



# CAMPAIGN CONNECT-NEW JERSEY

*Safe, Supportive, Engaging, and Inspiring Schools for Every New Jersey Student*

## OVERVIEW

**Campaign Connect-New Jersey** is a movement designed to encourage New Jersey schools to become safer, more supportive, engaging, and inspiring environments for *all* students. The goal of *Campaign Connect* is to help schools strengthen and transform culture and climate to effectively meet the social and emotional needs of all students and to accelerate student achievement. *Campaign Connect* is guided by a diverse Advisory Board consisting of superintendents, principals, faculty, community organizations, university researchers, and government organizations (including the New Jersey Department of Education and the New Jersey Department of Health).

## COMPONENTS AND FEATURES

*Campaign Connect* is a *certification and recognition* system for schools. It is designed to provide *easy-to-use resources* and *forums for dialogue and collaboration* to support school climate and culture work.

- (1) Certification and recognition system.** Schools involved in *Campaign Connect* will have the opportunity to receive certification and recognition for developing action plans and implementing evidence-based actions that help strengthen school climate and culture. Schools have the opportunity to be recognized for specific actions they take and outcomes they achieve as they work to build a positive climate and culture.
- (2) Easy-to-use resources.** Schools will be provided with research-based toolkits that provide helpful step-by-step guidance on implementing specific actions to improve school climate and culture.
- (3) Forums for dialogue and collaboration.** Schools will convene a steering committee of relevant stakeholders to discuss school culture and climate data, engage with the larger school community, and devise and implement an action plan with the support of the suite of resources provided by *Campaign Connect*. In addition, events bringing together schools across the state will provide an opportunity for sharing best practices amongst school teams participating in *Campaign Connect*.

### Why Campaign Connect?

When students are immersed in safe, supportive, engaging, and inspiring environments where they feel connected to their school community through healthy relationships with adults and peers, they come to believe that people in their schools value them and want them to succeed. Research indicates that this belief is an important prerequisite to greater academic achievement, reduced bullying, lower dropout rates, improved grades, fewer discipline referrals, and fewer high-risk behaviors.

## BENEFITS TO PARTICIPATING

Through participation in *Campaign Connect*, schools will receive guidance and support as they strive to create safer, more supportive, more engaging, and more inspiring environments for students.

Specifically, schools participating in Campaign Connect will receive:

- ▶ A **system** to coordinate, streamline, and focus school climate and culture work
- ▶ **Research-based, easy-to-use resources** from school climate and culture experts
- ▶ Opportunities for **collaboration and learning** with other schools
- ▶ **Certification and recognition** for school climate and culture work
- ▶ **Communication tools** that can be used to engage with teachers, parents, students and the larger community

## ABOUT THE CENTER FOR SUPPORTIVE SCHOOLS

The Center for Supportive Schools (formerly the Princeton Center for Leadership Training) has served hundreds of schools since 1979 and our work touches tens of thousands of students, educators, and parents annually. We have demonstrated success in working in a wide variety of schools and school districts in urban, suburban, and rural communities; communities that are predominantly African American, Latino, Caucasian, or racially diverse; and communities that are wealthy, middle class, largely poor, or economically diverse. An essential ingredient of CSS's successful track record is our significant investment of time into developing a strong stakeholder group within each school and/or district in which we work; we also regularly play the role of designing and facilitating processes that enable diverse groups of stakeholders in the world of education either to collaborate on a specific initiative or to share focused, issue-specific dialogues.

## TO BECOME INVOLVED OR FOR ADDITIONAL INFORMATION

To become involved or for additional information about *Campaign Connect–New Jersey*, please contact Dr. Margo Ross, Senior Director of Development, at 609.252.9300 x113 or [mross@supportiveschools.org](mailto:mross@supportiveschools.org). You can also visit our website at [www.supportiveschools.org](http://www.supportiveschools.org).