

## **Update on Communication Goals for 2016-17**

### **Theory of Action**

If we utilize communication resources, systems and strategies in an efficient and effective manner, we will be able to engage in a positive and productive two-way dialogue with our stakeholders that will help advance our vision, promote the growth and development of our staff members, and support the learning of all of our students.

### **Goals**

1. Collaborate with the administration, board and the district's policy review team on the creation of new policies and procedures, as well as the revision of existing ones, in an effort to align our work more closely with the key elements of the district's vision.

### *Updates and Next Steps*

The district has created and implemented a set of administrative procedures that will help us better support the accommodation of our transgender and gender non-conforming students. These procedures align with three of the four elements of the vision (positive learning environment, inclusive and focused on the whole child), as well as the first big rock (aligning the district's systems, structures and processes to reflect our stated value of educating the whole child). We have also revised the administrative guidelines that correspond with our gift giving policy, and created and implemented a form we can use to better track and monitor donations to the district. These documents align primarily with the equitable element of the vision and the first big rock.

Since the latest PRESS update includes recommended or required revisions to a number of our existing policies, administrative procedures and exhibits, I suggest our review of these documents be done with an eye toward adding any necessary/appropriate language that would align them with our vision.

The board and administration should also consider revisiting/restarting the conversation about establishing an equity policy for the district.

2. Execute a comprehensive, community-wide educate and inform campaign that will aid in the successful passage of the district's referendum on April 4, 2017, and, in turn, provide support for the advancement of the district's vision.

### *Updates and Next Steps*

The referendum updates given during board meetings the past few months have been shared with district employees and community members via the weekly email blast.

Our insert for the November-December OP/FYI newsletter that was mailed to every residence in Oak Park featured information about the referendum (background, sizing, best practices, data benchmarking and next steps).

We have initiated outreach to key local organizations and audiences that we are trying to schedule referendum-related meetings with beginning in mid to late January.

We are in the process of developing a website that will serve as a warehouse for critical referendum-related information. This site will be launched either right before or after winter break.

3. Further foster two-way communication between the district and its stakeholders by launching Let's Talk and monitoring/measuring its use throughout the school year.

#### *Updates and Next Steps*

We launched Let's Talk in early November. To date, we have received nearly 50 messages across 12 departments and interest areas. The top departments/interest areas were curriculum and instruction, technology, communications, special education and food service. The average feedback rating received has been 8.1 out of 10.

Since the total number of messages received has dropped off since the initial launch, we need to use our various communication tools (website, email, social media, OP/FYI newsletter, etc.) to send out reminders about the availability of the resource.

We need to communicate to staff that they can use Let's Talk to provide feedback on cost saving recommendations related to the referendum – only one person has provided input/ideas to date.

We still need to determine how Let's Talk will be used to collect feedback on the working definitions for the elements that comprise the vision statement.

4. Further engage students in the district's day-to-day work on its vision and big rocks, and empower them to be a more involved/active agent for change in the district

#### *Updates and Next Steps*

Students currently serve on the Superintendent's Advisory Panel and Technology Advisory Committee. Dr. Kelley is in the process of forming a Student Advisory Committee.

Key questions to answer in the days ahead – Is there is an opportunity for students to participate in some capacity on the board’s new community engagement committee. Can we incorporate student-specific topics into Let’s Talk? Is there a potential role for students on the Wellness Council? Do we want to organize a student summit in April or May?

5. Maximize use of the website to promote/highlight the work being done in conjunction with the vision and big rocks.

*Updates and Next Steps*

We launched the “Around the District with Dr. Kelley” feature last month, which will highlight vision-related information and updates on a regular basis.

We are in the process of developing a website that will highlight the work being done in conjunction with the vision and big rocks.

We are in the process of transitioning our family of websites into a new platform. As part of this transition, we are being asked to determine what content we want to add, carry over, delete, etc. We will also have the opportunity to update the format, layout, structure, etc. of sites at the school, department and district levels. This transition will give us the opportunity to integrate more vision-related information into our overall web presence.

6. Strengthen the district-wide collaboration and coordination on the vision and big rocks by working with each department to execute the communication aspects/elements of their goals and action plans.

*Updates and Next Steps*

Several departments have expressed interest in having me assist with the communication aspects/elements of their goals and action plans. This work will begin after we return from winter break.