

## **Choosing Activities that Will Increase Engagement Between the D97 School Board and Our Community**

### ***For Discussion at 5/10/16 Board Meeting***

**Summary:** The D97 School Board is committed to building even stronger connections to our community. Over the last couple months, the board has developed goals related to this effort and studied best practice from leading districts nationally. In addition, two board members with the help of a Board Fellow, completed an analysis of the current state of engagement between the D97 School Board and the community. These board members compiled a list of ideas that will address the gaps identified (business owners, parents with students qualifying for free or reduced priced lunch, and parents of children who are African American) as well as engagement overall.

The lists below provide options for what we might want to say, how we could get feedback, and how we can get messages out.

**Goal for board meeting:** Discuss the following process by which we will select activities:

- 1) Board will email Jim with votes (below) for activities by May 13<sup>th</sup>.
- 2) Jim will compile responses for inclusion in May 24<sup>th</sup> board book.
- 3) Board will decide on activities to pursue at May 24<sup>th</sup> board meeting.

Later, the board will align our community engagement work with the district's engagement work.

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**Voting for activities for the board to pursue:** Please rank the following activities within each section from most preferred to least preferred:

**For the board to get feedback from:**

- **Section 1: General Audience:**

\_\_\_: Publicize how community members can communicate with the Board electronically and how the Board will process feedback

\_\_\_: Create a virtual bulletin board

\_\_\_: Create a way to enter things into the public record without going to board meeting

\_\_\_: Use list serves (PTO, business groups, and others) to ask for ideas/feedback

\_\_\_: Schedule a "Meet and Speak with Your Board Members" event in one of the middle school Commons

\_\_\_: Schedule a Town Hall Meeting where the Board invites the community to share ideas / feedback.

\_\_\_: Other: \_\_\_\_\_

- **Targeted Group:**

- Section 2: Business owners:

\_\_\_: Outreach to various civic and business organizations and asking them if they would like 1 or 2 board members to attend one of their meetings. e.g. Homeowners' Association, Oak Park Arts Council, Hephzibah, Chamber of Commerce, Rotary Club, West Suburban Special Recreation Association, Oak Park Realtors Association, etc.  
\_\_\_: Have 1:1 mtgs with the leadership of these groups.  
\_\_\_: Other: \_\_\_\_\_

- Section 3: Parents of students who we are not engaging with currently:  
\_\_\_: Go to as many churches as will have us, and / or the food pantry.  
\_\_\_: Other: \_\_\_\_\_

**To get message out to:**

- **Section 4: General Audience:**
  - \_\_\_: OPFYI
  - \_\_\_: Outreach to media
  - \_\_\_: Make it easier to access information by topic that our board has addressed on our website.
  - \_\_\_: Other: \_\_\_\_\_
  
- **Targeted Group:**
  - Section 5: Business owners:
    - \_\_\_: Business association emails
    - \_\_\_: Other: \_\_\_\_\_
  - Section 6: Parents of students who qualify for free or reduced lunch:
    - \_\_\_: Meet with home visitors working with Collaboration to learn from and potentially ask them to leave information with families.
    - \_\_\_: Ask select businesses/organizations to post information from D97.
    - \_\_\_: Other: \_\_\_\_\_

**Section 7: Please order sections 1-6 in order of priority here:**

<Top priority> \_\_, \_\_, \_\_, \_\_, \_\_, \_\_ <Lowest priority>

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**FYI:**

**Examples of what we could say in our communications:**

- D97 = good investment
  - D97 is successful: Important information about D97 performance. Great things happening in our schools.
  - D97 values and example of them
- Opportunities for students: how to get the most out of your D97 experience, how to navigate your child's D97 experience AND all of this information, students choose instruments at end of third grade, Vex robotics applications/try out on <date>, sign ups for Kindergarten on <dates>.

- *We want to hear from you. We want your input.*
  - Got ideas? Got ideas about <a timely selected issue>? This would help us plan for potential changes so that input can be solicited and incorporated into the early planning efforts well before recommendations start to be solidified.
  - Want to lend your skills?
- *What we are hearing from you.* We could share a select list of topics that we have received public comment on and / or via emails. Connect the dots for the community on how that input gathered from (5 Essentials, PTO, PTO Council, Community Forums) is being used and how individuals are part of the process.
- Decisions made by the board. How will it impact you and your child? Next steps
- What we can all do: Look out for our kids in the public, shovel your sidewalks...
- The activities of the board