

# OFFICE OF EDUCATIONAL ADVOCACY

**Date:** September 22, 2025

**Presenter:** Dr. LaRetha Odumosu, Founding Director

**Meeting:** Meeting of the Whole





# PURPOSE



**The Office of Educational Advocacy was established to meet the need for unification and coordination of the educational landscape in the City of Wilmington.**

**The Office fills a current gap in the educational ecosystem. It establishes a permanent, city-led structure focused on bridging gaps, fostering alignment, and providing consistent engagement across systems, sectors, and communities.**





# VISION

**The Office of Educational Advocacy exists to ensure that Wilmington's students are consistently supported by the systems around them.**



**It serves as the City's connector and collaborative amplifier - bringing clarity to challenges, visibility to solutions and coordination to efforts already underway.**



# STRATEGIC PRIORITIES

## ▶ **Stakeholder Alignment & Coalition Building**

Unite legislators, district leaders, educators and community voices around shared goals

## ▶ **Parent-First Communication & Trust Building**

Transparent, accessible engagement with families

## ▶ **Policy Visibility & Agenda Setting**

Establish OEA as a credible, constructive policy voice

## ▶ **Office Capacity Growth**

Build the office staffing, systems and tools for sustained impact





# STRATEGIC PRIORITIES

By the Code

## Stakeholder Alignment & Coalition-Building

Ordinance #0036:  
C 1, 5, 6, 7

## Policy Visibility & Agenda Setting

Ordinance #0036  
C 3, 4



## Parent-First Communication & Trust Building

Ordinance #0036  
C 1

## Office Capacity Growth

Ordinance #0036  
C 2



# KEY PERFORMANCE INDICATORS

**Note:** Since the OEA is new, all KPIs are operating with a baseline of zero

## ► Stakeholder Alignment & Coalition Building

Stakeholder Engagement: Number and diversity of meetings with legislators, parents, educators, and community partners

Coalition Growth: Establishment of a cross-sector coalition or advisory group

## ► Parent-First Communication & Trust Building

Messaging Reach: Launch of parent-focused communication channels; engagement rate of early messaging and feedback campaigns

## ► Policy Visibility & Agenda Setting

Policy Influence: Number of policy recommendations adopted, cited or acted upon

## ► Office Capacity Growth

Infrastructure Milestones: Growth of office personnel





# STAKEHOLDER ENGAGEMENT

Why is it so important to build relationships with stakeholders?

- ▶ Stakeholder engagement directly allows us to avoid repeating the problems of the past. One key issue has been that many groups have acted without coordinating with other groups exhibiting the same efforts. This has led to duplication, repeat actions and lack of sustained success.
- ▶ Meeting with Stakeholders allows us to:
  - Prevent redundancy
  - Collaborate on common problems
  - Pool resources and social capital
  - Align on focus areas
  - Expand our reach throughout the state

**Initial Findings: There is not a lack of efforts.  
There is a lack of COORDINATED efforts.  
OEA fills the gap of coordination.**





# CURRENT INITIATIVES & NEXT STEPS

## ▶ Stakeholder Alignment & Coalition Building

- Ongoing - Stakeholder Engagement; (Introductory Meetings)
- Ongoing - Wilmington Interagency Collaboration

## ▶ Parent-First Communication & Trust Building

- Fall - Family Engagement Tour
- Ongoing - Social Media Growth
- Launching - Office Podcast

## ▶ Policy Visibility & Agenda Setting

- Ongoing - Recurring meetings with stakeholders responsible for education legislative creation & legislative execution







# IMPACT BY THE NUMBERS

- ▶ **1 Coalition** - Established Interagency Collaboration
- ▶ **15 Collaborations**- Cross-sector connections made initiated by OEA
- ▶ **75%** - Directly engaged with 61 of 81 stakeholders
- ▶ **5 Key Connections** - Partnered with four LEAs (three traditional districts, one charter) for family engagement tour;  
Partnered with DDOE for ongoing collaboration
- ▶ **4 Methods of Communication** - Launched online communication channels (webpage, Instagram, TikTok, Facebook)



# QUESTIONS/COMMENTS

