

## Focal Points of the OMA Operation

### external (community)

#### LEADER RELATIONSHIPS

maintain an allies list of the 25 people/organizations who are most important to supporting OMA in the community

#### BRAND MANAGEMENT

consistently promote, support and protect the brand as the home-grown solution to student achievement and education reform

#### COMMUNITY SUPPORT

public community  
 - affection for  
 - awareness of  
 - support of  
 - and pride in OMA

### internal (district )

#### MEASURE TO KEEP OMA NUMBER ONE

research and measure what gets noticed and adds credibility to the program (and differentiates it)(research is also intellectual property [IP])

#### FORMALIZE THE PROGRAM OPTIONS

creating and doggedly enforcing a set of OMA package options:  
 - OMA Gold  
 - OMA Standard  
 - OMA Associate

#### MANAGEMENT PLAN

conscious org chart and growth plan to ensure that critical tactical and, more important, strategic functions are covered (and each component on this page is in someone's job description); includes training and certification

### on site (schools)

#### COMMUNITY INVOLVEMENT

maintain and support involvement of local parents and community in each school program; events designed for community interaction

#### PROGRAM QUALITY WITH A STRONG TEAM

find the best people, be clear about their roles, support them with professional development and technical assistance

#### MANAGING PROGRAM IMPLEMENTATION

monitoring each school's application of OMA