



Helping Schools Develop a “Why Not?” Attitude Through Community Partnerships

by DR. JACQUELINE L. SANDERLIN

Think about your local community and find avenues and pathways to work together collaboratively. If you change from a fixed mindset to a “Why Not?” growth mindset, the empowerment will have a ripple effect.



DR. JACQUELINE L. SANDERLIN: LITERACY CHAMPION

Dr. Jackie is an accomplished school principal, lecturer, and speaker whose “Why Not?” attitude has led to dramatic improvements in some of Southern California’s most under-resourced schools. Dr. Jackie’s passion for guiding young people has garnered national recognition and has helped her to form partnerships with local, national, and global organizations. Dr. Jackie’s innovative and visionary style has taken the simple question

“Why Not?” and turned it into a movement that educators around the country are clamoring to incorporate into their classrooms and schools. She is the author of the book, *The Why Not Challenge: Say “Yes!” to Success with School-Community Partnerships*.



One to Know: The Why Not? Incubator

The power of the Why Not? Incubator is that it takes us past our “Why?” (purpose) and moves us to our “Why Not?” (action)! It’s time for schools to take action and develop partnerships with local businesses, corporations, and philanthropists to create access and opportunities for their students. It’s time to raise the volume and create allies to build bridges and space for equity, growth, and development.

Dr. Jackie creates win-win situations by matching, linking, and connecting schools to community partners to make a positive impact for youth. She also trains educators and business leaders hot to master community engagement in a way that empowers all sides.

What to Know and Do

The Why Not? Incubator shows educators how they can partner with local businesses and corporations to create opportunities for the youth and families they serve every day. We invite you to engage in our Incubator Workshops where you will learn new strategies, tools, and ideas to engage with people and organizations willing to help in your community and beyond. The goal of the Why Not? Incubator is to build stronger, thriving, and more connected communities, particularly for under-served schools. Here's a challenge you can try right away.

Meet Five People!

I want you to go out in your community today and meet five people you don't know! These people may be business leaders, politicians, or simply people in the supermarket buying groceries. Listen, new relationships can be made everywhere. They are not always in the places you think. I have some tips for you below that may make it easier.

- Smile graciously at everyone you see! In fact, be intentional about this. Smile first—don't wait for them.
- If a conversation strikes up, find a way to share your school story. Talk about how great it is and the opportunities it offers. Talk about your dreams and why it's the best school you know. People will see the gleam in your eye and feel your passion.
- Let them know you are always looking for community support and engagement to create access and opportunities for your youth.
- Listen to people's stories and show genuine interest. They may begin sharing how they can help.
- Invite them to be a guest reader at your school or schedule a lunch with them to continue the conversation.
- Don't leave without sharing contact information. Always keep business cards with you. That is the link so you can follow up with them.

Unleash your passion on people you meet, wherever you are, and see what happens! Your passion will be the engine in your community partnership machine! Have fun!

More to Know and Do

Join the Why Not? Movement today and learn how to make positive changes in your school district through effective community partnerships. Check out our website at <https://whynotincubator.com> for proven techniques, strategies, and tips that will land you beneficial partnerships you did not expect!