

BOARD MEETING DATE:

September 24, 2012

2011- 2012 Volunteerism & Engagement Report

POLICY ISSUE / SITUATION:

In June 2011, the School Board adopted the recommendations from the Volunteerism & Engagement Taskforce. Annually, the School Board will receive a report detailing the progress being made to implement the recommendations.

RECOMMENDATION:

BE IT RESOLVED that the School Board receives the 2011-2012 Volunteerism & Engagement Taskforce.



Beaverton School District

Volunteerism & Engagement Annual Report

September 24, 2012





Communications and Community Involvement Department





Introduction

Since 1975, the District has had a formal school volunteer program, and over the years, other outreach and engagement programs have been developed. The School Board has fully supported these efforts knowing community support and engagement is one of the most important keys to the success of our students and the District overall. This commitment was renewed with the adoption of the recommendations in the Volunteerism & Engagement Plan in June 2011. The annual report follows.

There are currently over **25,000 volunteers** in the volunteer database and it continues to grow. During 2011-12, volunteers gave in excess of 282,000 hours of service. According to the Independent Sector.org, the national in-kind value of volunteer time is \$21.79 per hour, which equates to **\$6.1 million of in-kind value** for the District. These numbers are under-reported by volunteers who help during after-school activities and sports particularly at the high school level.

One of the vision statements in the Beaverton School District's 2010-15 Strategic Plan directly addresses the important connection to parents and the broader community: **We are strongly connected to our families and the local and global communities.** The core strategy Volunteerism, Service and Engagement, the "V" in THRIVES states: **Directly connect parents and the community to student learning and students to community life.** These were further defined by the Volunteerism & Engagement Taskforce.

Vision of Volunteerism & Engagement in the Beaverton School District from the Volunteerism & Engagement Plan, 2011-2015

- An engaged and committed Beaverton community supports all students. Schools are a vital part of the community. The community ensures that all students are prepared for further learning, work and careers, and active participation in the global community. All students will THRIVE, CONTRIBUTE, COMPETE and EXCEL.
- All parents, families and community members are deeply connected to their schools and the District regardless of race, ethnicity, or family economics. There are many meaningful ways to be engaged in student learning and success; the District has an expanded definition of engagement, including in school, in the home, and in the community.
- Community partners provide parent and family engagement and leadership skills through a variety of community-based learning opportunities.
- Each staff member commits to creating inclusive and welcoming environments for all parents, family and the community to be engaged in student learning and success. The community is welcome in Beaverton schools. Staff development is provided to ensure that all employees enhance their knowledge, skills and ability to fully engage parents, community resources, i.e. volunteers, grants, etc.
- All volunteers feel valued and supported, and their experience is positive and productive Pre-K-12. Volunteer programs engage all sectors of the community and reflect the diversity of students in each school. Training is provided for parents, families and community volunteers to engage in school communities.
- Parents, families, staff and community members are active in decision-making in schools and the District. Collaboration between schools, parents and the community is expected and contributes to school, student and District success.

Progress during 2011 - 2012

During 2011-12, a small group of former taskforce members and the District Interdepartmental Team provided input and advice on prioritizing some of the recommendations. In addition, School Board Members Mary VanderWeele and Sarah Smith assisted in their role on the School Board's Community Engagement Subcommittee.

A significant action taken this past year included the revision of several policies to align with best practice and recommendations from the Volunteerism & Engagement Plan. The following policies were revised:

- IGBC: Title I/Parental Involvement
- IICA: Field Trips/Special Events
- IICC: Volunteers
- IKB: Extended Learning Activities
- JFB: Student Involvement in Decision Making
- KA: Community Engagement
- KB: Public Communications Program
- KC: Community Involvement in Decision Making
- KM: Relations with Community Organizations

The <u>2011-2015 Volunteerism & Engagement Plan</u> is aligned to the National Standards for Family-School Partnerships and the Epstein Framework of Engagement. The following progress update is organized accordingly to the Epstein Frame-work in the plan:

Parenting

- Equity Coordinator Sho Shigeoka created and introduced a new tool, *Inclusive Schools Environmental Scan Inventory* (see appendices, pg. 16) to help principals and staff to develop a more open, welcoming, inclusive and positive school culture
- ESL Parent Trainings- four series of four classes of the Incredible Years Curriculum in Spanish to Migrant Education parents of preschool age children; 8 wks. of Incredible Years classes in Spanish/English at Fir Grove; Gang Prevention workshops for Spanish speaking parents presented by Wash. Co, Juvenile Dept. and SHS staff; Options Program School Information Fair at WHS with interpreters; helped schools (Greenway, Terra Linda, Raleigh Hills K-8, Oak Hills, Errol Hassell, William Walker and Whitford MS) plan, organize Spanish speaking parent meetings on diverse topics such as Language acquisition, science, TAG, nutrition, discipline versus abuse, community resources, strategies to help students succeed in school, and challenges parents face when raising teenagers in a different culture; College & Career Readiness parent meetings at Terra Linda, McKinley/Elmonica, Greenway/Conestoga/Southridge and all the middle schools at Cedar Park MS; participated in William Walker's parent meetings sharing community resources at three different locations in the community; participated in the Somali Women's Circle meetings at the Merlo Station Apartments sponsored by the Wash. Co. Health Dept.
- Revised School Board policies

Looking Ahead: 2012-2013

- Expand ESL parent training classes with Welcome Center
- Revise parent resources on District webpage
- Administrators will complete cultural competency, inclusiveness training modules in 2012-13 and enhance their ability to engage and involve their community more fully

Communicating

- Developed Monthly Superintendent Videos- completed 8 videos focused on College & Career Readiness in 2011-12
- Interpretation now available in 12 languages through the Welcome Center
- Revised 2011-12 Communications, Community Engagement & Marketing Plan
- Revised School Board policies

Looking Ahead: 2012-2013

- Increase first month of school parent/community communications
- Continue to develop Monthly Superintendent Video
- 2012-2013 Communications, Community Engagement & Marketing Plan (see appendices, pg. 22)

Volunteering

- Refined volunteer webpage (screen shot- see appendices, pg. 21)
 - o redesigned volunteer page on District website
 - o new logo
 - o new approach is simpler, friendlier
 - o fillable community volunteer application
 - area to post requests for volunteers, matching skills & interests with requests;
 already seeing increased use by community members who are interested in volunteering
- Included outstanding volunteer programs and volunteers in monthly School Board Recognition recognized several programs and individuals for their contributions during 2011-12
- Provided fourteen District leadership and organizational trainings for school volunteer coordinators and parent group leaders included evening training opportunities
- Revised School Board policies

Looking Ahead: 2012-2013

- Continue monthly School Board Recognition of outstanding volunteer programs or individuals beginning Oct. 2012
- Provide twenty District leadership and organizational training for parent leaders
- Monitor and adjust volunteer webpage design as needed for better user experience
- Administrators will complete cultural competency, inclusiveness training modules in 2012-13 (help encourage parent/community engagement and volunteerism in schools)

Learning at Home

- Initiated research and conversations to develop a new parent (birth) welcome packet, including community partners Beaverton Library and St. Vincent Hospital & Medical Center
- Included parent resources in each BSD Briefs e-newsletter- summer library programs, immunizations, Science Ambassadors, Nutrition Services programs, Clothes Closet, helping your child in school and at home, etc.

Looking Ahead: 2012-2013

- Provide principals with newsletter articles about engagement and volunteerism focusing on what they can do at home to support students and how they can help their school
- Expand ESL parent training classes with Welcome Center
- Complete development of new parent information packet with community partners
- Revise parent resources on District webpage

Decision Making

- Provided leadership and organizational training for volunteer coordinators and parent group leaders to more effectively engage parents in their schools
- 2012-2013 Budget Development Process included an online survey and community presentations to collect input
- District Listening Sessions held by Superintendent and other District leaders

Looking Ahead: 2012-2013

- Redesign Listening Sessions to be a dialogue with small group interaction and feedback
- Continue to provide District leadership and organizational training for parent leaders
- Revise Budget Development Process including opportunities for community engagement

Collaborating with Community

- Implemented Community Engagement Committees (formerly Local School Committees)
 - o Developed a Community Engagement Committee Handbook
 - Held four voluntary meetings with Community Engagement Members and principals
 - Completed Community Engagement Committee Survey (included principals and CEC members in summer 2012 to better understand the successes and challenges and plan actions to assist CECs
- Inventoried Business/Education Partnership Program (see appendices, pg. 42)
- Redesigned District's Volunteer Webpage including page for requesting donations and specific volunteer needs

Looking Ahead: 2012-2013

• Expand effectiveness of Community Engagement Committees; quarterly meetings to include best practices and networking for CEC members; post best practices on CEC webpage on District website



- Continue to refine systems to support volunteerism and engagement throughout the District including webpage and school programs
- Develop faith-based partnerships program with help from Palau Association matching schools with nearby churches
- Full-time AmeriCorps Member will continue extended hours of operation at the Clothes Closet; additional responsibilities will include community outreach development and engagement.

Note: Budget and personnel constraints present challenges to implement additional recommendations in the 2011-2015 Volunteerism & Engagement Plan.

Selected Highlights Volunteer & Community Engagement Programs

Art Literacy Program

For 32 years, volunteers have run the Art Literacy Program providing students with visual presentations and hands-on art projects about great artists. More than **1,000 trained volunteers** serve the District's elementary and middle schools. Melody Ball and Jill Bogle lead the volunteers.

The program's curriculum is based on more than 100 artists, including European masters, renowned American artist, cultural arts, and some living and local artists. Volunteers are trained for every lesson they teach by a site-based coordinator at each school. There are typically six different lessons presented at the elementary level and three lessons at the middle school level.

Recently, the Art Literacy Program went digital thanks to a partnership with the Beaverton Education Foundation (BEF).



Beaverton Schools Clothes Closet

The Clothes Closet was established in 1975 as a supplemental resource for students in the Beaverton School District in need of clothing and shoes. It is a volunteer service organization that provides clothing for children in grades K-12 enrolled in a Beaverton school. Beaverton School District parent group and community volunteers staff the Clothes Closet during the school year. Parent groups, individuals and community groups also support the Clothes Closet with financial contributions that are used to purchase new clothing such as socks, underwear, coats and other hard to find items. The Shoe Box program provides a one-time purchase of new shoes for students in extreme need.

The Clothes Closet program serves students from every school in the District, including an increasing number of homeless students. Over the past five years, the service has increased by more than 30%. During 2011-2012, **2,191** students have made **3,078** visits to the program, and the Shoe Box has purchased **115** new pairs of shoes.

With the support of a grant from the Reser Family Foundation and a part-time AmeriCorps Member, the Clothes Closet was able to extend the hours of operation during the 2011-2012 school year. The Clothes Closet is now open every Wednesday that school is in session from 10:00 a.m. to 8:00 p.m. Volunteers from District elementary and middle schools staff the Clothes Closet from 10:00 a.m. to 4:00 p.m., and community volunteers from faith and



service organizations staff the evening from 4:00 to 8:00 p.m. Here are the volunteer stats: 520 unique volunteers/710 volunteer sign-ins for a total of 1,983 hours.

For the 2012-2013 school year, a full-time AmeriCorps Member will continue to support the extended hours of service and increase community outreach for other volunteer needs in the District.

Chehalem Elementary Pages as Pillars Program

Bill Wood has been instrumental in organizing and developing Chehalem Elementary's Pages as Pillars Program, which assists children at the school in developing their reading skills through **15 -20 volunteer reading mentors**. In addition, he organizes a garage sale with the West Beaverton Neighbor-hood Association Committee (NAC) to raise funds to purchase books for students who have few or no books at home. More than **300 children** over the last three years have been served by this program. Through Wood's leadership, the program has seen an increase in funding in excess of 350 percent.

Continuing Education for Young Parents (CEYP) Program

Kate Richman, volunteer coordinator for the Continuing Education for Young Parents program at Merlo Station High School, volunteers at least 13 hours a week coordinating more than **60 volunteers** who help to care for **40 children** in the program so that their parents may complete their high school education. Kate schedules the volunteers and finds substitutes when needed. She says her best resources for a volunteer base are local churches and school newsletters.

Kate has dedicated more than 30 years of her life caring for babies of teenage parents in the CEYP Program. Kate has diapered, fed, played with, rocked and most importantly, loved the infants, toddlers and preschoolers in the nursery – all on her own time. She models the care she expects from community volunteers in this program.

Ambassador-to-Ambassador (A2A) Mentoring Beaverton Area Chamber of Commerce Ambassadors mentor Nancy Ryles ES Ambassadors

Each year, the Ambassador Program at Nancy Ryles provides opportunities for 40 fifth graders to serve the school before and after the school day and at special events. The Chamber Ambassador Partnership with the Nancy Ryles 5th Grade Ambassadors (A2A) helps mentor these junior ambassadors in areas of public interaction and public speaking.

Much of what the Chamber Ambassadors do requires them to have good public speaking and interaction skills. The services provided by the 5th Grade Ambassadors include:

- reminding students about school rules during the before school time in the halls;
- escorting kindergarten students to the bus and or parent pick up;
- holding bus signs at dismissal;
- providing volunteer help at evening school events;
- speaking in front of large groups at events such as school assemblies, kindergarten orientation, etc.

This partnership is proving to be a perfect match helping students on their journey to become College & Career Ready.

OASIS Intergenerational Reading Program

Through the OASIS Intergenerational Reading Program, volunteers over the age of 55, help children build reading skills, self-esteem and positive attitudes toward learning. Tutors work one-on-one with students from 45 minutes to an hour, one day a week. The program began twenty years ago.

Twenty-four senior tutors volunteered during the 2011/12 school year at Cedar Mill, Hiteon, McKay, Springville K-8 and West TV.

Teacher and Principal Feedback

"I think the program is wonderful and hope it continues for a long time. I've used it to really bring out the shy students and the students that just take a long time to process and need someone that isn't rushing them. It is a great way to build a love of learning with a caring adult." --Charlotte Ogle (McKay)

"These folks develop very close one-on-one relationships with impacted students. The kids who are matched up with these volunteers often need a dependable and kind "other" adult in their lives." --Kalay McNamee (West T.V.)

"I think the program is fabulous. I know that "my" volunteers appreciate the sense of community. The connections that students make with the volunteer results in HUGE academic progress. I am also amazed by the dedication of the volunteers." --Laura Manning (Springville K-8)

Raleigh Hills K-8 Publishing House

Publishing House is a weekly online literary journal for Raleigh Hills K-8 writers to publish stories, poems, small moments, opinion pieces, illustrations and excerpts. Raleigh Hills K-8 parent and former language arts teacher, Leslie Franks began the program in the spring of 2009.

The purpose of Publishing House is to help students build confidence, pride and enthusiasm for writing through an authentic real-world audience. It also gives the entire school community a glimpse into how students develop writing skills over time. To further engage students after publication, volunteer readers write personal letters to each author, praising the craft of the writing as well as expressing how they connected to the piece. Readers include senior citizens, RHS neighbors and RHS parents.

Read more on the school website:

www.beaverton.k12.or.us/raleigh_hills/publishing_house.html



The Beaverton School District has partnered with the Start Making A Reader Today (SMART) Program for nearly 20 years. During the 2011-12 school year, **252 volunteers** read weekly with **361 students** helping to inspire a lifelong of reading. Eight Beaverton elementary schools participate including: Barnes, Beaver Acres, Fir Grove, Greenway, Hazeldale,



McKinley, Vose and William Walker. Volunteer readers gave approximately **4,242** hours, and leadership volunteers gave approximately **1,629 hours** to coordinate and run Beaverton's SMART programs.

Terra Linda Elementary School Math Lab

The Terra Linda Elementary School Math Lab is a 30-minute class, staffed by parent and community volunteers, built into the rotation each week to increase the math fact fluency of students in grades 3-5. More than **45 parent and community volunteers,** several from near-by retirement centers, work with small groups of one to three students once a week for 30 minutes, during the school day, studying math facts.

Students are grouped by their appropriate levels based on a pre-test and move through levels as they progress. The program is coordinated by a team of parent volunteer Math Lab Session Leads, in collaboration with principal John Engel. The Math Lab successfully brings together parents and community members to stimulate and engage students to learn and retain basic math facts, freeing up teacher time to focus on conceptual math concepts during math class.

Rachel Carson/Five Oaks MS and Oregon Food Bank

A few year ago, Rachel Carson Environmental School, Five Oaks Middle School and the Oregon Food Bank dedicated the Westside Food Bank Garden. The Oregon Food Bank warehouse is located right next door to Five Oaks MS. Students give tours, talk about the garden and help to manage the garden with Oregon Food Bank volunteers and staff. Produce is harvested and used by the Oregon Food Bank to help feed Washington County residents.

Middle school volunteers help during busy lunch schedules

At several middle schools, volunteers help middle school staff in the cafeteria during multiple lunches. They assist students in getting through the lunch line and as additional adults in the room. At Mt. View MS, the cafeteria staff feeds over 860 students each day in just over two hours. Now, Mt. View's cafeteria can actually make money for the school. For every hour a volunteer works in the cafeteria, Nutrition Services pays Mt. View \$10 for this volunteer support. That really adds up!

College & Career Centers

Beaverton high schools have active College & Career Centers that are staffed by parent and community volunteers. In order to graduate, students need to complete career-related learning experiences. Schools often set up special days for colleges/universities and trade schools to visit campus or offer events at the workplace. Volunteers help student sort through the myriad application processes, scholarship offerings and information that begins to arrive the minute they enter high school. Business and community volunteers help with mock job interviews, an opportunity to practice interviewing. Students also create a resume and cover letter.

Weekend Food Backpack Programs William Walker ES

In 2011-12, Ethan McCanta, an 8th grader at Rachel Carson Environmental Middle School,

started a weekly weekend food backpack program for students suffering food insecurity at William Walker Elementary School. Each Wednesday, he delivers 22 meals of donated food that is put into backpacks for students to take home over the weekend.

Each backpack contains food items that are ready to eat, including canned tuna fish, peanut butter crackers, granola bars, pudding and fruit cups. He chose to work with William Walker Elementary School because his church has done work with them over the years, and they have a large number of student's who qualify for free and reduced lunch services. Ethan contacted William Walker ES counselor Sheryl Lindenberg, who identified 13 families in need of weekend support with food.

McKinley ES & Springville K-8

For the past two years, volunteers from St. Juan Diego Catholic Church have delivered weekly food donations for weekend backpacks for 40 needy students at McKinley Elementary and Springville K-8. Students receive soup, peanut butter crackers, juice and other portable food items.

Food Pantries

Aloha High School

For the past four years, volunteers have assisted provide students with snacks and meals on a daily basis. Each day for a half hour after school, counselors and parent volunteers help students with canned goods, macaroni, clothing and school supplies.

Beaverton High School

Beaver Den started in Feb. 2011 by the Counseling staff, but is turning out to be a whole school effort, including community partners like Bethel Congregational Church. Each Friday or as needed, students can get with non-perishable food, clothing, shoes. The Marketing, Health Careers and Life Skills students have helped with coat drives and washing donated clothing.

Compassion Beaverton Clinics

For several years, Compassion Beaverton has brought together medical and dental professionals, a variety of churches in Beaverton, other faith-based organizations and hundreds of volunteers to improve the lives of vulnerable people in our community. The clinics have been held in schools within the District. In 2011, over 400 community volunteers from 45 churches helped provide over 250 dental appointments, 130 medical appointments, 65 haircuts, 900 meals, and transportation to off-site dental appointments to Beaverton children and family members.

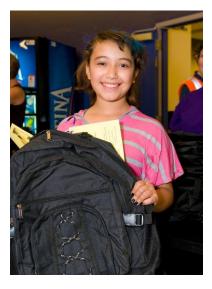
In the coming year, Compassion Beaverton will provide mini-clinics on a regular basis.

Community Care Days

A number of Beaverton area churches have volunteered over the last several years to help Beaverton schools get ready for a new school year. Projects have included painting, spreading bark dust, cleaning lockers, etc.

Packed with Love Backpack Program, sponsored by Love Inc.

Aloha HS was the scene for this backpack distribution program in August 2012. Over **800 backpacks** were filled with school supplies for middle and high school students. Nearly two hundred volunteers helped at the event. Students could also choose a pair of shoes that were donated from Nike.



Well Fargo Back to School Supply Drive

Students in the Community Transition Program (CTP – BSD Special Education Program) process school supplies that have been collected by employees of the Wells Fargo Barnhart Center at the Capital Center campus. Students sort and prepare supplies for distribution to students in need at Beaverton elementary schools.

Principal-for-a-Day

Eight schools were matched with eight community and business leaders during the week of April 30 – May 4, 2012. Principal "shadows" helped greet students as they arrived, visited classrooms, read with students and toured the school with the principal. The District has paired community members with principals for several years.

Principal Feedback

- "Marc San Soucie was great! It is always nice to hear the community's perspective. Thank you for including us in the Principal for a Day event."
- --Cynthia Lam Moffett (Elmonica ES)
- "I was reminded of the importance of having a key message to repeat over and over. It was overall a very pleasant experience and I feel like I have a new ally in the community." --Teresa Clemens-Brower (Sexton Mountain ES)
- "We visited classrooms and had an opportunity to talk to kids. We talked about school needs. There are possibilities for partner-ships that would be meaningful. It was a very good experience." --MaryJean Katz (Merlo Station HS)
- "We did classroom walk-throughs, read stories or poems to several classes, and in one fifth grade class, he talked about his career. I always enjoy connecting with our community." --Susan Rodriquez (Barnes ES)

Participant Feedback

- "We (Sheila Baumgartner, principal, Scholls Heights ES) sat and talked about the budget, socio-economic issues, special education and staffing. I also got to go to each class and observe their activities for Japan Day. So fun!"
 - --Wendi Eiland, Agent, American Family Insurance & Chair of the Beaverton Area Chamber of Commerce.

"I had a great time participating in "principal for a day program. Teresa (Clemens-Brower) was very professional and enthusiastic, the care she showed for her kids was great."

--Ken Dailey, Beaverton Rotary Club President, 2011-12

"It was amazing to see how much has changed since I was a student at Meadow Park!" --Ken Madden, CEO, Madden Industrial Craftsman



Beaverton Rotary Club

Beaverton Rotary Club is an organization of local business and professional leaders dedicated to humanitarian service in everyday life, high ethical standards in business and professions, and promoting understanding and goodwill through community programs. Here is just a sampling of the commitment the Beaverton Rotary Club has made to the District:

• 4th grade Dictionary Project

For several years, the Beaverton Rotary has given personalized dictionaries to every 4th grader in the Beaverton School District. The Rotarians present the dictionaries to students during a school day in the fall. It is their very own dictionary to keep. In addition, Rotarians share about the work of Rotary throughout the world.

Books for Kids

The Books for Kids program helps disadvantaged children in the Beaverton School District to buy books at their school's book fair. Rotary helps children in this situation by providing a "Books for Kids" fund to the school. Teachers identify students who cannot participate due to lack of funds, and they give each child a voucher to use at the book fair. The students are so happy they get to choose books and actually get to keep them. In many cases, these are the first books the child has in their home.

Scholarships

Beaverton Rotary Club has given hundreds of Beaverton School District students over \$360,000 in academic, career and CEYP college scholarships. The scholarships are renewable and graduates annually update the Rotary Club about their progress in vocational programs, community college and four year universities.



Dental Check

For the last 15 years, the Beaverton Rotary Dental Check/Dental Aid Program has provided much needed dental care, dental exams and dental instruction to more than **5,500 children** from low-income families in the Beaverton School District. The value of this service is in excess of \$350,000. Dentists and dental hygienists typically saw 300-350 at each screening in high need schools such as William Walker, Vose, Greenway, Barnes and Beaver Acres. Students are able to concentrate and succeed in class without discomfort or pain from a toothache or gum disease.

Assistance League of Portland Operation School Bell

Last fall, the Assistance League of Portland's Operation School Bell (OSB) program gave new clothing to 560 K-2nd grade students in need in the Beaverton School District. Each child was invited to "shop" for a brand new school wardrobe at the Assistance League's Thrift Shop in Beaverton.

A boutique was created with it's own entrance, dressing rooms and full-length mirrors and volunteers assisted the children with their shopping. Each child received two pairs of pants, two shirts, a jacket, socks and underwear, a dental hygiene kit and a children's book. Many families reported that the items received were the first brand new clothing the child had ever owned.

This year, the OSB program expanded to include a high school shopping event that served 314 homeless and unaccompanied students. In the high school program, students were given an appointment by their counselor to go to Fred Meyer in Beaverton where they were allowed to shop for \$150.00 worth of clothing of their choice. Fred Meyer also donated a backpack with personal items to each teen.

In closing, there are so amazing volunteer programs and community partnerships happening throughout the Beaverton School District. Now, more than ever, we need to reach out and replicate outstanding programs that support students and our schools. It will take all of us looking for and activating the opportunities that surround us. We have a community that supports our schools and is willing to help us be even better than we are now or have been in the past.

Appendices

BEAVERTON
SCHOOL DISTRICT
IHRIVE CONTRIBUTE EXCEL
Instruction: He this document

Beaverton Inclusive School Scan

Date: School/Classroom Visited: <u>Instruction</u>: Use this document as a self-reflective tool on your leadership practice as you create and maintain an inclusive learning environment. This is not a teacher evaluation tool.

	District Goal: All students will show continuous progress toward their p	personal learning goals, deve	s progress toward their personal learning goals, developed in collaboration with teachers and parents, and will be	hers and parents, and will be
.01	prepared for post-secondary education and career success	SS.		
ם כב	Conege & career Readmess (CCR) Framework Strategy # 1: Supportive, inclusive learning environments ensure each and e	sy #1: and every student, regardles	LA) Framework Strategy #1: vironments ensure each and every student, regardless of background, experiences success.	ccess.
4		Main Entrance & Office	i.	
	Description	Strengths/Evidence	Needs	Next Steps
	Signs and posters are visibly posted to assist all			
	that reflect the language diversity of the school.			
	The district & school's non-discrimination and			
	anti-harassment policies are visibly posted,			
4	including the procedures for reporting.			
uol	Information to request an interpreter is visibly			
uut	posted in languages that reflect the school			
nviro	community.			
1				
	support students and families of all backgrounds is visibly posted and available.			
	backs cannot be visitely posted and a variable.			
	Student work is displayed and reflective of the			
	diversity represented in the school.			
1				
•	students with a welcoming and affirming			
oa O L				
ерчл				
d	encoulaged and aminimed.			

	Next Steps										
	Next										
	Needs										
	Ne										
fice											
Main Entrance & Office	dence		moo.								
Entran	Strengths/Evidence		Classroom								
Mair	Streng										
		ed and		g	ı and d,	of the	ney		are P/IB,	e all nd ask ions.	ilding
		lowledge affirmin		oards ssroom (exual	mination a oly posted, orting.	flective o	ıme as tl	argets ir	courses lation(A	to ensure all nswer and as discussions.	team bu
	u	r is ackn ing and		illetin be f the classender, sender, sity, etc.)	n-discri are visik for repo	l and rei	ıts by na	arning t	various nt popu on, etc.)	ategies ties to an ngage in	nity and to pron earning
	Description	terprete welcom		s and bu ersity o	ool's no policies cedures	lisplayed nted in t	e studer om.	nicate le anguage	phics in all stude , extensi	tiple str portunit l as to ei	commur truction upport l
	Des	or an in: I with a		n poster t the div guage, re	ict & sch ssment the pro	vork is c represe	welcom	commu riendly l	lemogra of over; vention,	use mul have op s, as wel	embed into ins on and s
		Request for an interpreter is acknowledged and processed with a welcoming and affirming disposition.		Classroom posters and bulletin boards represent the diversity of the classroom (e.g. race, language, religion, gender, sexual orientation, gender identity, etc.).	The district & school's non-discrimination and anti-harassment policies are visibly posted, including the procedures for reporting.	Student work is displayed and reflective of the diversity represented in the school.	Teachers welcome students by name as they enter the classroom.	Teachers communicate learning targets in student-friendly language.	Student demographics in various courses are reflective of overall student population(AP/IB, RTI, intervention, extension, etc.).	Teachers use multiple strategies to ensure all students have opportunities to answer and ask questions, as well as to engage in discussions.	Teachers embed community and team building activities into instruction to promote connection and support learning.
		Behav. ⊕ ভ স			nəmnorivni ⊏ ≅ ≔		T e		Behavio	T s q	T a
		.о.м					woo	Classro			

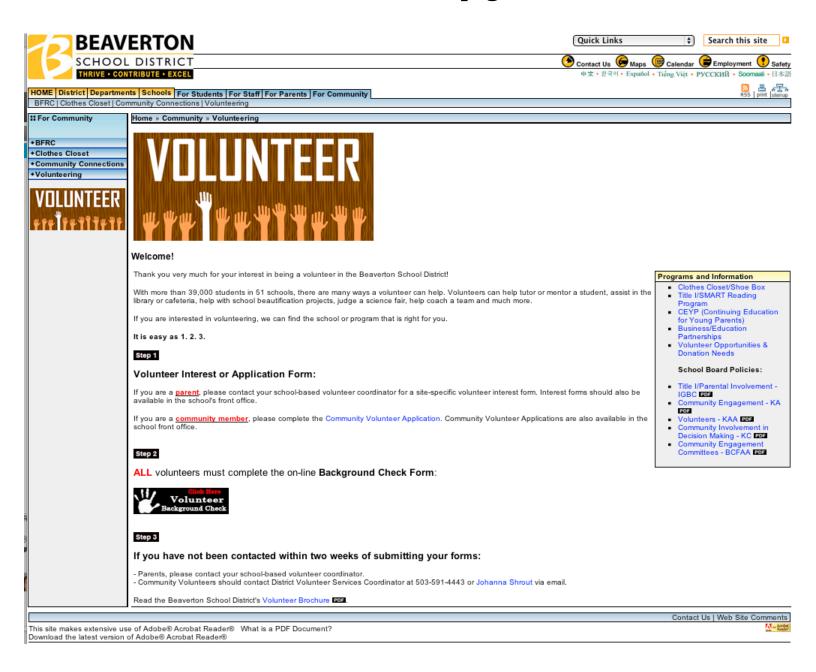
	Next Steps								
	Needs								
Classroom	Strengths/Evidence								
	Description	Teachers use cooperative learning structures across differences (e.g. language, race, culture, gender, etc.).	Teachers use students' native language, cultural and prior knowledge & experiences as a bridge for students to access content.	Teachers utilize materials and curriculum that acknowledge and affirm the legitimacy of student's cultural heritage and background (e.g. language, history, tradition, etc.).	Teachers use students' real life experiences to connect school learning to their lives.	Teachers affirm and encourage use of students' native language in the classroom that supports learning.	Teachers provide specific and timely feedback that promotes improved learning to all students.	Teachers utilize multiple approaches to monitor and assess student's learning.	Teachers use multiple instructional strategies (e.g. SIOP, RTI, differentiation, culturally responsive pedagogy, etc.) to promote the learning of all students.
					ssroom				

	Next Steps								
	Needs								
Throughout the Building	Strengths /Evidence								
	Description	<u>Cafeteria:</u> Foods that are appropriate for all cultural groups are served and appreciated.	Media Center: Books and materials are reflective of student population (e.g. language, race, religion, gender, sexual orientation, gender identity, etc.).	The district & school's non-discrimination and anti-harassment policies are visibly posted, including the procedures for reporting.	Student work is displayed and reflective of the diversity represented in the school.	(Secondary Only) A safe space for students who may experience non-inclusion is readily available (e.g. Gay Straight Alliance, "safe space," culturally-themed student clubs, etc.).	Students and adults encourage and affirm the use of students' native languages throughout the building.	Volunteers and visitors are reflective of student population.	School holiday celebrations, rituals, and routines are reflective and supportive of the diversity of student population.
						ı ghout the Enviroi	ютиТ		

	Next Steps																		
	Needs																		
ding																			
Throughout the Building	vidence																		
Througho	Strengths/Evidence																		
	Description	School-wide activities (e.g. assemblies, conferences) and extra curricular activities (e.g.	clubs, atmetics) are reflective of the diversity of student population.	Policies and practices are in place to promote and enstain an inclusive and welcoming	environment at all levels (e.g. membership of student leadership & Site Council, etc.)	Student presence in all aspects of the school	(e.g. hallway during class time, ISS room, extra	curricular activities, TAG, etc.) reflects the	overall student population.	Student attires and self-expressions reflect the	diversity of the students and are affirmed.	Students and staff use inclusive and respectful	language that affirms students' background	(e.g. race, language, religion, gender, sexual	orientation, gender identity, etc.).	Staff promotes use of respectful and inclusive	language through modeling, interrupting and	intervening in response to non-respectful and	exclusionary language.
					ıment				σ	יוב	า าทกเเรี	no		ior	ле	цә	E		
						ď	uil	hlin	Ы	θŲ	gpont t	ιιU.	ıЧJ	L					

Sources:
Beaverton Minority Educator Community. (2011). Inclusive learning environment.
Coalition of Essential Schools. Culturally responsive pedagogy.
Gay, G. (2010). Culturally responsive teaching: Theory, research and practice, Second edition.
Lindsay, R., Roberts, L., & Campbelljones, F. (2005). The culturally proficient school: An implementation guide for school leaders.
Montgomery County Public Schools. A resource for equitable classroom practices 2010.1/30/12

Volunteer Webpage





Integrated Communications, Community Involvement & Marketing Plan

2012 - 2013

Communications & Community Involvement Department Staff

Maureen Wheeler, APR, Public Communications Officer 503-591-4360

Melissa Larson, Communications Specialist (shared with Teaching & Learning Dept.) 503-591-4363

Kim Valetski, Graphic Designer 503-591-4524

Johanna Shrout, Coordinator, Volunteer Services & Bus. Ed. Partnerships 503-591-4443

Karen Brooks, Management Secretary 503-591-4360

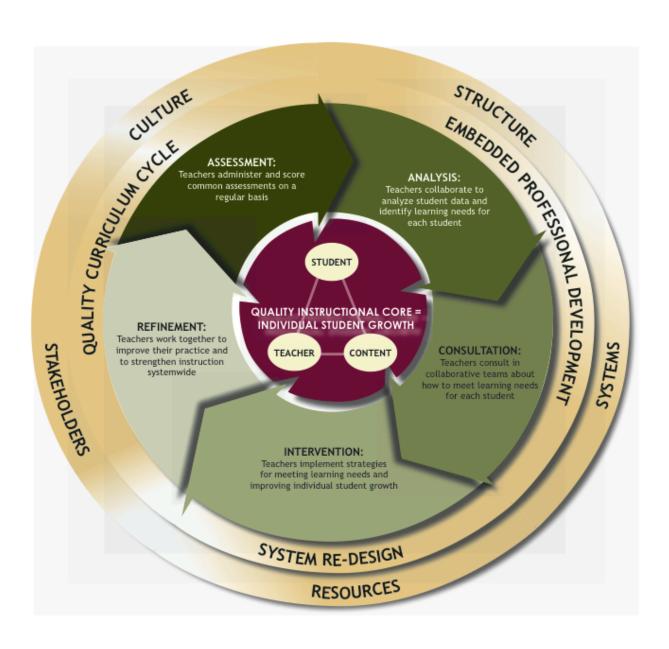
Carol Marshall, Secretary (shared with Superintendent's Office) 503-591-4360

Ellie Thomson, AmeriCorps Member 503-591-4355

DISTRICT GOAL 2010-2015

adopted by the Beaverton School Board June 1, 2009

All students will show continuous progress toward their person learning goals, developed in collaboration with teachers and parents, and will be prepared for post-secondary education and career success.



Issues Management/Communication Planning (issues anticipated to date)

- Full Option Graduate; College & Career Ready
- Learning Teams/Late Start Proposal
- Future Capital Bond Measure Planning
- 2013-14 Budget Process
- Building a long-term Financial Plan for BSD
- Ballot Measure- Corporate Kicker
- School Board Elections- May 2013
- Achievement Compacts
- Legislative Session January-June 2013
- Statewide Open Enrollment (2nd year in 2013)
- Public Records Requests
- Charter Schools- Hope Chinese School; Arco Iris Spanish Immersion

Public Release of Information Schedule - 2012 - 2013

Source: Oregon Dept. of Education

August 2012

August 3: Preliminary Priority and Focus Schools

Release

Aug. 22: ACT Results

September 2012

Sept. 6: Statewide Assessment Results

Sept. 10: Final Priority and Focus Schools Release

Sept. 24: SAT Results

October 2012

Oct. 1: English Language Learners Report

Oct. 11: School/District Report Cards

Oct. 27: School Safety "Watch List"

November 2012

Nov. 15: Homeless Student Report

Nov. 30: Oregon Statewide Report Card

December 2012

No data releases scheduled

January 2013

Drop out and graduation data release

February 2013

Exclusion Day- Immunizations

March 2013

Public Release of Report on Division 22 Assurances

April 2013

"Celebrating Student Success" Winners Released

May 2013

Suspension/Expulsion/Dropout Data by Race/Ethnicity

June 2013

Pre-Preliminary Priority and Focus Schools Release

Target audience: District Employees

Volunteerism & Community Involvement, student achievement information; effects on staff of strategic and policy decisions; staff members' role as communicators for their programs, schools and the district; information they need to fulfill that role, including Key messages to be delivered to this group: District Goal: Full Option Graduate, College & Career Ready; Learning Teams; budget and District programs.

Messages determined by: strategic plan; emerging issues

Comments/Other information	Develop informational material	Increases visibility of Leadership Team in schools and central office departments	Partner with HR to budget and plan recognitions to be held at each work site	Staff are recognized during the SB business meeting; lead pledge when at Admin. Center	Co-sponsored by BSD, THPRD, City Employee association leaders meet with Supt., HR & T & L
Evaluation method	feedback forms from participants after each meeting	response by staff in annual communications survey; Leadership Team lists sites visited and date of visit	online survey honorees gather feedback		Participant evaluation annual evaluation
Timeline	Oct. 4, Jan. 22, April 11, May 16	MW Goal: 8 hrs. per month	annually in May	School Board Business Meetings (monthly)	August 23 monthly
Two-way Communication Tools & Activities	District Listening & Learning Sessions with Superintendent	C/O Leadership Team make formal and informal visits to schools, classrooms and departments-walkthroughs, visits with principals, asst. principals, teachers and classified employees	Employee Service and Retirement Recognition	School Board recognition of employees for program achievements and honors	Diversity Summit Regular meetings with employee association group leaders

District Employees (continued)			
E-Communications, Targeted Publications, and Training	Timeline	Evaluation Method	Comments/Other Information
Supt. Video e-Message	monthly	Annual survey	Work with Scott Hacke
Staff Talk e-newsletter	twice a month	staff survey to assess	Provide brief summaries by topic with
1st of each month- issues related news for employees 15th of each month- Staff Kudos-		various	links to more complete information; staff community involvement- how staff give back to the community
recognition of accomplishments			through volunteerism, service.
bsD Employees involvement in the Community NEW			
Teacher Vue and Admin. Vue NEW	August 2012	Staff feedback	New Synergy student info. system; training from IT
Urgent emails (pop-ups), including	as needed	response, questions	Restrict to urgent messages only or
messages from Superintendent on crises, significant events first day of		generated, annual staff survey to assess	they lose their effectiveness.
school, budget, employee		communications	
appreciation		effectiveness	
Provide key messages/talking points	as needed	gauge how messages are	If everyone is delivering the same
administrators to use with staff,		whom it was delivered	message in the same way, central stand members should begin to hear people
parents and non-parents on key		as shown in subsequent	inside and outside of the District-
issues		nieeungs	spontaneousiy repeat utat message.
Energy & Resource Conservation Dept. programs to encourage	Five Year Sustainability Plan	school evaluations;	Five Year Sustainability Plan
sustainable practices		9	
Safety Matters e-Newsletter	monthly	employee feedback	Written by Risk Management; edited by CCI Dept.
Waste Not, Watt Not e-newsletter	quarterly	employee feedback	Written by Energy Mgmt. Dept.

Target audience: Parents of Beaverton School District Students

Key messages to be delivered to this group: District Goal: Full Option Graduate, College & Career Ready; Learning Teams; Volunteerism & Community Involvement; student achievement information; their importance as first teachers of their child(ren), reinforcement of their view of the school district of choice "Beaverton Schools: Beyond Excellence"

surveys that identify parents as a demographic group) include questions designed to evaluate effectiveness of communications and Messages determined by: strategic plan; school staff members and key communicators; periodic parent surveys (or community whether key messages are being internalized; emerging issues.

Note: Messages may need to be segmented by grade levels; culture and language; and interest of group.

Two-way Communication Tools, Activities & Supports	Timeline	Evaluation method	Comments/Other information
District Listening & Learning Sessions with Superintendent	Oct. 4, Jan. 22, April 11, May 16	participant evaluations after each meeting	Facilitated by the Superintendent, Public Communications Officer and Dept. Leaders; opportunity for parents, staff and community to meet informally with Supt.
Strategize/manage parent communications with principals and District staff during crises/incidents	as needed	accuracy of information in media and through-out community	Crisis and issues management is an ongoing, time-consuming task in the CCI Dept.
Utilize Autodial System for sending serious issues information to parents	as needed	parent feedback	The Autodial System enables the District to quickly and easily inform parents about serious school issues.
Special Education Parent Advisory Group	monthly	parent feedback	Parent Group started meeting in spring 2010

Parents (continued)			
Two-way Communication Tools, Activities & Supports	Timeline	Evaluation method	Comments/Other information
ELL Parent Advisory Groups	ongoing	participant evaluations	Several groups by languages are facilitated by the ELL Welcome Center staff
Volunteer Leader Workshops	8 times per year	annual evaluation	School Volunteer Coordinators and Parent Group Officers receive leadership and organizational training to facilitate parent involvement and increase volunteerism in schools; facilitated by CCI Dept. staff
E-Communications, Targeted Publications & Training	Timeline	Evaluation method	Comments/Other information
Supt. Video e-Message	monthly	Annual survey	Work with Scott Hacke
Parent Vue web-based program that enables parents to view student progress, homework; potentially receive other communications. NEW	new <mark>Synergy</mark> system will go live in January 2013	number who opt in and out of system, type of responses/questions generated by emails to/from parents using this system	IT Dept. is lead
Priority & Focus Schools Report/Oregon/BSD Report Card Achievement Compacts NEW	annual report sent home by December, per Oregon state statute	readability/response of those receiving report	sent home with elementary students; mailed to home by secondary schools
24-Hour Newsline 503-591-4434	updated as needed		Telephone message line with current events
 RSS Feeds (from District website) Alert Banner on front webpage Twitter • Blog to Oregonian Facebook 	updates ongoing as needed	user data from I.T. # of hits # of followers # of followers	Work with I.T. to ensure users can sign up for webpages and updates they wish to receive.

Parents (continued)			
E-Communications, Targeted Publications & Training	Timeline	Evaluation method	Comments/Other information
School newsletter articles (English and when possible, in Spanish) furnished through Principal	weekly or as needed by schools and for disseminating	response/evaluation of those receiving packets; review of school	Work with depts. to develop information for the weekly packet for principals to use in their school newsletters and other
Newsletter Packets included in Thursday weekly packet to building administrators	District information	newsletters and amount of provided material used	communications with parents and community
			Many schools have moved to electronic publications
Furnish building administrators with	as needed	use of talking points,	Brief and easy to deliver with emphasis on
parents, school newsletters, other communications		perception of accurate information on critical subjects	orai denvery radier diair withen denvery
Volunteer Webpage Redesign NEW	update as needed	conduct online survey; informal feedback	Revised and includes a new logo and fillable application
Contact Us (website feedback tool)	continuous	user feedback	Located on front page District website; monitored/response provided by the CCI
			Dept. or forwarded to the appropriate contact
School Meals Program- available for all students.	Fall mailing & ongoing notices	number of students served	 Nutrition Services does mailings, parent handbook, information on menus, website.
Meal Benefits for qualifying students			• CCI Dept. does press releases, Staff Talk
including:breakfast, lunch, supper prog.summer breakfast/lunch prog.	spring mailing; press release		 Homeless Liaison work with homeless students
Communicate about student success, honors, awards; ensuring articles,	regular news media alerts	flow of information from schools, success in	Community perceptions of BSD will remain strong; these are typically "feature stories" for
events, are diverse and representative of all students groups	(Future File tip sheet)	getting these items published by news	the media
		media as well as in District communications	Post stories also to website as feature story

Parents (continued)			
E-Communications, Targeted Publications & Training	Timeline	Evaluation method	Comments/Other information
Provide support to a variety of programs that enhance student success, taking care to represent the diverse student populations as well as each District school and program.	ongoing	evaluation method will depend upon the type of program and type of support given	examples include strategic plan, TAG, standards-based learning, options strategic plan
Community Connections provides parents and community members with a District website resource listing extra-curricular sports and	monthly updates	user survey	Postings are generated from information that has been approved through the Flyer Review Process managed by the CCI Dept.
activities for students.			Moving to predominantly electronic distribution of flyers at the elementary level NEW
Calcium Calendar- District Activity Calendar listing public meetings and activities throughout the District.	ongoing	user survey	Calcium Calendar is monitored by the Communications & Community Involvement Dept., however, there are multiple "editors/contributors" to this information tool, including schools.
Podcast School Board Meetings	monthly	user survey	Digital voice recording of each School Board Meeting is posted to the District's website after the meeting.
Boardbook (electronic School Board meeting materials)	available for all school board meetings	user feedback	Materials will also be available for those constituents who prefer a hard copy.
District e-newsletter to parents who have provided an email address through Synergy	monthly or as needed	online survey	use the autodial system or third party database management system

Target audience: Students

student and will not be predicted by race, ethnicity, family economics, mobility, gender, disability, or initial proficiencies. All children Key messages to be delivered to this group: District Goal: Full Option Graduate, College and Career Ready; Learning Teams Students are at the center of our vision. Their individual achievement is our collective responsibility. We fundamentally believe that every single child has unique gifts and talents, and we are committed to help discover and develop them. Success belongs to each will have choices for their future success. We have high standards and high expectations for our students. --source: excerpts from the Beaverton School District Vision Statement

Messages determined by: strategic plan

Two-way Communication Tools Activities & Supports	Timeline	Evaluation method	Comments/Other information
Student Vue web-based program to assist students with homework and assignments information NEW	New Synergy system in place Sept. 2012	student feedback	I.T. Dept. is lead
High School student board representatives- provide student voice to District leadership	annual appoint- ment; attendance at monthly SB mtgs.	survey student reps. annually	Teaching & Learning and CCI Depts. coach/mentor students to ensure their understanding of the responsibilities as a key communicator. Use an "essential question" to engage these students in a dialogue with SB.
Involve students in special events, focus groups, and District committees as appropriate	as needed	response sheets from students, others involved in activity	Community members will see BSD student focus; seek frequent student perspective
School Board Recognition of students' achievements.	monthly at School Board Business Meetings	number of students recognized	Encourage schools to send in noteworthy recognitions.
• Clothes Closet/Shoe Box	Operates weekly- Wed. during the school yr. extended hours begins Nov. 2	participation, number of students provided clothing and shoes	The need is great in BSD with over 2,400 students served in 09-10. There are over 1,000 homeless students in the
 Homeless Student Program BSD Family Resource Center 	year round year round	student feedback family feedback	District. The Homeless Liaison & BFRC provides many resources for our homeless youth and families in need.

Target audience: School Board

Key messages to be delivered to this group: District Goal; Full Option Graduate, College and Career Ready; Learning Teams;

Messages will be determined by student achievement data; we need your expertise, knowledge and help in communicating with the community members you represent as we tell them about and involve them in our excellent school district located in a great community; emerging issues.

Messages determined by: strategic plan; emerging issues

Two-way Communication Tools Activities & Supports	Timeline	Evaluation method	Comments/Other information
Weekly Board Update from Supt.	weekly	School Board feedback	Superintendent update to School Board, sent by Sunday evening each week during the school
Supt. Video e-Message	monthly		year; every two weeks in the summer; includes District info., issues, events
Electronic advisory messages	as needed	School Board feedback	media advisories; emerging issues
School Board Candidate Forums	Spring odd years	participant feedback	hold Candidate Forum in Spring of school year at one of the high schools
School Board Meetings- Strategic Plan updates and results reporting	monthly	School Board feedback	Topic calendar will be developed by Depts.
District Listening & Learning Sessions with the Superintendent	Oct. 4, Jan. 22, April 11, May 16	feedback from those who attend	Consider expanding the number of sessions (add summer). Outreach to retirement and senior centers, businesses.

Target audience: Community Engagement Committees

Key messages delivered to this group: District Goal; Full Option Graduate, College and Career Ready; Volunteerism & Community

Messages will be determined by student achievement data; we need your expertise, knowledge and help in communicating with the community members you represent as we tell them about and involve them in our excellent school district located in a great community.

Messages determined by: strategic plan

Communication Tools & Activities	Timeline	Evaluation method	Comments/Other information
Quarterly Meetings with Superintendent	quarterly	Evaluations at end of each meeting	These meetings are very important to keeping this group informed and supportive as well as gaining their commitment to partnering with the District to disseminate accurate information.
Inclusion in Key Communicator ealerts	each time alert is issued	Response to alerts	Getting information to key people so they have it before they hear it somewhere else or read it in the paper should bring good returns in support.
Annual leadership training workshop in Fall	training every year in the Fall	Evaluation forms completed by participants	Integrate their role as key communicators, partners with the District.
Handbook	update as needed		Resource for CEC members- defines roles and responsibilities; revised in 2011
Work with CEC members to identify non-parent key communicators, utilize CEC as community liaisons with their school communities.	ongoing	Number and quality of connections that come through CEC members	Each of these committee members has a constituency in his or her neighborhood. Working in partnership with the District, this could become a powerful, positive communications network.

BEAVERTON SCHOOL DISTRICT COMMUNICATION PLAN 2012-2013

Target audience: Non-parent Residents

Key messages: District Goal; Full Option Graduate, College & Career Ready; Volunteerism & Community Involvement Whenever possible, segmented according to group interests, key words used that will reach the group. General overall message: Students are at the center of our vision. Their individual achievement is our collective responsibility The District is strongly connected to our families, and the local and global communities. "An excellent school district in a great community" with messages delivered through emphasis on students and student learning.

Messages determined by: strategic plan

Two-way Communication Tools & Activities	Timeline	Evaluation method	Comments/Other information
Supt. Video e-Message	monthly	annual survey	Work with Scott Hacke
Key Communicator network to include key members of identified targeted marketing groups	continually expand network	by the end of the 2009 school year, at least half of key communicators will be non-parents. Attendance at Key Communicator meetings will be at least half non-parents	Recruit non-parent communicators whose influence extends to each key community groups can greatly extend ability of district staff to influence and shape attitudes toward schools.
District Listening & Learning Sessions with the Superintendent	Oct. 4, Jan. 22, April 11, May 16	feedback from those who attend	Consider expanding the number of sessions (add summer). Outreach to retirement and senior centers.
OASIS Intergenerational Reading Tutoring Program (volunteers 55+)	ongoing	tutor evaluation; school evaluation	This program is in six elementary schools and engages approx. 40 senior volunteers; CCI Dept. manages program
Recruit volunteers for CEYP(Merlo Station), Hands on Portland, Experience Corps, Foster Grandparent Program, other area volunteer placement agencies	ongoing	participant evaluations	These programs help us recruit community volunteers into our schools
Clergy Meetings with Superintendent	Oct.; Feb.; May	participant evaluation	Area spiritual leaders interact with our families & youth and have great insight into the needs of students.

BEAVERTON SCHOOL DISTRICT COMMUNICATION PLAN 2012 – 2013

Non-Parent Residents (continued)			
E-Communications, Targeted Marketing & Community Service	Timeline	Evaluation Method	Comments/Other Information
Promote opportunities for non-parent membership on district-wide committees and taskforces	as opportunities arise	number and diversity of non-parent citizens serving on district committees	Each committee member should be charged with acting as a key communicator with his/her constituency
Expand number of non-parent volunteers through active recruitment and support	as needed	difficult to assess because volunteers are managed at schools	Volunteers are asked for feedback on a yearly basis to determine satisfaction; volunteer brochure
Superintendent's Leadership Team and other administrators' membership in community organizations and groups- i.e. Beaverton Chamber of Commerce; NWRESD, Education NW, state advisory groups, etc.	ongoing	difficult to assess impact unless specific questions are asked in community survey that elicit responses about visibility of staff	Valuable tool for building positive relationships and should be continued
Student artwork or other student work for display in Admin. Ctr. Reception area	ongoing	informal feedback	All levels contribute student work on a rotation basis during the school year
Develop community e-database	ongoing	constituent feedback	

BEAVERTON SCHOOL DISTRICT COMMUNICATION PLAN 2012 – 2013

Target audience: Key Communicators (sub-group of non-parents)

All children will have choices for their future success and will carry with them a life-long love of learning that enhances their lives and supports generations that follow; we are strongly connected to our families and the local and global communities. Our operations are transparent; these are the facts you need as a Key Communicator; help us deliver clear and concise information to Key messages delivered to this group: District Goal; Full Option Graduate, College & Career Ready; Community Involvement

Messages determined by: strategic plan; emerging issues

Communication Tools & Activities	Timeline	Evaluation method	Comments/Other information
Key Communicator lunch meetings with Superintendent	quarterly	evaluation after each meeting. Frequency of follow-up questions, contacts to give for	These face-to-face meetings are critical to building and maintaining a positive relationship with this and other groups.
		district information	Increase membership to include a more targeted, diverse audience as the community changes
			Using members of this group as "sounding boards" is very valuable to CCI Dept. staff and the District.
E-newsletter to e-Key Communicator list and Supts. lunch group	monthly, or as needed for emerging issues	survey annually	All communications with this group will be brief and concise, i.e. a very short introduction, bulleted main points; encourage forwarding to five to ten other community members; database
			management system
Phone calls, emails, public records requests and other contacts with community members	ongoing	difficult to measure; may be reflected in results of community survey	CCI Dept. staff spends a significant amount of time assisting individuals and answering questions, a necessary function.
Supt. Video e-Message	monthly	Annual survey	Work with Scott Hacke

BEAVERTON SCHOOL DISTRICT COMMUNICATION PLAN 2012 - 2013

Target audience: Beaverton Business Leaders

Key messages delivered to this group: District Goal; Full Option Graduate, College & Career Ready; Volunteerism & Community

We need your help; We are accountable; no excuses; We are strongly connected to our families and the local and global communities; All children will have choices for their future success and will carry with them a life-long love of learning that enhances their lives and supports generations that follow; directly connect parents and the community to student learning and students to community life; our schools are safe.

District Goal: All students will show continuous progress toward their personal learning goals, developed in collaboration with teachers and parents, and will be prepared for post-secondary education and career success. Messages determined by: strategic plan; We excel at preparing our young people for success in future study and in the workplace

Communication Tools & Activities	Timeline	Evaluation method	Comments/Other information
Central coordination of Business/Education Partnership Program	ongoing	interest of business community, number who are participating; number of new partners each year	CCI Dept. assist in building new business/education partnerships, assist high schools with job shadows, mentoring, mock interviews.
School-to-Career Program	ongoing		School-to-Career Coord. at each high school
Serve on Board of Directors' for Chamber, Leadership Beaverton, Beaverton Rotary	ongoing	feedback from organizations	Superintendent serves on Beaverton Chamber Board; Public Communications Officer serves on Leadership Beaverton Board, Rotary Board Member
Public Safety Educational Partnership Breakfasts	quarterly	participants feedback	Builds greater support and understanding between area law enforcement and emergency management agencies.
Annual Listening Session with Business Leaders	yearly	participants feedback forms	Meet at a business location if possible.
Supt. Video e-Message	monthly	Annual survey	Work with Scott Hacke
Principal-for-a-Day	Spring 2013	Participant feedback	Johanna arranges for 10-15 individuals to participate

BEAVERTON SCHOOL DISTRICT COMMUNICATION PLAN 2012 - 2013

Target audience: Legislators

All children will have choices for their future success and will carry with them a life-long love of learning that enhances their lives and Key messages to be delivered to this group: District Goal; Full Option Graduate, College & Career Ready;

supports generations that follow. District financial needs, effects of legislation on district and students it serves; we are strongly connected to our families and the local and global communities.

Messages determined by: strategic plan; financial conditions; emerging issues

Communication Tools & Activities	Timeline	Evaluation method	Comments/Other information
Develop Legislative Agenda with School Board	fall prior to the legislative session	ach borr mombore of	The need for some of these actions or
District Legislative Breakfast	By December prior to session in	legislative delegation if they received adequate and appropriate	additional actions will be determined by circumstances at the time. The method of communications will also be determined by
Provide information and testimony as needed by legislators as they make decisions	as needed	information and for suggestions for improvements	the circumstance, liaisons with other groups and needs of particular legislators. Include legislators in Key Communicator network and if possible ask legislators and/or their key staff members to attend Superintendent
Arrange briefings for legislators by board members and administrators	as needed		Listening Sessions.
Supt. Video e-Message	monthly	Annual survey	Work with Scott Hacke

BEAVERTON SCHOOL DISTRICT COMMUNICATION PLAN 2012 - 2013

Target Audience: News media covering Beaverton School District

Key messages for this audience: We provide accurate, timely information and responses on any issue requested; open and transparent; emerging issues; District Goal; Full Option Graduate, College & Career Ready

District Goal: All students will show continuous progress toward their personal learning goals, developed in collaboration teachers and parents, and will be prepared for post-secondary education and career success.

Messages determined by: strategic plan; emerging issues

Communications Tools & Activities	Timeline	Evaluation method	Comments/Other information
Press Releases – for larger announcements or urgent issues	whenever needed	use of story ideas; news clips	
Future File tip sheet; sent to all media outlets via email	at least two times per month		The District has a very positive working relationship with all media channels that cover
Personal contact with news media covering school district	when reporters are first hired, do a more in-depth briefing; thereafter, ongoing	send a "how are we doing" request once a year with the replies to be returned anonymously	Beaverton Schools. On average 3-5 media inquiries each day.
Oregonian Blog	Weekly	Blog entries appear in Saturday community sections	

2011-12 Beaverton School District Business Education Partnerships

Districtwide Partnerships

Beaverton Area Chamber of Commerce

Beaverton Education Association Beaverton Education Foundation

Beaverton Rotary Club Beaverton Together Beaverton Valley Times

Business Education Compact

Care to Share

Citizens for Beaverton Schools

City of Beaverton Mayor's Office

Police Department

Costco Wholesale Far West Fibers, Inc. Herzog-Meier

Intel

Junior Achievement

NIKE, INC.

Northwest Regional ESD

Office Depot

Oregon Lions Sight and **Hearing Foundation Oregon School Employees**

Association

Portland Community College

Saturday Academy **Sunshine Pantry**

Tektronix

Tualatin Hills Parks & Recreation Tualatin Valley Fire & Rescue Washington County Commission on Children and Families

Washington County Sheriff's Dept.

High School Partnerships

Aloha

Affordable Web Technologies Agape Community Insurance Agency Aloha Business Association Aloha Church of God Aloha Les Schwab

Aloha Reedville Study Group

Aloha Rotary Club

Ameriprise Financial

Associated Business Systems

Avamere Baja Fresh **Bales Thriftway** Bank of the Cascades Beaverton Honda

Beaverton Les Schwab

Beaverton NAPA Beaverton Toyota Broadway Imports

Café Yumm

Chase Bank

City of Forest Grove

Clark College

Colors of Life - Juice Plus Congregation Shaarie Torah Cooper Mountain Presbyterian **Curt Sell Graphic Designs**

Dairy Queen

Edward Jones - Karen Bolin **Electronics Unlimited**

ESCO

Frazier Hunnicutt Godfather's Pizza

Hunter Engineering Company

IKEA Intel

John J. Tyner Attorney at Law Keystone Auto Group

Monkey's Subs

NIKE, INC.

Oregon State University

Oregon Zoo

PDC

Pizza Schmizza

Portland Community College

Prudential Real Estate

Reedville Presbyterian Church

Regency Management

Riddle Press

Saint Elizabeth's Parish

Shop Equipment Co. Inc.

Southern Oregon University Southminister Presbyterian Subaru Training Center

Sunset NAPA

Source Realty

Town & Country Dealerships Tualatin Valley Fire & Rescue University of Portland

U.S. Bank

Washington County Board -

Dick Schouten **Washington County Sheriff** Western Oregon University Westside Community Church Whimzees Scrapbook Studio Worksystems, Inc.

Beaverton

Kaiser Permanente Legacy Good Samaritan Maryville Nursing Home McDonalds ESL Project Metro West Ambulance Providence St. Vincent's **Medical Center** U.S. Bank

Merlo Station

Beaverton Rotary Club Intel Volunteer Match LifeWorks Northwest Portland Community College St. Bartholomew's Church

Southridge

Albertsons **Burlington Coat Factory Community Newspapers** E3: Employers for Education Excellence **Goodwill Industries** International, Inc. Herff Jones

The Oregonian **PGE** Foundation Providence St. Vincent's Medical Center Sunshine Pantry

Sunset

AAA Oregon/Idaho Aloha/Sunset Rotary Club

AmeriCorps

Armstrong Volkswagen

AXA Advisors

Bonneville Power Administration Cedar Mill Business Association

Classroom Law Project

Costco Wholesale

Destination College & Beyond, LLC

Electronics Unlimited

Everest College

Hillsboro Chamber of Commerce

Huntair, Inc.

IBM

Intel

ITT Technical Institute

LifeWorks Northwest

Neil Kelly Company

NELA - Center for Student Success

NIKE, INC.

NiTal

Nordstrom (Downtown)

Oregon Health Career Center

Oregon Trades Women, Inc

Oregon Zoo

Portland Community College

Portland State University

Portland Valve and Fitting Co.

PrePaid Legal Services

Saturday Academy

Sean Fitzgerald, LLC

Sunset Lanes

The Oregonian

Tualatin Hills Parks & Recreation District

Tuality Sports Medicine

UPS Store

Verizon

Volkswagen Credit

Warner Pacific College

Work Source Oregon

Yakima Products

Zimmer, Gunsul, Frasca Architects, LLP

Westview

Albertsons (185th & West Union)

AlphaGraphics

Cash & Carry

Impact Signs

Monkey's Subs

Noah's Bagels

Patron Store

Pizza Caboose

Portland State University

Rock Creek Golf

All high schools have active School-to-Careers Programs that include partners that may not be listed here. Contact Sue Irwin at 503-524-4407 for more information.

Option School Partnerships

Arts & Communication Magnet Academy

Beaverton Arts Commission Beaverton Planning Commission Cedar House Media, Cory Burden Friends of Chamber Music The Oregonian

Health and Science High School

E3: Employers for Educational Excellence

Expeditionary Learning Schools

Intel

Legacy Emanuel Hospitals

ODOT

OHSU - Main Campus

OHSU – Primate Center

Pacific University

Portland Community College @

Sylvania

Portland Community College's STEM

Careers Grant Department

Providence Health & Services

PSU's Center for Science Education

PSU' admission department,

PSU's Challenge Link Department

PSU's College of Engineering

Red Cross

Saturday Academy

University of Washington

Vernier Software and Technology

International School of Beaverton

Confucius Institute Mercy Corps

Never Again Coalition

Middle School Partnerships

Cedar Park

Albertsons (Perterkort)

Baskin Robbins (Peterkort)

City of Beaverton

Clean Water Services

Intel

Office Depot

On Point Credit Union

Oregon Food Bank

Powell's City of Books

Starbucks (Cedar Hills)

Five Oaks

Albertsons (Shattuck Road)

Applebee's

Blackboard Music

Campagraphics

Cash & Carry

Chillin Party Machine

Columbia River Estuary Program

Fabric Depot

JoAnne's Fabric

Macaroni Grill

Marie Callanders

Montevilla Sewing Center

North Pacific Supply

Oregon Forestry Center

Oregon Food Bank

OSU Stewardship Project

Pizza Caboose

Qdoba Mexican Grill

Rose City Textiles

SOLV

Starbucks (Walker Rd. & Tanasbourne)
Tualatin Hills Parks & Recreation

Highland Park

Elsie Stuhr Senior Center

Hot Topic

Intel

Oregon Gardens

Pizzicato

Portland Trail Blazers

Powell's City of Books

Reser's Fine Foods

Salmon Watch

VM Ware

Washington County Homeless Shelter

Meadow Park

Holy Trinity Church

NIKE, INC.

Qdoba Mexican Grill

Sunset Presbyterian Church

Portland Trail Blazers

United Westside Methodist Church

Village Baptist Church

Mountain View

Bales Thriftway (Aloha)

Godfather's Pizza (Farmington)

Park Lanes Family Entertainment

Center

Portland Trail Blazers

Red Robin (Washington Square)

Stoller

Sunset Science Park Federal

Credit Union

Whitford

Barnes & Noble

Dairy Queen (Garden Home)

Langdown Florist

RedTail Golf Course

The Stock Pot Restaurant

Trader Joe's

Zupan's Markets

Elementary School Partnerships

Aloha-Huber Park, K-8

Applebee's

Baja Fresh

Bale's Thriftway (Aloha)

Barnes & Noble (Tanasbourne &

Washington Square)

Beaverton Lion's Club

Godfather's Pizza

Izzy's

Junior Achievement

McDonalds (Aloha)

Noah Bagels

Papa's Pizza Parlor

Pizza Schmizza

Powell's City of Books (Cedar Hills)

Project Warm-up

Qdoba Mexican Grill

SMART Reading Program

Barnes

Adidas

Applebee's

Baja Fresh

Barnes & Nobel

Beaverton Foursquare Church

Big Brothers Big Sisters

Cedar Hills Baptist Church

Impact NW

Izzy's

McDonalds (Cedar Hills)

Papa's Pizza Parlor

Portland Timbers

Powell's City of Books

Qdoba Mexican Grill

CALABE DE LA DE

SMART Reading Program

St. Andrew's Lutheran Church

Tektronix

Tualatin Hills United Soccer Club

Village Baptist Church

Beaver Acres

Barnes & Noble

McDonalds (Aloha)

Papa's Pizza Parlor

Powell's City of Books SMART Reading Program

Cedar Mill

Arbor Homes

Cedar Mill Bible Church

Cedar Mill Safeway

OASIS Reading Program

Chehalem

Head Start

West Beaverton NAC

McDonalds

Odoba Mexican Grill

Barnes & Noble

Cooper Mountain

Reser's Fine Foods

Findley

Barnes & Noble

CTX Xerox

Junior Achievement

Oregon Food Bank

Portland State University

Portland Trail Blazers

Sunset Lanes

University of Portland

Fir Grove

Baja Fresh

Dairy Queen

Home Depot

Intel

Lowe's

Noodles & Co.

Panda Express

Odoba Mexican Grill

SMART Reading Program

Starbucks

Greenway

Al's Garden Center SMART Reading Program Welch-Allen

Hazeldale

Chuck E. Cheese's
Cooper Mt. Presbyterian Church
McDonalds
SMART Reading Program

Hiteon

Al's Garden Center Barnes & Noble Bookstore Baja Fresh Dairy Queen Farmington Gardens John's Incredible Pizza Malibu Raceway Cascade Ave. McDonalds McMenamins, Scholls Ferry Rd. My Masterpiece, Hall Blvd. Papa's Pizza Parlor Beaverton Pizza Hut Pizzicato, Murray/Scholls **Portland Trail Blazers** Red Robin, Washington Square Southwest Hills Baptist Church Spaghetti Factory Starbucks, Murray/Scholls Subway, Murray/Scholls **Sunset Bowling** Valley Cinema

Jacob Wismer

Village Baptist Church

Bethany Math Club
Chess Odyssey
Junior Achievement
Mad Science
Muse
Oregon Children's Theatre
PGE
Regional Arts & Culture Council
Tualatin Valley Water District
Young Audiences

Kinnaman

Applebee's Baja Fresh (Cedar Hills) Barnes & Noble Izzy's Little Caesars Pizza McDonalds (Aloha)
Monkey's Subs
Noah's Bagels
Papa's Pizza Parlor
Pizza Schmizza
Powell's City of Books
Qdoba Mexican Grill (Tualatin)
SMART Reading Program
Taco Del Mar

McKay

Edgewood Downs Retirement Center OASIS Reading Program THPRD – Harman Pool

McKinleyBarnes & Noble

Burgerville - Tanasbourne
Intel
Junior Achievement
LightSPEED Technologies
McDonalds - Tanasbourne
Office Depot
Powell's City of Books
SMART Reading Program
Starbucks
Target (185th)
Wells Fargo

Montclair

Burgerville
Fred Meyer
Lamb's Markets
Minuteman Press
Papa Johns
Pizzicato (Beaverton - Hillsdale)
Sesame Donuts
Starbucks (Garden Home)

Nancy Ryles

Commerce Ambassadors
Boy Scouts
Canfield Place Retirement Center
Chuck E. Cheese's
Dairy Queen
Girl Scouts
Hapa Grill

Beaverton Area Chamber of

John's Incredible Pizza McDonalds McMenamins Greenway Pub Mia Teriyaki Murray Hills Christian Church Murrayhill Neighborhood Assoc. **Neighbors Southwest New Seasons Market** Pasta Pronto Pizzicato (Murrayhill) Police Assistance League Rivermark Community Credit Union **Ruby Tuesday** Safeway Starbucks (Murrayhill) Sunshine Pantry Tualatin Hills Parks & Recreation

Oak Hills

YMCA

Albertsons Global Impact Mentor Graphics NIKE, INC. Safeway Target Wells Fargo

Raleigh Hills K-8

Starbucks Coffee (Beaverton - Hillsdale)

Raleigh Park

Fred Meyer
JBI Limo Services
Laserport
NIKE, INC.
OHSU Dental School
Pacific Residential Mortgage
Red Robin Restaurant
Rotary Club
Starbucks, Fred Meyer
Sunshine Dairy
Target
Tulen Center
Vista Capital Partners
Wells Fargo

West Cost Bank

West Slope Library

Scholls Heights

Bellagios Blitz Sports Bar Godfather's Pizza McDonalds Metro Perc My Masterpiece Art Studio

Pasta Pronto

Piccolo Mondo

Pizzicato

Rivermark Community Credit Union

Safeway Valley Cinema

Sexton Mountain

Canfield Place Retirement Center John's Incredible Pizza McDonalds Pizzicato Portland Bagel Company Ruby Tuesday

Springville

OASIS Reading Program
Portland Community College @
Rock Creek
Scoggins Dam at Hagg Lake
Tillamook Forest Visitor Center
Whole Foods Market

Terra Linda

Miller Paint

Al's Garden Center **Arbor Custom Homes** Bale's Thriftway Case-Dusterhoff Attorneys at Law Claremont Community Doernbecher Children's Foundation for Cancer Research Fred Meyer Hestia Foundation (Scott Duffens) Home Depot John L. Scott Realty Krispy Kreme Laurel Parc Retirement Community Lowe's Marquis Retirement Community Medical Teams International

Opus Solutions
Oregon Decorative Rock – Jim Reed
Pacific University
Portland Police Bureau
Red Cross
Sherwin Williams
Springs at Tannasbourne
Retirement Community
Starbucks
Sunshine Food Pantry
Trader Joe's
Vital Life Foundation

Vose

Walmart

Barnes & Noble
Cedar Mill Garden Club
Lewis & Clark University
Oregon Episcopal School
Portland State University
SMART Reading Program
Southminster Presbyterian Church

West Tualatin View

OASIS Reading Program
Regency Park Assisted Living
Unitus Credit Union

William Walker

Aloha Costco Wholesale **American Red Cross** Bank of America (Murray & Allen) **Beaverton Rotary Club** Cedar Hills Church **Chess for Success** Coffee Rush, Cedar Hills Columbia Corporation Garlic Jim's Pizza (Cedar Hills) **Irrigation Management Systems** McDonalds NIKE Employee Store **OHSU Dental School SMART Reading Program** Starbucks (Cedar Hills) Sunset Presbyterian Church **Sweet Tomatoes Unitus Credit Union** Young Rembrandts

Special Projects & Programs

Art Literacy

Dick Blick Art Supplies Georgie's Ceramic & Clay Jenkins Estate New Seasons Market at Progress Ridge Peddler's Pack Whimzee's Scrapbook Studio

C.E.Y.P. (Continuing Education for Young Parents)

A Child's Way, Christ United Methodist Church Beaverton Rotary Club Growing with Music LifeWorks Northwest St. Bartholomew's Church

ESL Welcome Center

Barnes & Noble Care to Share Community Action Organization Cooperative Library Services Domestic Violence Resource Center Health & Human Services, Washington County Legal Aid Services of Oregon LifeWorks Northwest OMSI - Program Latinos en Ciencia Oregon Food Bank Oregon Lions Sight & Hearing Foundation Pacific University Dental Health Science Police Activity League (PAL) Tualatin Hills Park & Recreation District Tuality Healthcare - Salud Virginia Garcia Memorial Health Center Washington County Sheriff's Office WorkSource Oregon **Youth Contact**

Beaverton Family Resource Center and McKinney-Vento (Homeless Program)

Assistance League Barnes & Noble **Beaverton Cares** Beaverton Family Resource Center Beaverton Neighborhood Assoc. Bethel Congregational United Church of Christ Boys and Girls Aid Cedar Mill Bible Church Cedar Mill Business Association Children of Incarcerated Parents (CIP) Church at Bethany Community Action Organization Department of Human Services Domestic Violence Resource Center Ecumenical Ministries of Oregon/ Beaverton's Youth Shared Housing Faith Café Family Bridge Hillsboro Family Shelter Holy Trinity Catholic Church Homeless Education Network (HEN) HomePlate iSing Community Choir Job Corps

Kaiser Foundation Health Plan of the Northwest **Knowledge Learning Centers** Leadership Beaverton Love in the Name of Christ (Love INC) Luis Palau Assoc. Marshalls Department Store Mission: Salt & Light Murray Hills Christian Church Muttley Crew Doggy Day Care Northwest Children's Outreach Novella's Portland Community College @ Rock Creek Police Activities League (PAL's) Prince of Peace Christian Church Safe Place for Youth Shelter Southminster Presbyterian Church

Southminster Presbyterian Ch St. Vincent de Paul Sunset Presbyterian Sunshine Panty T.J. Maxx Department Store Terra Nova Farm Tigard Good Neighbor Center Tualatin Valley Cleaners Village Baptist Church Wells Fargo WorkSource Oregon

Title 1

Applebee's
Baja Fresh
Barnes & Noble
Izzy's
McDonalds
Powell's City of Books
Qdoba Mexican Grill
Papa's Pizza Parlor

International Partnerships

Conestoga Middle School

Takane Junior High, Gotemba, Japan

International School of Beaverton

Kosugi High School, Kosugi, Japan Shukutoku Yono High School, Tokyo, Japan

Southridge High School

Matale St. Andrews Secondary School, Matale, Uganda

For more information on how to get involved contact:

Johanna Shrout, Coordinator, Business/Education Partnership Services, 503-591-4443

Sue Irwin, Coordinator, School-to-Career Services, 503-524-4407

Or visit the District's web site at: www.beaverton.k12.or.us