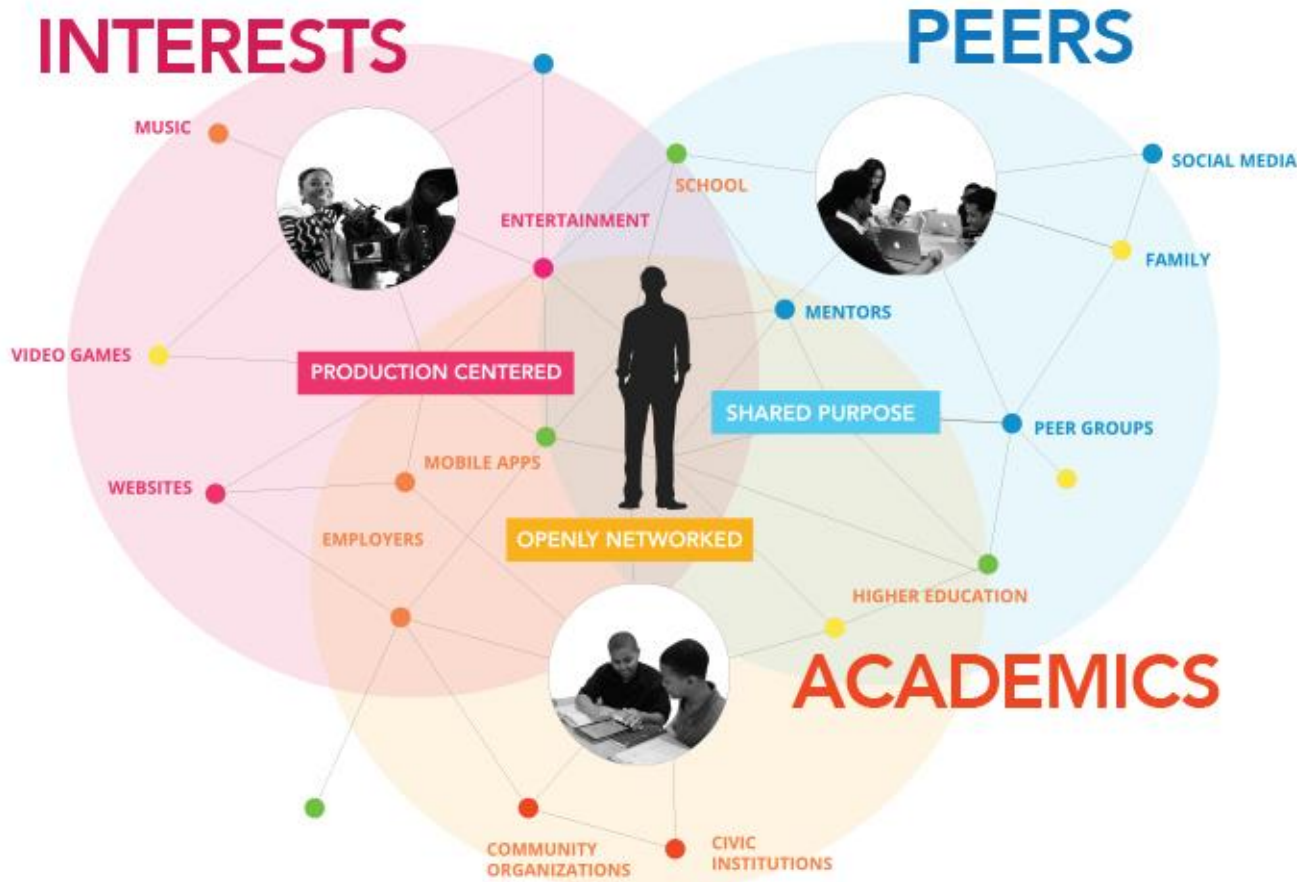
The 6,000 Hour Opportunity Gap¹



¹6,000 OPPORTUNITY GAP SOURCES: Hoerth and Sandberg (2000) / Bureau of Labor Statistics (2012) / Barnett and Nores (2012) / Barnett, et al. (2012) / Wimer, et al. (2002); Afterschool Alliance (2013) / Gutiérrez, K. D., et al. (2010) / Wimer, et al. (2006) / McLaughlin & Pitcock (2009) / Meyer, D., et al. (2004) / Institute of Museum and Library Services (2008) / Balfanz, R. (2009) / PBS Frontline, (2012)

What is Connected Learning?

Connected learning is “social, hands-on, active, networked, personal, effective, and connected to the real world.”



- A learning system that acknowledges and nurtures individual talents, skills and interests
- Eight-year study funded by the MacArthur Foundation to understand how youth learn in the 21st century

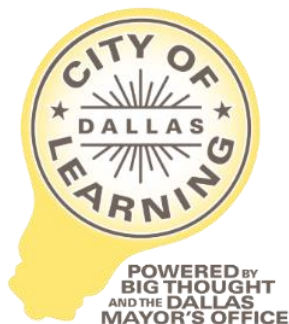


Cities of Learning is Connected Learning's **primary unit of change**, an **operating system** enabling youth, cities, and organizations to implement and scale Connected Learning Principles



Dallas is One of Four Vanguard Cities

to further develop as an exemplar for the national *Cities of Learning* movement



20+ US cities interested in joining *Cities of Learning* by 2016

Big Thought manages the initiative in Dallas working with 125 partners including the Dallas Mayor's Office, City of Dallas agencies, DISD, corporations, universities, and programmatic providers ranging from large museums and organizations to neighborhood partners

By coordinating Dallas' learning resources, Dallas City of Learning helps students develop skills, find new interests and create pathways to future success.

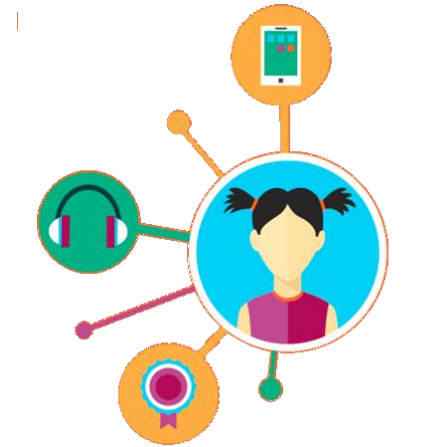


Badges forge pathways



WHAT'S IN A BADGE?

- Badge name
- Description
- Criteria
- Issuer
- Evidence
- Date issued
- Standards
- Tags

A large, stylized badge with a purple background, a white planet Saturn, and several white stars. Below the planet is a gold ribbon with the word "DALLAS" in white. The badge is set against a teal background with a faint globe pattern.

How the Summer 2014 Pilot Worked in Dallas



Student Learning and Partner Coordination



What Worked

- 125 partners participated
- 30 partners built badges; 8 hours of training per partner
- 365 unique badges created
- 15 community Turn Up events

Goals Going Forward

- Strengthen coordination between programs
- Provide infrastructure for learning programs across city agencies
- Address transportation, program, and technology gaps

Program Discovery Website



What Worked

- 875 programs listed on website
- Programs at 207 locations in 50 zip codes
- 11 different learning interest categories (e.g., exploring earth and science)

Goals Going Forward

- List a comprehensive inventory of programs throughout Dallas in summer and year-round
- Build a more interactive and engaging discovery platform for students and parents

Badge Issuing Platform



What Worked

- 11,743 student accounts created
- 14,289 badges issued
- 45% of participants from Grow South areas
- Learners from 167 North Texas zip codes

Goals Going Forward

- Build badge currency –e.g., personalized learning plans for students in DISD and other school systems
- Simplify badge issuing process for partners

LEARN BIG THIS SUMMER

