

Communications & Community Involvement

The Communications & Community Involvement Department (CCI) is committed to providing timely and transparent internal and external communications to parents, community members, staff, students, and media partners. The department has eight employees who collaborate across all departments and schools and provide excellent customer service.

The CCI Department supports the Beaverton School District's goal by:

- Delivering clear, concise and timely information to parents, students, employees, the community and news media through a variety of communication platforms and engagement activities.
- Ensuring the Strategic Plan measurements and results are widely communicated.
- Maintaining relationships with our community partners and volunteer programs.
- Increasing trust and transparency by providing accurate and timely information about the May 2014 Bond Projects.
- Strengthening employee, student, parent and community engagement.

Successes in 2016-2017

In anticipation of the expiration of the Local Option Levy in June 2018, a scientific community survey was conducted in June 2017. Results revealed strong support for our schools from parents and community with over **74%** believing the Beaverton School District provides a quality education. In addition, over **68%** believe the Beaverton School District spends financial resources wisely. Both of these results are at the highest level in more than ten years.

In addition, the District surveys parents/guardians annually. More than 7,100 parents/guardians responded to the email survey, **85%** of volunteers reported they had made a positive contribution, a slight decline from the prior year of 86%. **71%** of families reported they were active participants in the life of the school.

Volunteer Services

- A **new Administrative Regulation (IICC-AR) - Volunteers** - was developed to provide clear guidance for principals and staff who engage volunteers in our programs.
- The **social security number** has been removed from the online volunteer application to encourage more engagement, particularly with our under-represented parents and community members.

- **Volunteer Management System (Better Impact)**

Implementing a robust volunteer management system has been a big shift for our school system. It will likely take 3-5 years to achieve system change and consistency throughout our schools and programs. The integrated volunteer management system improves safety due to more frequent background checks (every other year), volunteer recruitment, program management and recognition of volunteer time and talent. It is a powerful system. Currently there are **8,686** unique volunteers in the system. Many volunteers work across two or more schools. We can look at the types of volunteers we have including grandparents, extended family, college students and business people.

- Johanna Shrout, Volunteer Services Coordinator, has done an amazing job bringing this system online over the last year and a half. Her position was increased last year to a 260-day contract, allowing her to provide more training and customer service to support school volunteer coordinators and staff implementing the new VMS. In addition, other department staff members have provided more technical assistance to help with the volume of volunteers and demand for the system.
- The **Clothes Closet/Shoe Box** served **1,571** students (2,400 visits). More than **434** volunteers provided **2,181** hours of service to students in need. The Shoe Box fulfilled **61** emergency requests for shoes. Approximately **24,500** items were distributed during the year. Volunteers with area community organizations continue to provide service during the extended hours of 4:00 – 7:00 p.m. About 35% of Clothes Closet clients were served between 4:00 – 7:00 p.m.

Community Partnership Teams

- **Christina Mackin** was hired as the **Community Resource Coordinator**, a shared position serving Community Partnership Teams in the CCI Dept. and the AVID Program in the Teaching & Learning Dept. Her community reach is broad, weaving connections between schools & department teams, and AVID tutor recruitment.
 - Assessed partnership programs, met with new and experienced principals, potential partners and introduced new partners and activities to several schools.
 - Created a database of activities and partners.
 - More than \$40K in value-added services and programs for students, not including experiential programs and internships.
 - Active community partnership work is happening at over 80% of our schools- some thriving, some developing.
- Interdepartmental team organized another successful series of Community Partnership Team breakfasts and recognition events.

Supporting our Immigrant Families

- An interdisciplinary team (Sho, Don, Toshiko, Camellia, David and Maureen) created clear communications, resources and events for our immigrant families and staff in 2016-2017.
- We developed a **Safe & Welcoming Schools webpage** for all the information and communication. Communications were translated into multiple languages.
- The **School Board adopted a resolution** in support of our immigrant students and families.
- **Latino Network** provided the team with materials and expertise and facilitated a Know Your Rights workshop for families and community in the spring 2017.

Improving Communications & Engagement

- Developed a [Communications Guide](#) for school and department leaders to improve communication and engagement practices systemwide.
- Worked with BSD Multilingual Department to develop a **rotation of Spanish interpreters at the Administration Center** three days a week. These interpreters are translating the BSD Briefs into Spanish every week.
- Refined the **use of SchoolMessenger** to reach all of our families with key information.
- Increased social media reach - hit an all-time high – more than **10,000 followers on BSD Facebook**, and **7,000 on Twitter**.
- Strengthened **bond communications** and ongoing bond projects website re-design.
- Assisted schools in planning **bond project events** such as groundbreakings, open houses and dedications, including developing invitations, collateral and videos.
- CCI Dept. collaborated with HR, Teaching & Learning to ensure effective **Early Release communications** and implementation. Developed a webpage, FAQ, video and materials for school leaders.
- Developed an interdepartmental collaboration between T & L, Multilingual Dept. and CCI departments and **Univision TV** – producing 30 and 60 sec. monthly educational segments for our Hispanic families throughout the year.
- Collaborated with IT and T & L Depts. to communicate the new **Online Registration** and **Online Enrollment Verification** systems to parents/guardians.
- Conducted **preliminary research/polling** for the five-year **Local Option Levy** which expires in June 2018.

Challenges

- Implementing the Volunteer Management System consistently across all schools.
- Completing background checks is a challenge particularly at the beginning of the school year.
- Volunteer hours are under-reported for after-school, evening activities and sports at the high school level. We will be encouraging volunteers to log into their profile from home or phone to update their volunteer service and hours.
- Ensuring the Beaverton community understands the why behind Wednesday Early Release.
- Engaging and informing the Beaverton community about the Local Option Levy for consideration in May 2018 election.

Action Plan for 2017-2018 *(not in priority order)*

- **Integrated Volunteer Management System:** Continue implementation of the Integrated Volunteer Management System (VMS-Better Impact) to improve volunteer service tracking and Background Check functionalities. The new system was introduced in 2015-16. In 2016-2017, most schools transitioned to the new system. In 2017-2018, school staff and volunteer coordinators are still working to integrate fully. Training and support are provided in group and individual settings during the day and evening to accommodate volunteer schedules. Develop additional training supports and materials.
- **Early Release:** Continue collaboration with HR and Teaching & Learning to ensure effective Early Release communications and implementation. Highlight collaboration, professional development activities and best practices by developing stories, conducting a monthly implementation survey of principals and engaging parents in focus groups. Develop measurements to evaluate level of staff engagement and promising results in student achievement.
- **Local Option Levy:** Conduct a second scientific survey of Beaverton area voters in late fall 2017. Collaborate with the School Board, staff and community to **pass the Local Option Levy** in May 2018.

Action plan for 2017-2018 *(continued)*

- **Community Partnerships:** Continue to create meaningful and impactful partnerships that make a difference for our students and schools.
- **Early Learning:** Support the Early Learning Administrator Megan Irwin as she develops a long-range plan. CCI staff will assist with brand development, webpage design and other program elements.
- **Career Technical Education:** Communicate and engage with stakeholders about the investment being made with Measure 98 and BSD funding to CTE programming in our high schools.
- **Interpretation Services:** There will be a Spanish interpreter from the Multilingual Department at Administration Center five days a week to assist constituents and Administration Center staff with just-in-time interpretation services as needed. The weekly BSD Briefs will continue to be translated into Spanish.
- **Support for immigrant communities:** Continue to support our immigrant students, staff and communities by providing resources and messaging as we navigate the changing political landscape. A DACA community forum was offered by the Latino Network on Oct. 4, 2017 at Beaverton HS. We will seek other opportunities to support our immigrant families.
- **Univision TV partnership:** Continue producing 30 & 60 sec. educational segments for our Hispanic families. Survey families about communications they are receiving.

Measurement	2012-13	2013-14	2014-15	2015-16	2016-17
* % volunteers who report they have made a positive contribution	<i>question not on survey</i>	88.5%	88%	86%	85%
* % of families who report they are active participants in the life of the school	79%	76%	80%	72%	71%
** Number of volunteers	9,525	9,950	9,969	9,092	8,686
**Total volunteer hours	301,982	276,391	261,000	233,276	206,118

* **Data Source:** results from the 2017 Annual BSD Parent Survey.

Methodology: Email survey to all parents; 7,100 respondents.

** **Data source:** Volunteers reported at the school level through the Help Counter electronic system through 2015-16 and transitioned to Better Impact in 2016-2017.

In-kind value of volunteer services: \$24.14 x 206,118 = **\$4,975,689**

Source: IndependentSector.org