



To: Board of Education

Fr: Daniel Nerad

Dt: 10/22/2010

Re: The Community Conversation arising from *Waiting for Superman*

APPENDIX MMM-4-27

October 25, 2010

The MMSD, the UW School of Education, United Way of Dane County, Urban League of Greater Madison and Madison Teachers, Inc. have joined together to host an event called, **The Community Conversation on Education** on Tuesday, November 9, 2010, at the CUNA Mutual Group Building at 5910 Mineral Point Road in Madison from 6:30-8:30 pm.

A planning group comprised of representatives of each of the partners has met twice and will continue to meet weekly. Details on the format and budget for the event will be decided in the next meeting. The total cost of the event (possibly food, busses, interpreters) is expected to be around \$4,000 and will be shared by the partners.

The objectives of *The Conversation* are:

1. Using *Waiting for Superman*, spark an important conversation for people's aspirations and concerns for the community and for education.
2. Enable us to find common ground around which we can unite.
3. Deepen our understanding of the community and help us mobilize our community to take action to improve education.

The primary target group for participation is families served by Madison's public schools. The *Conversation* is not a political platform, a business development effort, a complaint session, or a session to sell a particular solution or approach.

The planning group has generally agreed that the format will be large group welcome, followed by small group facilitated dialog around focus questions using media and material from or in response to *Waiting for Superman*. Seeing the movie will not be a prerequisite for participation in the conversation. The forum will also give participants data, background and context for public education in Madison. Each partner organization will contribute educational materials.

The recruitment/publicity plan for the event includes promotional flyers, phone calls, person-to-person invitations, community networking, a web page, etc.