

Hillsboro School District & Beaverton School District Boundary Adjustment Process

Goal: decision in Dec. 2015

Communications & Engagement Plan Report

Communication

- 1) Developed a **common webpage** with identical information on each district's website
 - Supporting documents e.g. springboard proposal from HSD
 - Maps of proposed land exchange
 - Calendar of process and events
 - Frequently Asked Questions (to be updated throughout the process)
 - Statements during the process developed jointly
 - Comment link available on each webpage
- 2) **Publicized events** (*see Engagement below*) and provided information through all established channels
 - Issued press releases: events and statements during process; publicized in Oregonian and Beaverton Valley Times
 - Social media posts
 - Webpage updates
 - District e-newsletters: articles, statements published in HSD Hot News/BSD Briefs

Engagement

- **Two community meetings**, hosted jointly
- **Locations:** one in BSD school- Hazeldale ES and the other in HSD school- Rosedale ES
- **Notification of Community Meetings**
 - **Dates:** Oct. 20 (20 in attendance at Hazeldale) and Oct. 21 (approx. 7 in attendance at Rosedale)
 - **Time:** 6:30 – 8:00 p.m.
 - Mailed invitation letters to landowners in affected areas- 32 homes in Hillsboro; 1 family in S. Cooper Mt.; BSD Demographer Robert McCracken generated current list of homeowners and/or landowners in affected areas
 - **Publicized** through existing communication channels in each district
- Leaders present at the two community meetings: Board Members, Supts., CFOs, Ron Porterfield, David Williams, Beth Graser and Maureen Wheeler
- **Agenda:**
 - 6:15 p.m.:** Gallery Walk- enlarged display boards with maps and information available prior to the start of the meeting
 - 6:30 p.m.:** **Welcome and Opening Comments** by Board Chairs from each district
 - 6:40 p.m.:** 20 minute presentation by Ron Porterfield and Adam Stewart
 - 7:00 p.m.:** Questions & Answers; input from participants
 - 7:45 a.m.:** Start wrap up; written comment cards accepted
 - 8:00 p.m.:** Adjourn
- **Additional phone contact:** Maureen Wheeler, BSD Communications Officer reached out by phone to ask for constituent perspective. Nine calls were made to those families with students in Hazeldale ES, Mt. View MS and/or Aloha HS. Two conversations and one family phoned back and left a message that they were ok with the boundary change if there were grandfathering.
- **Public Testimony-** BSD received two letters from constituents- one in favor, one opposed; letter of support from Beaverton Mayor and City Council.

Proposed Process and Decision Calendar:

August, Sept. October, November: Joint District Working Group Meetings- every other week

Oct. 20 and 21: Community Meetings- identical meetings to share information and gather public comment

November 2015: each Board reviews the proposed decision at the regular Business Board Meeting

December 2015: each Board adopts a resolution with the decision at the regular Business Board Meeting