

GENEVA | 2030

Investing in our children. Cradle to career.

2011 [Strive Together Article](#) coincides with release of [concerning data](#) about Geneva High School graduation rate leads to community conversations about accountability, action, and potential for coordinated partnership. HWS leads initial conversations with Geneva City School District and Community leaders, collective impact vision becomes Geneva 2020.

2012

- Launch of [College Bound Program](#), which brings 450+ second, sixth and ninth graders to campus for literacy, STEAM, and college 101 programming
<https://www2.hws.edu/second-graders-visit-hws/>
<https://www2.hws.edu/geneva-high-school-class-of-2021-visits-hws/>
<https://www2.hws.edu/sixth-graders-visit-hws/>
<https://www2.hws.edu/article-id-18598/>
- Charles Best, Founder of DonorsChoose.org, [HWS Convocation](#) speaker. All students receive \$15 gift cards to donate to a local school or a school of their choosing

2013

- Initial Geneva 2030 community convening @ HWS where [video](#) is shown that speaks to the power of coming together... Example of building of Geneva Community Lakefront Playground after challenging benefit assessment district tax and resulting lawsuit.
- Finger Lakes Times editors "[Believe in Geneva 2020](#)"

2014

- Launch of Action Teams (STEAM, Literacy, College Career Readiness, Attendance)
- [Geneva Education Foundation](#), chartered as 501c3 (leadership from HWS, Lynch Furniture, Retired Teacher, Retired Police Detective, local attorney)
- HWS engages alumni in Geneva Conversation with featured story in [Pulteney Street Survey](#)

2015

- First staff person hired to support the work - [Amy Jackson Sellers](#) - through match support from the [William G. McGowan Charitable Fund](#)
- 2nd annual convening @ HWS with Nancy Zimpher as [President's Forum speaker](#) (co-founder of Strive Together, SUNY Chancellor and leader of NYS Cradle to Career Alliance)
- MOU signed between [Success for Geneva's Children](#) and Geneva 2020 to maximize partnership alignment

- Geneva 2020 featured in [All America City Competition](#), a national designation by the National Civic League. The team included student and staff representatives from Geneva High School, the City Manager City of Geneva, HWS Colleges, and Two Heron Drum Circle
- Community members create Geneva 2020 Roadmap and Governance Structure

2016

- 3rd annual convening on campus – small group discussions, networking, solidarity
- Joined StriveTogether – National network of 70 communities who follow Theory of Action to engage collective impact strategy. [Map](#)
- First Career Chat – City Counselor Mark Gramling @ Geneva High School
- Geneva 2030 mentioned in City of Geneva’s [Comprehensive Plan](#) (pg. 9)

2017

- Geneva 2020 featured on Evan Dawson’s [“Connections”](#)
- 4th annual convening and inaugural launch of [“baseline” community report](#) @ Ramada Inn [Media](#)
- Additional funding received from ESL and Farash Foundation

2018

- Geneva 2020 leverages funding from GCSO and the Wyckoff Family Foundation to host a writing retreat @ HWS for 17 local educators with the [National Writing Project](#)
- New funding from three Rochester-based charitable foundations—Farash, ESL and The Community Foundation--enables part-time program coordinator position to become full-time program manager role.
- 5th annual convening and release of 2nd annual [community report](#).
- Rolled out Ready Rosie (Family Engagement – social media resource) to Geneva families, teachers and parents.
- Geneva Education Foundation receives \$42,000 grant from Spectrum Communications to improve mobile technology access for patrons of the Geneva Public Library and Geneva Boys and Girls Club. [Media](#)

2019

- The executive board selects Geneva 2030 as new name and subsequent vision for the evolving Cradle to Career Initiative “Investing in our children, from the cradle to career”
- Geneva City Manager Sage Gerling accepts the leadership of the Geneva 2030 as Chair and dedicates \$7,500 from City to Geneva 2030. Carol Urbaitis, FLCC Vice President for Enrollment Management accepts role as Advisory Board Chair. Town of Geneva contributes \$2,000.

- 6th annual convening and [3rd Community Report](#), President Jacobsen affirms vision of Geneva 2030, Geneva Police Officer and GCSD Resource Officer Raul Arroyo receives inaugural Geneva 2030 Youth Advocate of the Year award. [Media](#)
- Geneva Education Foundation receives \$20,000 grant from New York State – details pending submission of additional documentation.
- Carnegie Community Engagement Classification renewed –10 year summary, Geneva 2030 highlighted. [Media](#)

2020

- Boys and Girls Club Executive Director, Chris Lavin H’81, highlights progress made by GCSD students, celebrates HWS leadership role in community [Media](#)
- New GCSD Superintendent [Dr. Patricia Garcia](#) starts on July 1 amidst global pandemic, enthusiastically joins Geneva 2030 executive board and states publicly that the collaborative spirit in Geneva, evident through Geneva 2030 and other organizations, as her reason for accepting the position.
- Karen Fahy hired to consult for Geneva 2030 - [Media](#) – partnership with Strive Together persists with Karen’s thoughtful contributions to the required Civic Infrastructure Assessment. Melissa Hegarty hired as Program Assistant (10 hours per week) to support coordination of Action Teams, social media, and partnership communications.
- Inaugural [Action Team Summit](#) held via zoom (due to Covid-19) engages 50 community members in mental models framework, setting the stage for continued conversations about equity in education.
- Bi-Lingual Action Team launches, with support from HWS Professor May Farnsworth (Also GCSD school board member) and intern Tatianna Suriel, HWS’20. [Vamos Geneva 2030](#)
- [Video created](#) to highlight community’s efforts to support students during pandemic and potentially serve as recruitment effort to new families. Funded with time from FLCC videographer Bill Pealer - available in English and Spanish

2021

- Action Teams met regularly to share resources, cultivate connections, and maximize partnership opportunities. Membership list available [here](#)
- Partnerships:
 - Co-host Success for Geneva’s Children June 2021 breakfast - [slides](#)
 - Advocate and partner with [Homeroom Geneva](#), a parent engagement initiative
 - Active participation with Geneva City School District Strategic Planning Sessions with Education Elements
 - Further engagement with StriveTogether, including assigned network navigator and action team involvement with national virtual conference
- Internships funded:

- Sarah Lafererra, '21, MAT'22, Youth Sports Involvement in Geneva, in collaboration with the Geneva Athletic Boosters Club. [Final report available here](#)
- Edi Falk, '21, Zaheer Bowen, '23, and Emilia Brush, '21, connected with local high schools in Wayne and Seneca Counties to support high schooler and guidance counselors with college prep resources and presentations. FLX College Leaders Program
- Tatiana Suriel, '20, Vamos 2030 Social media intern ([blog](#), [instagram](#), and [facebook](#))
- [Strive Together](#) and private donor, [Dr. Phil Breitfeld](#), funding received to help stabilize equity-focused programming, hire full-time staff, and maximize outreach and engagement
- Publicity:
 - Finger Lakes Times - Celebration of 2021 GHS graduates, post-grad plans, scholarships earned, etc.
 - representation in community-wide distributed School District Panther Newsletter
- Initially started a conversation about equity at March 2018 advisory board meeting, efforts to engage advisory, executive, and action team members with resources and facilitated conversations (United Way of Rochester 21 day Race Equity challenge, and conversation led by executive board member Dr. Phil Breitfeld based on Race Equity Organizational Assessment)

EQUALITY VERSUS EQUITY



In the first image, it is assumed that everyone will benefit from the same supports. They are being treated equally.



In the second image, individuals are given different supports to make it possible for them to have equal access to the game. They are being treated equitably.



In the third image, all three can see the game without any supports or accommodations because the cause of the inequity was addressed. The systemic barrier has been removed.

2022

- Action teams include: Membership List [Here](#)
 - Birth 2 K School Readiness
 - Literacy
 - STEAM
 - College and Career Readiness
 - Bilingual Education Success
 - Parent Communication Council
 - Food Security
 - Data
- Partnership City Equity Focused Wide Collaborations
 - The Power of Play City Wide Event Flyer [HERE](#)
 - Geneva 2030 Birth to K and Literacy Action teams, Geneva Community Center, GCSD
 - What's Next Summer Workshop event for GCSD 9-12 students
 - Flyer [HERE](#)
 - Geneva 2030 College and Career Action Team, HWS, FLCC, GCSD
 - schedule of events [HERE](#)
 - Cohost Geneva 2030/ success for Geneva's Children Annual Event
 - September 21, 4-6 p.m., Club 86
 - Keynote New Superintendent
 - Updates from Action Teams
 - Updated website/ data share
 - Geneva2030 connection to HWS Masters in Teaching Program
 - Student final projects connected to community work on action teams
 - HWS students joined Geneva 2030 action teams
 - Karen co facilitated classes with HWS professor Mary Kelly
 - Geneva City Food Security Task Force transferred to be under Geneva 2030
 - co-chaired by AmeriCorps VISTAs (city of Geneva and BlueprintGeneva)
 - created a common vision among food security organizations
 - core belief statements
 - vision and mission
 - spreadsheet of all providers and services to identify gaps
 - maps of food availability by zone
 - surveys
 - improved communication and collaboration
 - Geneva 2030 Literacy Action Team with GCSD and Geneva Reads
 - GCSD strategic plan aligned project: creation of culturally relevant K-5 and 6-12 text lists shared with GCSD curriculum writers

- Geneva Reads will purchase selected titles for GCSD classrooms
 - Geneva 2030 STEAM Team with GCSD, FLCC, St. John Fisher & HWS
 - STEM virtual tutoring for GHS / GMS Algebra students
 - STEAM virtual science night in March
 - Geneva 2030 with Cornell University and GCSD
 - The Internet of Things project
 - AP Environmental Science teacher will intern with Karen this summer to create a curriculum that includes Cornell University sensors for students to gather data to solve real world issues in environmental science.
 - 4 Cornell students will intern with Geneva 2030 on project
 - additional GCSD science teachers will join project moving forward to build curriculum down through grade levels
- [Strive Together](#) and private donor, [Dr. Phil Breitfeld](#), funding received to help stabilize equity-focused programming, hire full-time staff, and maximize outreach and engagement
- StriveTogether Coaching & professional development
 - biweekly meetings with coach network navigator Nicole Johnson
 - biweekly meetings with data coach Ginger Walker
 - participation in Results based facilitation book study with other network EDs
- Data capacity development
 - hired part time data manager
 - created data action team co chaired by data manager and HWS statistics professor
 - begin Tableau training modules
 - website redesign for data sharing
 - created data survey to evaluate data literacy of action teams
 - creating data learning modules for Geneva 2030 action teams to build capacity for data use