



MESSAGE MAP

ELEVATOR SPEECH

Dallas City of Learning is a public-private citywide partnership that ensures all students have access to high quality out of school time learning experiences that build social and emotional skills and increase academic achievement.

Dallas City of Learning builds a powerful network of neighborhood, community, and city partners to connect students to valuable local and digital resources.

The lead public partners include the City of Dallas and Dallas Independent School District. Dallas City of Learning is managed by Big Thought.

WHAT WE DO

By recognizing learning happens all the time, across many different spaces—at parks, museums, rec centers, libraries, churches, online—, Dallas City of Learning creates a citywide network of out-of-school learning experiences that helps students discover new interests, develop skills and create pathways to future success. From aviation to photography to theater, the online platform serves as a one-stop shop for all types of learning experiences.

WHO WE SERVE

Young people of all ages in the city of Dallas, especially those living in program deserts—neighborhoods of the city with little or no enrichment opportunities.

HOW WE DO IT

- **Bringing together Dallas' out-of-school learning resources** to help students pursue their individual interests, develop knowledge and skills and become lifelong learners
- **Creating and maintaining a robust program discovery website** that includes a comprehensive inventory of programs throughout Dallas in summer and year-round
- **Breaking down barriers to access** by addressing program deserts as well as improving access to technology resources across the city
- **Making connected learning principles** the backbone of our endeavor to allow deeper student engagement
- **Fostering innovation and creating a culture that values all learning** by encouraging and tracking informal learning wherever it happens

WHY

Kids spend 80% of waking hours outside of the classroom, yet chances for quality out-of-school learning experiences aren't available to many of them. By 6th grade, kids from middle income families have benefited from 6,000 more hours of enrichment compared to their lower income peers. Dallas City of Learning makes a diverse and appealing range of learning opportunities visible and accessible to more young people and their families.

WHO WE ARE

A broad public-private partnership led locally by the Dallas Mayor's Office, Dallas Independent School District and Big Thought with the support of more than 600 partner organizations.

- Dallas Mayor's Office
- City agencies
- Dallas ISD
- Businesses
- Universities
- Education, arts, cultural and youth organizations (ranging from large museums to neighborhood organizations)
- Foundations

IMPACT

- Create a citywide learning infrastructure with a searchable database
- Increase learning engagement outside of the classroom
- Help level the playing field by increasing access to the online platform and quality programming
- Increase college and career preparedness
- Deepen public-private collaboration across the city to address the critical educational needs of our youth
- Prevent summer learning loss

CONNECTED LEARNING "Connected learning is realized when a young person is able to pursue a **personal interest or passion** with the **support of friends and caring adults**, and is in turn able to **link this learning** and interest to academic achievement, career success or civic engagement."