



Action Plan

Business Leader

How can I help my school or district adopt a PoG?

Thank you for using the EdLeader21 Profile of a Graduate (PoG) Builder. Now that you have a draft PoG, we invite you to engage others in your community! This document contains a brief overview of action steps that can guide you in the most strategic ways to engage.

Recommended Actions for Business Leaders

Here are some ideas specifically to help business leaders engage members of the school or district to formally adopt a PoG.

1. Understand the “Why”. Before you start rallying support, make sure you understand the cause. Try to carve out time to read and watch videos about 21st century school transformation. Reflect about why your local school or district needs to design a portrait of a graduate. The following are helpful resources.

{Read} **Most Likely to Succeed: Preparing Our Kids for the Innovation Era** by Tony Wagner and Ted Dintersmith

{Watch} **MLTS Sparks** - snippets from the film Most Likely to Succeed <http://sparks.mltsfilm.org>

{Read} **Creating Innovators: The Making of Young People Who Will Change the World** by Tony Wagner

{Read} **The Leader’s Guide to 21st Century Education: 7 Steps for Schools and Districts** (Pearson Resources for 21st Century Learning) by Ken Kay and Valerie Greenhill (Recommended Chapters: 1 and 2)

2. Invite Friends to Join Your Cause. Recruit five like-minded friends to help you launch a profile of a graduate campaign in your local school or district.

- Read one of the recommended books together.
- Invite the group members to use the tool to create their own PoG.
- Collaborate to create a list of talking points or a story from your personal experiences about why a PoG is important.

3. Engage Educational Leaders. Enlist support from your Superintendent, Head of School or local School Board Members.



- Present your profiles and share your talking points.
- Ask your education leadership team to join the PoG campaign and work to adopt a profile of a graduate for the school or district.
- Encourage your Superintendent, Head of School or board member to visit profileofagraduate.org, create their own version of the PoG, and download the Implementation Guide.
- Encourage the creation of a school or district planning committee and offer to serve on it. Recommend the inclusion of students, parents and other stakeholders. Offer to share information about the 21st Century Competencies that are necessary for success.

4. Share this Campaign. Adopting a PoG will help schools and districts prepare students for the future. Help us spread the word!

- Share the profileofagraduate.org website with at least five people including other businesses, business groups, and economic development groups.
- Share your sample profile on social media (use the hashtag #ProfileofaGraduate).

5. Connect with the PoG Campaign.

- Stay connected with the national campaign to receive updates and additional resources.
- Keep an eye out for the Wall of Fame at profileofagraduate.org to watch the campaign spread nationwide.

After the PoG has been adopted by your school board, the graphic can be published on your school or district website and other communications materials. The PoG will lay a foundation for 21st century teaching and learning practices in your school or district. Consider the PoG as the first step your community can take toward improving college, career and life readiness for all your students. Be prepared to support your school or district leaders in implementing this important vision!

Our nation's students are fortunate to be served by business leaders like yourself. Thank you for your efforts! We appreciate your interest in creating better futures for all our young people and we look forward to collaborating with you on this important work.

Gratefully,

Ken Kay, CEO
Valerie Greenhill, President





Our goal

is to have 1,000 districts develop and ratify their profile of a graduate by June 2019.

THE EDLEADER21 PROFILE OF A GRADUATE CAMPAIGN seeks to energize communities of educators, students and parents around a 21st century definition of student success. The campaign's intent is to establish deep and broad support in at least 1,000 communities for teaching and learning practices that support student mastery of the 4Cs. More specifically, we aim to:

- Inform the education field about why it is important for schools and districts to adopt a profile of a graduate.
- Provide tools and resources that support schools and districts in this process.
- Generate grassroots support for the development of profiles of graduates from a broad range of stakeholders including students, parents, teachers, community members, etc.
- Give high-profile visibility to schools and districts that have already adopted a profile of a graduate.
- Make an important contribution to the field of education.
- Improve collaboration among educators and supportive organizations and leaders in the field of 21st century education.

What are the tools of this campaign?

PoG Builder: Using the PoG Builder, education stakeholders will “define the north star” for their school and/or district to include knowledge, skills and attitudes that support 21st century success in college, career, life and citizenship.

PoG Action Plan: Stakeholders will use the custom Action Plan to help them ratify the PoG and implement 4Cs teaching and learning action steps across the school or district.

PoG Examples: An extensive gallery of PoGs from the EdLeader21 network helps educators understand the wide variety of approaches to defining student success.



EdLeader21

EdLeader21 is a professional learning community for district and independent school leaders dedicated to 21st Century Education. We support education leadership teams in integrating the 4Cs (critical thinking, communication, collaboration and creativity) into K-12 Education. We do this by providing affordable, customizable tools and resources, access to industry thought leaders, and the opportunity to work with like-minded education leaders from across the country. Participation in EdLeader21 is the fastest, most cost effective way for districts and independent schools to implement the 4Cs. To learn more about joining the Professional Learning Community, visit www.EdLeader21.com.