



# Oak Park Elementary School District 97

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**TO:** Members, Board of Education  
**FROM:** Dr. Carol Kelley, Superintendent  
**SUBJECT:** SY 17 Strategic Communications Support Plan  
**DATE:** July 12, 2016

**Type of Report:** Proposal

**Preview of purpose and content of report:**

To continue our communications efforts (*which have an emphasis on two-way communications with all stakeholders*) about D97's vision plan, actions & outcomes, the Board of Education is being asked to approve the proposal to support the request for D97's strategic communications support plan for 2016-2017.

**Budgetary Impact:** \$22,000

At the June 28<sup>th</sup> meeting, the district presented a high-level overview of the community conversations and subsequent recommendations from the advisory panel outlining the following shared vision and focused strategic goals to strengthen the district's instructional core:

*Create a positive learning environment for all District 97 students that is equitable, inclusive and focused on the whole child.*

- *Equity*
- *Inclusion*
- *Whole child focused*
- *Positive learning environment*

*Vision Goal 1:*

*Align D97 systems, structures and processes to reflect our stated value of educating the whole child (e.g., we act in ways that reflect our understanding of supporting the successful development of each and every student).*

*Vision Goal 2:*

*Establish a comprehensive system of support for all District 97 staff especially teachers.*

After the board adopts the goals, the next steps include administration/educators developing action plans and communicating our efforts & progress with the Board and community.

As previously shared (see the June 14, 2016 memo to the Board), during the 16 community conversations and advisory panel meetings, we heard a rallying call for strong communications that fits outside of our already very solid set of communications channels (which include regular updates of information). The request we heard includes more opportunities for two-way communications from the superintendent, communications that directly engage and inform the community simultaneously. A specific example of what this would look like includes the additional town hall forums I conducted on June 15<sup>th</sup> and 16<sup>th</sup> to get feedback from our students, staff, and community on the draft vision planning document.

To support the district's two-way engagement efforts for the upcoming school year, I am requesting the Board to approval the proposal M2 Communications (see June 14<sup>th</sup> agenda) which outlines a design to leverage the communications channels currently in place while allowing me to share key messages regarding our efforts to

implement our vision plan. By approving this proposal, the Board is supporting my efforts as superintendent to inform and build understanding and trust with our staff, students, parents/guardians, and community.