

Webinar

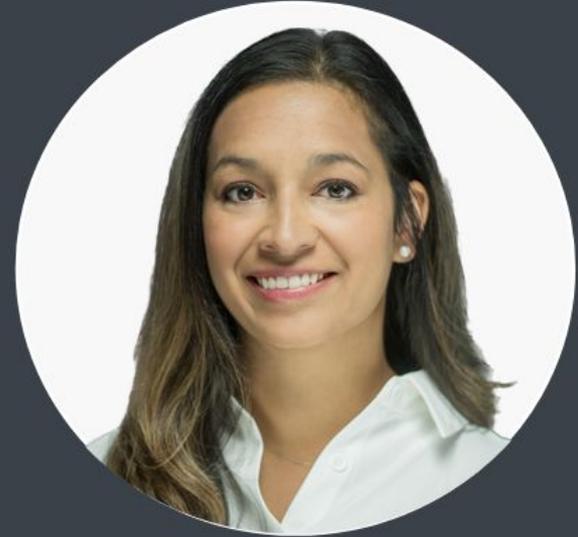
# ESSER Funding: How to Creatively Allocate Funds to Meet Your Goals

# Welcome!

Introduce yourself in the chat: Name, Organization, State

**We'll be starting shortly.**

# ESSER Funding: How to Creatively Allocate Funds to Meet Your Goals



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# K12 Education Consulting services that deliver sustainable results.

Education Elements is a passionate team of educators who are committed to improving student outcomes through personalized, equitable learning solutions.



## INSTRUCTION

- Personalized & Blended Learning
- School Improvement & Transformation
- Instructional Frameworks

## STRATEGY

- Strategic Planning
- ESSER Funding Planning
- Curriculum Strategy

## LEADERSHIP

- Organizational Leadership & Teams
- District Operations

## SURVEYS & ANALYTICS

- Strategic Planning Surveys
- Community Engagement Surveys
- Teacher Effectiveness Surveys

# The \$500 Challenge

You have the length of half of a song and \$500 to spend on something that will benefit your students and staff. What will you spend the money on? *Drop your answers in the chat.*



# The \$5 Challenge

Students were given \$5 and one week to plan their strategy, and at the end each group gave a 3-minute presentation about their process and results with their peers.

Focus on the money and try to “flip” it - buy an item for \$5 and sell it for \$10

Focus on the time allotment of 2 hours and try to “side hustle” - engage in “gig economy” jobs to make additional income

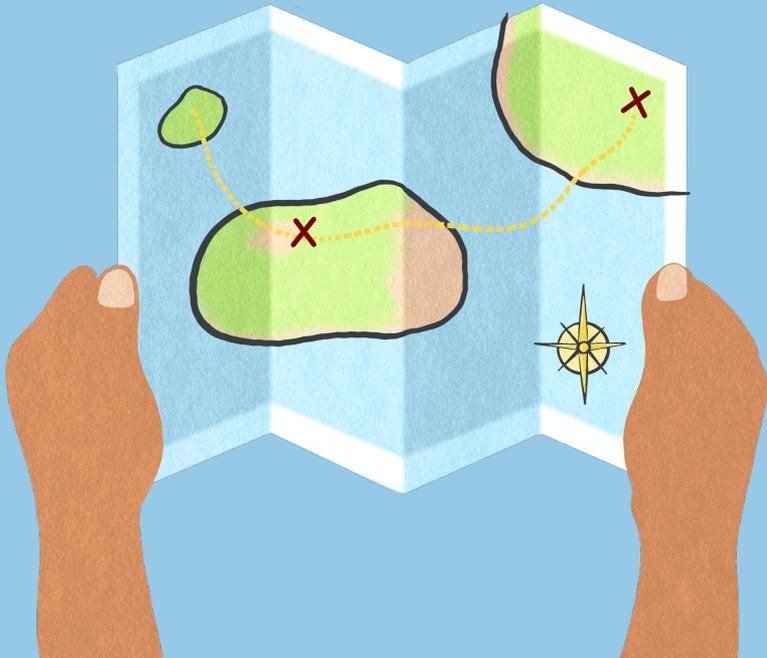
But one group - **the winning group** - ignored both the money and time and focused on a hidden asset within the challenge - the 3-minute presentation itself.

# The Winning Strategy



The winning group sold their 3-minute presentation slot to a local business looking to recruit students for \$650 - a nearly 13,000% ROI!

# Our Journey Today



- Overview of Challenges Districts are Facing
- Questions Districts Should Ask Themselves to Maximize ROI
- Real-World Challenges & Examples for Increasing Efficacy of Current Investments
- Planning for the Future

# Challenges Districts Are Facing

- Student outcomes are low or worsening
- Poor ESSER funding management + pacing
- Needs & spending are not aligned
- Districts are overburdened & overextended

Source: [Edunomics Lab](#)

**Which of these buckets resonates with  
your district or school?**

***Answer in the chat***

# Question 1: What are we currently doing with ESSER Funding?

**Question 2: What will we do when those funding dollars run out this year?**

**Question 3: How do we measure the impact of our investments to prioritize how to most effectively use our remaining dollars?**

# Challenges + Opportunities

## *Challenge 1*

Improve  
**student learning  
experiences** to  
match/exceed  
pre-pandemic  
learning levels



### **Example District: Small district in NJ**

- **Capital improvement project to build middle school with state of the art classrooms**
- **Moving teachers to classrooms next fall**
- **Using innovative teaching practices to maximize equipment + technology investment**

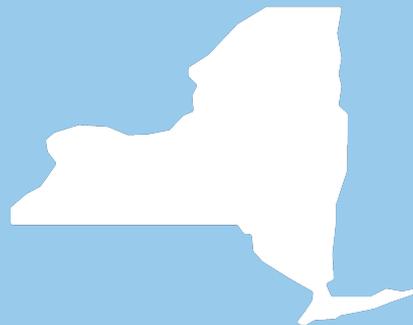
# Creative solution to maximize ROI

Invest in **professional development** to deepen teachers' knowledge of personalized learning practices and redesign the student experience.



## *Challenge 2*

# Address social-emotional learning (SEL) needs



### **Example District: Small district in upstate NY**

- **Recent superintendent transition**
- **Gap in student support services post-COVID**
- **Superintendent committed to address the gap within first 100 days**

# Creative solution to maximize ROI

Invest in **student SEL survey or focus groups** to hear directly from students about their experience. The findings from these engagement activities would give the district helpful data to use to create supports directly aligned to these student-identified needs.



## *Challenge 3*

# Create alignment across staff, students, and the community



### **Example District: Independent district in western PA**

- **Strategic plan recently expired**
- **Mission, Vision, and Belief Statements still relevant**
- **Plan did not feel actionable**

# Creative solution to maximize ROI

Use ESSER funds to **create focus areas and aligned actions** for the next five years. This process would ensure representatives from every constituent group are included and feel ownership over implementing the plan, and use additional funds to monitor the implementation of the plan.



## *Challenge 4*

**Make progress** on existing initiatives, rather than adopt new ones



### **Example District: District in OH**

- **Invested in data systems**
- **Feel data rich, but information poor**
- **Need to strong data culture to appropriately apply information**

# Creative solution to maximize ROI

Use ESSER funding to invest in the implementation of a **responsive data culture** through data use trainings, a platform for managing the data, and even the creation of a data culture playbook that includes an overview of data cycles and protocols for looking at, analyzing, and acting on data.



# Planning for the future

# Art of Implementing Well

Big picture vision for the overall implementation, indicators of success and plan for progress monitoring.

## Strategy

Aligned systems that clarify how to implement a program with fidelity and provide professional development and support to all parties involved.

## Aligned Systems

## Strategy



Vision Alignment



Implementation  
Roadmap



Communication  
Plan



Teaming



Success Metrics  
+ Monitoring



Resource  
Allocation



Fidelity  
Expectations

## Systems



Professional  
Learning



Materials and  
Assessment



Coaching  
Support



Collaborative  
Learning



Incentives and  
Recognition



Feedback  
Systems



Differentiated  
Support

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Vision Alignment



Implementation Roadmap



Communication Plan



Teaming



Success Metrics + Monitoring



Resource Allocation



Fidelity Expectations

## Systems



Professional Learning



Materials and Assessment



Coaching Support



Collaborative Learning



Incentives and Recognition



Feedback Systems



Differentiated Support

# Art of Implementation Framework: Vision Alignment

Questions to Consider When Making Decisions re: ESSER funding:



How does the priority add to or enhance your vision?

# Art of Implementation Framework: Materials + Assessment

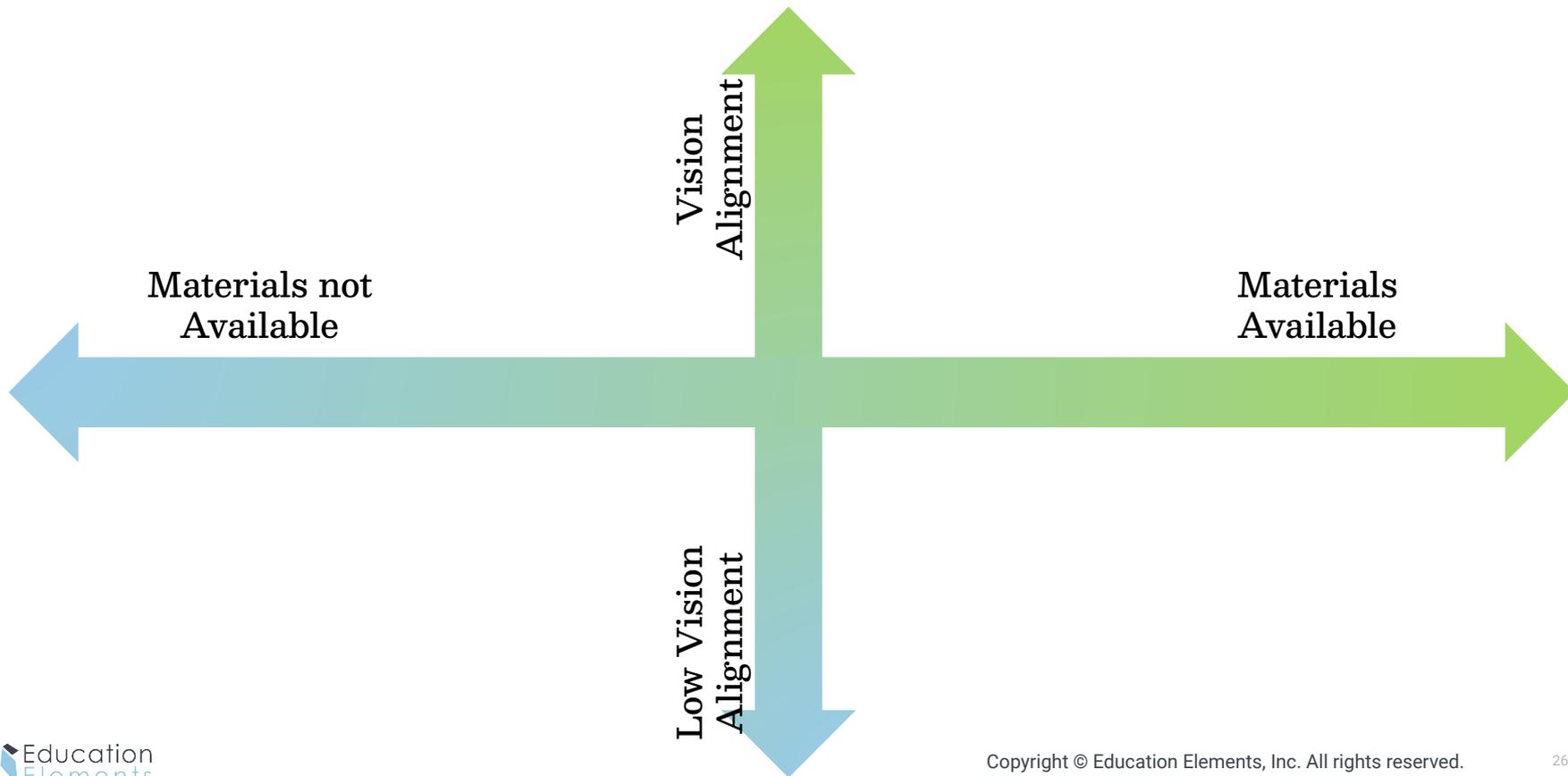
Questions to Consider When Making Decisions re: ESSER funding:



Materials +  
Assessment

What supplemental materials do you have/are you providing to support implementation?

# Framing Decisions through the Art of Implementing Well



Webinar

# ESSER Funding: How to Creatively Allocate Funds to Meet Your Goals

## Final Reflection

What's one new learning you are leaving today's webinar with?

*Webinar Series*

# SPRING TOWARD PROGRESS

Strategies for Navigating K-12 Challenges with Fresh Momentum

**ESSER Funding: How to Creatively Allocate Funds to Meet Your Goals**

**Weds, March 6 | 2pm ET**

**Responsive Leadership: How Adjusting Roles Can Improve Chronic Absenteeism**

**Thurs, March 7 | 11am ET**

**Initiative Overload: How to Get Alignment & Results in your District**

**Thurs, March 14 | 11am ET**

**Science of Reading: Do You Have the Systems in Place to Support Literacy Instruction Changes**

**Thurs, March 28 | 11am ET**

**Change is Hard: How to Bring Innovation to Your District and See Results**

**Thurs, April 11 | 11am ET**

**Unifying a Divided Community: Community Engagement Strategies**

**Tues, April 16 | 11am ET**



**Thank you for  
joining today!**

Please reach out with  
any questions.



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