



Shorewood

SCHOOL DISTRICT

Operational Expectations Monitoring Document OE-9 Communicating with the Public

Certification of the Superintendent: *With respect to Operational Expectation 6 (Financial Administration), taken as a whole, the superintendent certifies that the proceeding information is accurate and complete, and is:*

☒ In Compliance
☐ In Compliance with Noted Exceptions
☐ Not in Compliance

Signed: Byron Davis, Superintendent Date: 10/8/18

Executive Summary

Highlights: This report contains monitoring results for Operational Expectation 9 (OE-9), which focuses on communicating with the public. Results from the parent and community survey conducted in May 2018 indicated that a majority of respondents are satisfied with Shorewood School District communications and with individual school communications. Responses to survey questions consistently reflected general satisfaction, including the timeliness of communications, channels for input and feedback, and communications that build support for the District. Overall, District communication was the top-rated area of satisfaction in the "How Are We Doing?" section of the survey.

Analysis: While the survey reflected general satisfaction with District communications, responses from parents and families continue to reflect higher marks than responses from community members who do not currently have children in the District. Though it is natural that parents and families consistently receive more communications from the District, this still presents an opportunity to continue to improve our communications with non-parents. The data shows that we have made some small gains since last year's survey with respect to community satisfaction with District communications. On the 2017 survey, responding to whether they agreed with the statement "I am satisfied with the communication that comes from the District," 58% of community members with no children in the District indicated that they agreed or strongly agreed and 22% disagreed or strongly disagreed. On the 2018 survey, responding to the same question, 60% of community members with no children in the District indicated that they agreed or strongly agreed, and only 13% disagreed or strongly disagreed. We will continue to focus on how we can most effectively communicate with Shorewood residents who do not currently have children enrolled in District schools.

Disposition of the Board: *With respect to Operational Expectation 6 (Financial Administration), the Board:*

☐ Accepts the report as fully compliant
☐ Accepts the report as compliant with noted exceptions
☐ Finds the report to be noncompliant

Summary statement/motion of the Board:

Signed: _____, Board President Date: _____

OE-9 Communicating with the Public

The board values the financial support it receives through State and Federal aids, as well as local support through property taxes and other local sources of revenue. To that end, the Superintendent shall not cause or allow any financial activity or condition that materially deviates from the budget adopted by the Board; cause or allow any fiscal condition that is inconsistent with achieving the Board's **Results** priorities or meeting any **Operational Expectations** goals; or risks the long-term financial health of the District.

OE-9 Communicating with the Public

The Superintendent shall assure that the public is adequately informed about the condition and direction of the District. The Board values a public who is aware of the current activities of the District and knows the plan for improvement moving into the future.

Superintendent Interpretation

- **Public:** District parents, alumni, partners, and community stakeholders*.
- **Adequately informed:** Public understands the activities in the District.
- **Condition:** Information about the organization's academic results, honors, awards and recognition, educational environment, financial status, and other aspects of the District's health.
- **Direction:** Communication about the District's strategic action plan, programs, innovations, operational goals and intended Results for Student Achievement.

	<u>Superintendent</u>	<u>Board</u>
OE-9.1: Assure the timely flow of information, appropriate input, and strategic two-way communication between the District and the public that builds understanding and support for District efforts.	Compliant	Compliant
	Compliant with Exceptions	Compliant with Exceptions
	Not Compliant	Not Compliant

Superintendent Interpretation

The Board values an informed, involved community as a way to improve the system and check public perceptions of the system.

- **Timely flow:** Regular communications as needed through a variety of media throughout the year.
- **Appropriate input:** Thoughts, concerns, questions, and ideas from our parents, alumni, partners, and community members, with clear channels for input/feedback in place for our stakeholders.
- **Strategic two-way communication:** We engage the public by delivering information and receiving feedback from our parents, alumni, partners, and community members in an organized, cyclical process around the District's condition and direction to help build mutual understanding and relationships.
- **Builds understanding and support:** Our communication efforts help stakeholders stay closely informed about the district's direction and progress, and develop and maintain a positive perception of the District.

Board Indicator 1:	<u>Superintendent</u>	<u>Board</u>
We will know we are compliant when:	Compliant	Compliant
<ul style="list-style-type: none"> • A majority of the respondents indicate the communications they receive via multiple channels from their school was timely. • A majority of the respondents indicate the communications they receive via multiple channels from the District was timely. 	Not Compliant	Not Compliant
Evidence: Survey: "I am satisfied with the communication that comes from the District" A majority of all respondents (85%) agreed or strongly agreed that "I am satisfied with the communication that comes from the District," while 5% indicated "don't know/doesn't apply," and 10% disagreed or strongly disagreed. These results trended upward from last year, when 80% agreed or strongly agreed, 15% disagreed or strongly disagreed, and 5% didn't know. At the school level, a majority of parents responding to the same statement as it applies to their school — "I am satisfied with the communication that comes from the school" — agreed or strongly agreed (ATW 88%; LB 79%; SIS 85%; SHS/NH 91%). Survey: "The District is effective in providing timely communications via multiple channels" A majority (87%) agreed or strongly agreed that "The District is effective in providing timely communications via multiple channels," while 6% indicated "don't know/doesn't apply," and 7% disagreed or strongly disagreed. Survey: "The District's website is effective in providing timely and meaningful information" A majority (65%) agreed or strongly agreed that "The District's website is effective in providing timely and meaningful information," while 20% indicated "don't know/doesn't apply," and 15% disagreed or strongly disagreed. These results trended upward from last year, when 61% agreed or strongly agreed, 18% disagreed or strongly disagreed, and 21% didn't know. Survey: "Communicating school district news and happenings"		

Under the "How Are We Doing?" section of the survey, 87.1% of survey respondents who expressed an opinion rated "Communicating school district news and happenings" as "Great" or "Good." This was once again the highest ranking for any area evaluated by parents in this section of the survey.

Board Indicator 2:	Superintendent	Board
<p>We will know we are compliant when:</p> <ul style="list-style-type: none"> A majority of the respondents indicate the communications they receive via multiple channels from their school has built their support of their school. A majority of the respondents indicate the communications they receive via multiple channels from the District has built their support of the district. 	<p>Compliant</p> <p>Not Compliant</p>	<p>Compliant</p> <p>Not Compliant</p>
<p>Evidence:</p> <p>Survey: "The District's communications have positively impacted my overall support of the School District" A majority of all respondents (70%) agreed or strongly agreed that "The District's communications have positively impacted my overall support of the School District," while 16% indicated "don't know/doesn't apply," and 14% disagreed or strongly disagreed. These results trended upward from last year, when 65% agreed or strongly agreed, 19% indicated "don't know/doesn't apply," and 16% disagreed or strongly disagreed. At the school level, a majority of parents responding to the same statement as it applies to their school — "The school's communications have positively impacted my overall support of the School District" — agreed or strongly agreed (ATW 79%; LB 80%; SIS 76%; SHS/NH 80%).</p>		

Board Indicator 3:	Superintendent	Board
<p>We will know we are compliant when:</p> <ul style="list-style-type: none"> A majority of the respondents indicate the communications they receive via multiple channels from the District provide channels for input and feedback. 	<p>Compliant</p> <p>Not Compliant</p>	<p>Compliant</p> <p>Not Compliant</p>
<p>Evidence:</p> <p>Survey: "The District provides opportunities for input and feedback" A majority of all respondents (67%) agreed or strongly agreed that "The District provides opportunities for input and feedback," while 17% indicated "don't know/doesn't apply," and 16% disagreed or strongly disagreed. These results trended upward from last year, when 61% agreed or strongly agreed, 21% indicated "don't know/doesn't apply," and 18% disagreed or strongly disagreed. At the school level, a majority of parents responding to the same statement, as it applies to their school — "The school provides opportunities for input and feedback" — agreed or strongly agreed (ATW: 80%; LB: 77%; SIS: 60%; SHS/NH 75%).</p>		

OE-9.2: Prepare and publish, on behalf of the Board, an annual progress report to the public that includes the following items:	Superintendent	Board
<ul style="list-style-type: none"> a. Data indicating student progress toward accomplishing the Board's Results policies. b. Information about School District strategies, programs and operations intended to accomplish the Board's <i>Results</i> policies. c. Information about the District's financial condition, including revenues, expenditures, and costs of major programs. 	<p>Compliant</p> <p>Compliant with Exceptions</p> <p>Not Compliant</p>	<p>Compliant</p> <p>Compliant with Exceptions</p> <p>Not Compliant</p>

Superintendent Interpretation

The Board values an annual summary of district performance to be developed and available to the public from the previous year and be presented as coming from the Board:

- **Publish:** make the “annual progress report to the public” available via print and online.
- **Data:** quantifiable and qualitative assessments summarizing student achievement towards the Board’s stated Results
- **Information:** the administrative and staff work plans to achieve Results, including a summary of the budget and financial administration of the district.

Board Indicator 1:	<u>Superintendent</u>	<u>Board</u>
<p>We will know we are compliant when:</p> <ul style="list-style-type: none">• The Annual report containing all required components is presented to the Board as evidence.	<p>Compliant</p> <p>Not Compliant</p>	<p>Compliant</p> <p>Not Compliant</p>
<p>Evidence:</p> <p>An annual report was presented at the Annual Meeting on August 28, 2018. All required components were included in the report that was presented to the Board. (See Appendix A)</p>		

<p>Board Comments:</p>
