COMMUNITY CONVERSATIONS UPDATE

The Superintendent will provide an update on the Community Conversation process involving educators and community stakeholders that builds a clear, concise and shared understanding of our hope for Beaverton students and our collective responsibility for our schools.

This process will be grounded in our Five Year Strategic Plan and bring greater clarity and consistency to the overall direction of our schools. In addition, it will also support the School Board goals and Superintendent goals.

BEAVERTON SCHOOL DISTRICT
THRIVE • CONTRIBUTE • EXCEL

Future Focus - Community Conversations About Hope And Excellence

STATUS UPDATE
May 10, 2013

Objectives:
a. Galvanize the community; expand the notion of "We"
b. Memorable/realtor pitch
c. Enlist behaviors
d. Build a We brand (community driven; shift language and tone)
e. Linkage to Full Option Graduate

Status:
- First and second round large group conversations completed
    - Students - 1st round - 80 participants, 2nd round – 20 participants
    - Educators – 1st round - 90 participants, 2nd round – 50 participants
    - Parents – 1st round - 70 participants, 2nd round – 43 participants
    - Hispanic Parents -1st round - 70 participants, 2nd round – 40 participants

One-Time Meetings with:
- Higher Education – 20 participants
- Nike – 55 participants
- Intel – 70 participants
- Beaverton Chamber – 15 participants
- Retirement Center – 10 participants
- 50 one-on-one interviews completed with community leaders
- Secured $20,000 grant from the Nike School Innovation Fund for "We" video

Products:
- Booklet/PDF
- Video by: *Studio by Kate,* funded through Nike School Innovation grant
- Website (Future Focus: Community Conversations about Hope and Excellence)
- We 'tone' and communications direction
- We commitment (sign)
- 3-Year Plan
    - We Launch: Plan, build momentum; not a document on shelf
    - Year 1: Integrate into culture; bring to life; celebrate We Principles being brought to life
    - Year II: Focus on results, build on Principles
    - Year III: Develop systems; shift culture; build accountability