



To: Dr. Carol Kelley, Superintendent, District 97, Oak Park  
From: Pat Maunsell & Eva Moon, M<sup>2</sup> Communications  
Re: Putting Vision into Action: Stakeholder Engagement to Operationalize District 97's Vision  
Date: February 8, 2016

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M<sup>2</sup> Communications is pleased to submit this proposal to support District 97's efforts to build upon the work done to establish a clear vision for the district by engaging stakeholders in dialogue about how to put this vision into action. A cornerstone of how we approach our work is a belief that strategic, two-way communications is essential to developing a clear vision and road map to ensure all students get the very best education possible. Key to this is making sure that all voices are heard and engaged, particularly parents and community that have felt historically marginalized. This requires both listening and communicating in a way that "brings people along" identifying key issues the district faces and educating all stakeholders on how to address these issues within the context of the shared vision. District 97 is well poised to embark on this work and develop a successful plan of action to operationalize stakeholders' shared vision for all schools and all students.

### **Stakeholder conversations**

The work done to date to listen to and learn from all stakeholders and to develop structures (e.g. the Superintendent's Advisory Panel) to support this work in an ongoing way, is impressive and sets the stage for moving this vision into action. After the vision is established and approved by the Board in March, M<sup>2</sup> recommends a series of facilitated conversations and interviews to engage stakeholders in dialogue about how to put the vision into action and what steps are necessary to achieve success.

Facilitated conversations will include students, families, community members, and district faculty and staff. Promotion of these conversations and recruitment of stakeholder participants will be intentional to ensure all stakeholders are engaged in this process. The strategic promotion and recruitment plan will be ongoing and continually evaluated to ensure effectiveness and identify any mid-course corrections/additions necessary to engage all stakeholders including those not always heard from. These conversations will be centered around carefully crafted questions and protocols developed to reflect learning to date (e.g. areas of potential focus identified in the superintendents' 100-day Report) and to unearth perspectives and ideas around implementation of the shared vision for District 97. Additionally, M<sup>2</sup> will conduct a series of one-on-one interviews with a select group of key stakeholders including all members of the District 97 Board of Education and possibly others (e.g. District 200 superintendent). The Superintendent's Advisory Panel will be instrumental in developing the framework for these conversations and supporting the effort to engage a diverse cross section of community stakeholders.

## From research to action

M<sup>2</sup> will analyze and organize the information gathered from stakeholders to support the development of a plan of action to be implemented in school year 2016-17. While M<sup>2</sup> will lead and facilitate the following specific steps to move from this research to action, we will rely on a strong partnership with District 97 staff – communications staff, educators, Superintendent and Superintendent’s cabinet – to plan and carry them out:

- The Superintendent’s Advisory Panel will serve as a clearinghouse to review, unpack and sort the findings of the stakeholder conversations into a set of priorities area.
- From there, the Superintendent’s Advisory Panel will break into small groups and meet one or two times to flesh out each priority area and identify action steps for each. These small groups will likely require additional recruits (e.g. teachers, families, central office staff) to ensure those who will be charged with executing the action steps are involved from the beginning.
- The Superintendent’s Advisory Panel will again serve in a clearinghouse role by reviewing and refining the priorities and action steps. This effort will culminate in a document outlining District 97’s vision, priorities and plan of action.
- This document will be posted for public comment. Feedback gathered will inform the development of a final draft document.
- The final draft document will be presented to the Board of Education and their input and feedback will be considered prior to finalization of the plan.

Once finalized, the Superintendent will charge members of her cabinet with carrying out the action plan stemming from the District 97 shared vision. This will involve putting in place specific practices, committees, programs etc. and supporting and monitoring progress, making mid-course corrections as needed. The Superintendent’s Advisory Panel, the Board of Education and, ultimately, the District 97 community at large, will receive periodic updates on the plan and progress towards achieving the district’s shared vision.

## Timeline

February	Finalize District 97/M <sup>2</sup> contract Begin planning for community conversations (e.g. develop promotion/recruitment plan) Develop detailed task/timeline of activities and deliverables
March	<i>Process for developing District 97 is completed (M2 will assist with this needed)</i> Superintendent’s Advisory Panel meeting to frame overall work and the community conversations Promote/recruit stakeholders for community conversations
April	Conduct community conversations and interviews with stakeholders

May	Analyze, organize and present findings from community conversations to the Superintendent's Advisory Panel Superintendent's Advisory Panel sub-groups meet to flesh out top priorities and high level action plans
June	Superintendent's Advisory Panel meets to review work of the sub-groups and development draft action plan document Post draft action plan document for public comment Superintendent's Advisory Panel reviews public comments and proposed final draft document online Present final draft document to Board of Education at June 28 <sup>th</sup> meeting
July - August	District Superintendent and Cabinet begin planning to operationalize initial priorities in 2016-17 school year

### **Deliverables**

M<sup>2</sup> will:

- Develop a detailed project timeline including tasks and responsible parties
- Draft a promotion and recruitment plan with support to District 97 staff who will execute through existing communications channels
- Craft questions and protocols for community conversations
- Plan and facilitate up to 12 community conversations
- Prepare and present community conversations findings document
- Plan and facilitate three Superintendent's Advisory Panel meetings
- Provide council and support to Superintendent's Advisory Panel sub-groups as needed
- Draft an action plan document and revise twice based on feedback from the public comment period and the Board of Education
- Present a final draft action plan document to the Board of Education
- Provide ongoing council throughout the process to the Superintendent, district communications staff and others as needed

### **Budget**

The above deliverables and process will be led and facilitated by M<sup>2</sup> from February – June 2016, a total of five months at a cost of \$6,000 per month.