OFFICE OF THE DEPUTY MAYOR FOR EDUCATION

PROPOSED FY 2025 PERFORMANCE PLAN

APRIL 3, 2024

GOVERNMENT OF THE
DISTRICT OF COLUMBIA
MURIEL BOWSER, MAYOR

CONTENTS

1 OFFICE OF THE DEPUTY MAYOR FOR EDUCATION

Mission: The Office of the Deputy Mayor for Education (DME) develops and and advances the Mayor's vision for educational and workforce excellence in the District of Columbia. DME listens to residents, and actively coordinates government agencies, non-profit and private sector partners to maintain a high-quality education and workforce continuum from birth to adulthood. The office works tirelessly to create a city where all children, youth, and adults thrive: every child knows joy, feels safe, and is ready to learn; every student attends a high-quality school; and every youth and adult has opportunities for strong continuing education and family-sustaining jobs.

Services: The function of the DME is to plan, coordinate, and supervise all public education and education-related policies and activities under its jurisdiction. This includes developing and supporting policies to improve the delivery of educational services and opportunities from early childhood to the post-secondary education level; innovating and managing strategies for addressing the needs of children and families; and coordinating interagency initiatives targeted at supporting students and schools.

2 PROPOSED 2025 OBJECTIVES

Strategic Objective
Community Engagement and Impact: Engage residents and community partners for input on initiatives, and to ensure quality services are delivered to residents
District-Wide Planning: Plan for and support a high-quality, interconnected education and workforce system.
Strategic Coordination: Build collaboration and coordination among government agencies, non-profit partners, and the private sector
Agency Support: Provide agencies with guidance, support and oversight to achieve agency goals and the Mayor's city-wide priorities
Racial Justice and Equity: Eliminate racial disparities and improve outcomes that will systematically change how residents of color view the educational and workforce system in the District and advance equitable and sustainable opportunities for persons of color to thrive.
Create and maintain a highly efficient, transparent, and responsive District government.

3 PROPOSED 2025 OPERATIONS

Operation Title	Operation Description	Type of Operation
Community Engagement and Impact: Engage residents and community partners for input on initiatives, and to ensure quality services are delivered to residents		
Afterschool & Summer	Award targeted grants to CBOs to deliver high-quality afterschool & summer programs.	Daily Service
Youth Scholarship	Award one grant/agreement to an intermediary to deliver a scholarship program to increase access to OST programs and for youth with special capabilities .	Daily Service
School Safety Personnel Report	The office of the Deputy Mayor for Education and senior District leaders will analyze and propose improvements to current prevention and intervention tools and staffing structures of safety and security personnel.	Key Project
My Afterschool DC	Pilot program to build online MADC portal and award grants to CBOs and schools (public and charter) to provide afterschool programming opportunities to all students across the District.	Daily Service
Earned and Owned Channel Engagment	The DME will track monthly engagement efforts across earned channels (e.g., media coverage, speaking engagements, op-eds, user-generated social content) and owned channels (e.g., community events, website updates, newsletters, blogs, social media posts) in service of illustrating the Mayor's vision for academic excellence and creating a high-quality education continuum.	Daily Service
District-Wide Planning: Plan for and support a high-quality, interconnected education and workforce system.		
Data Resources	Publish visualization and data resources on DCPS and Public Charter Schools.	Daily Service
Boundary Study	Provide a comprehensive assessment on District of Columbia Public Schools (DCPS) attendance zones and feeder pathways, whether there is adequate capacity in zoned DCPS facilities, and determine if there is equitable access among District students to high-quality public DCPS schools.	Key Project
Master Facilities Plan	Develop a plan to ensure school facilities are efficiently utilized, modernized, and well-maintained.	Key Project
Adequacy Study	Provide a comprehensive assessment that will review and potentially propose more structural changes to the UPSFF, including foundation and weights.	Key Project
SCDC Coordinating Committee	Develop recommendations for strengthening education and workforce development policies, procedures and programs for students in District care via a collaborative multi-stakeholder/agency process.	Daily Service
Strategic Coordination: Build collaboration and coordination among government agencies, non-profit partners, and the private sector		
OST Resources	Support OST Providers with resources to deliver high-quality, effective, programs.	Key Project

(continued)

Operation Title	Operation Description	Type of Operation
OST Qualitative Surveys	Encourage stakeholder engagement through open-ended questions, feedback, and suggestions on OST programming.	Key Project
Every Day Labs	Scaling evidence-based attendance strategies in schools utilizing attendance letters and/or technology to reduce chronic absenteeism.	Daily Service
Strategic Initiatives, K-12	The Virtual Course Hub will provide high school students access to high-quality, rare courses not typically offered in high school or ones that are harder to staff and sustain based on individual school enrollments.	Daily Service
Education to Employment Data System	P20W data system, which connects education and workforce data and provide the foundation to better understand early career outcomes and the impact of specific educational programming on youth workforce opportunities.	Key Project

Racial Justice and Equity: Eliminate racial disparities and improve outcomes that will systematically change how residents of color view the educational and workforce system in the District and advance equitable and sustainable opportunities for persons of color to thrive.

Racial Justice and Equity Action Plan (REAP)	A comprehensive strategic plan outlining the DME's commitment to achieving racial justice and equity. The REAP will provide a landscape analysis of DME community engagement, strategic documents, and data sources that inform the DME's current project priorities and use those learnings to determine strengths and gaps within our system to inform best practices for implementing a racial justice and equity approach with fidelity.	Key Project

4   PROPOSED 2025 KEY PERFORMANCE INDICATORS AND WORKLOAD MEASURES

Key Performance Indicators

Measure	Directionality	FY 2022	FY 2023	FY 2024 Target	FY 2025 Target
Community Engagement and Impact: Engage residents and community partners for input on initiatives, and to ensure quality services are delivered to residents					
Number of public-school students served by publicly funded OST programs	Up is Better	4	2.5	10	10
District-Wide Planning: Plan for and support a high-quality, interconnected education and workforce system.					
Number of schools located in Wards 7 and 8 that are top rated	Up is Better	Not Available	Not Yet Available	14	14
Percent decrease in unemployment rate for Black residents across the District	Down is Better	New in 2024	New in 2024	New in 2024	Not Yet Available
Strategic Coordination: Build collaboration and coordination among government agencies, non-profit partners, and the private sector					
Number of public-school students receiving high-impact tutoring services	Up is Better	New in 2023	6.5%	10%	10%
# of high school students enrolled in college and career programming, consistent with the state accountability system, including CTE, Dual Enrollment, Early College High School, ATC, AP, and IB	Up is Better	New in 2024	New in 2024	New in 2024	Not Yet Available
Percent decrease of public-school students that are chronically absent	Down is Better	Not Available	Not Yet Available	-3%	-3%
Agency Support: Provide agencies with guidance, support and oversight to achieve agency goals and the Mayor's city-wide priorities					
Percent of agency investments that are on track to meet goals	Up is Better	82.8%	73%	80%	80%
Create and maintain a highly efficient, transparent, and responsive District government.					
Percent of new hires that are District residents	Up is Better	New in 2023	56.3%	No Target Set	No Target Set
Percent of employees that are District residents	Up is Better	New in 2023	65%	No Target Set	No Target Set
Percent of required contractor evaluations submitted to the Office of Contracting and Procurement on time.	Up is Better	New in 2023	66.7%	No Target Set	No Target Set
Percent of new hires that are current District residents and received a high school diploma from a DCPS or a District Public Charter School, or received an equivalent credential from the District of Columbia	Up is Better	New in 2023	13.3%	No Target Set	No Target Set

Measure	Directionality	FY 2022	FY 2023	FY 2024 Target	FY 2025 Target
Percent of agency staff who were employed as Management Supervisory Service (MSS) employees prior to 4/1 of the fiscal year that had completed an Advancing Racial Equity (AE204) training facilitated by ORE within the past two years.	Up is Better	New in 2023	Not Available	No Target Set	No Target Set

Workload Measures

Measure	FY 2022	FY 2023
Afterschool & Summer		
Number of CBOs awarded grants	256	Not Available
Number of SAYO-Y Surveys distributed to students	1,292	Not Available
Earned and Owned Channel Engagment		
Number of events and communications posted, placed and/or held.	New in 2023	203
My Afterschool DC		
Number of grants awarded to CBOS and schools (public and charter)	New in 2024	New in 2024
Number of additional students served at identified priority schools.	New in 2024	New in 2024
Youth Scholarship		
Number of youth scholarships awarded	72	165
Number of scholarships awarded to youth with special capabilities.	New in 2024	New in 2024
Data Resources		
Number of unique web views on data resources	30,518	39,100
SCDC Coordinating Committee		
Number of SCDC Coordinating Committee meetings	New in 2024	New in 2024
Every Day Labs		
Number of students contacted	0	51,075
Strategic Initiatives, K-12		
Number of students enrolled in courses	New in 2024	New in 2024