



Ohio School Boards Association / 2013 Capital Conference
Tuesday, Nov. 12, 2013 3:45 p.m.

Using Technology to Foster Engagement

Presenter Information: Tarek Kamil, Founder, Cerkl, serial technology entrepreneur, parent, school board member and past President of a non-profit Foundation



Engagement Challenges for ALL Schools

- Connections are serendipitous
- Schools lack tools and capacity to effectively, efficiently, and consistently engage parents, alumni, business partners, and community stakeholders in meaningful, sustainable ways
- Schools lack technical tools to search talents and expertise of supporters
- Engagement is not measurable
- Educators lack tools to communicate classroom needs and success stories with community at large
- Ohio Evaluation System is on the horizon
- New Common Core Standards require engagement beyond the classroom
- Same businesses and parents are tapped



The CERKL Vision

- Everyone has a voice and engagement is measured
- Supporters can be searched based on their passion or area of interest or expertise, unlike Twitter followers or Facebook friends
- Because support network is based on passion and emotional tie, engagement is sustainable over time
- Educators have tools to communicate what is happening inside the classroom
- FREE 😊



What data tells us about ENGAGEMENT

- Family and community involvement that is linked to student learning has a greater effect on achievement than more general forms of involvement.
- When programs and initiatives focus on building respectful and trusting relationships among school staff, families, and community members, they are more effective in creating and sustaining connections that support student achievement.
- Effective connections embrace a philosophy of partnership where power is shared—the responsibility for children's educational development is a collaborative enterprise among parents, school staff, and community members.
- Students report that having a person at school who is checking up on them, gives the sense that someone cares and motivates them to come to school.
- Systemic solutions to attendance problems will originate from a system that is made up of teachers and administrators who understand the connectedness of a supporting climate, significant relationships, engaging and challenging content and instruction, rules, policies and procedures.



CERKL Functionality

ENGAGEMENT CHALLENGE	SOLUTION CERKL
Connections are serendipitous	CERKL is a FREE Engagement Platform
Schools lack tools and capacity to effectively, efficiently, and consistently engage parents, alumni, business partners, and community stakeholders in meaningful, sustainable ways	Searchable supporter database
Schools lack technical tools to search talents and expertise of supporters	Searchable supporter database
Engagement is not measurable	Dashboard Engagement Metrics
Educators lack tools to communicate classroom needs and success stories with community at large	Newsfeed Posting Capability
Ohio Evaluation System is on the horizon & New Common Core Standards require engagement beyond the classroom	CERKL fosters community connections
Same businesses and parents are tapped	Searchable supporter database, taggable posts



Success Stories

- Madeira City Schools Network has grown
- Frequent connections are made outside the classroom to enhance learning inside the classroom
- Example: Green Screen



Forest Hills & Madeira City School Pilot Project Highlights

- Systemic approach to fostering community engagement
- Engagement process that foster engagement culture in school district
- CERKL integration into curriculum mapping, instructional planning and Problem Based Learning CERKL connections and the link to raising profile of school district (public relation and marketing opportunities)



Interested in CERKL?

- Contact Tarek Kamil at tarek.m.kamil@gmail.com or via phone at 513.623.8425.
- **Visit cerkl.com**



What is Cerkl?

Cerkl is a **FREE** community engagement plan that empowers schools to engage supporters without hassle or extra work. Providing a searchable database, Cerkl enables schools to leverage time, talents, skills, connections, and resources of their supporters. Open the doors to your classroom, communicate your needs, & enhance the educational experience for students. Sign up for Cerkl today!



How do I sign up?

Cerkl is **FREE**.

Sign up your school in under 60 seconds.

Go to Cerkl.com then select "Add An Organization"

WHY JOIN CERKL?

Cerkl provides a **FREE** interactive process for schools to:

- 1) Identify & prioritize their needs
- 2) Engage and communicate with supporters
- 3) Raise the school's profile in the community
- 4) Measure & track effectiveness of engagement

"Cerkl has increased our supporters significantly and is an important tool we use to consistently make meaningful connections."

~Amanda Greenwell, Program Manager, UpTech

"With out Cerkl, it would have been much more difficult to quickly grow our network of supporters. It is THE main communication tool we use among our group."

~Jenny Costello, Member, Band of Dreamers

Top 3 Benefits



SEARCHABLE SUPPORTER DATABASE

Cerkl provides a database for educators to search their support network based on education, experience, skills, hobbies, languages, and even distance.



NEWSFEED POSTING CAPABILITY

Cerkl provides educators with an interactive communication tool to keep supporters updated on what is happening in the classroom.



DASHBOARD ENGAGEMENT METRICS

Cerkl provides a quick summary of how well your school is doing engaging businesses, parents, and community stakeholders.