



MEMORANDUM

TO: Board of Education
Dr. Julie Morris,
Superintendent

FROM: Catherine I. Martin, Director of Stakeholder Engagement

DATE: January 31, 2013

RE: Stakeholder Engagement FY14 Recommendations

The Harlem Stakeholder Engagement Department continues to grow and evolve as we continue to implement and initiate new ways to engage with families and the community in order to help our diverse learners realize their unlimited potential. This year's department recommendation reflects a continuing effort to use District resources effectively and responsibly while moving forward with Long Range Plan Activities and their recommendations from the April 2012 Communications Audit.

1. Add a support position, a Stakeholder Liaison, for each building.

The District Long Range Planning (LRP) Strategy #2 states that '**The District will fully integrate state of the art technology**'. Activity #2 under that strategy addresses finding ways to better inform parents and the community about student progress, child internet safety strategies, and school information and activities through the use of Internet communication, calling systems, and local broadcasting. This activity also coincides with Communication Audit (CA) recommendation #11 – **Continue to improve the effectiveness and usability of the District website**. As a result, District staff members are in the process of planning and implementing a website update. New tools and strategies will enhance Internet communication with all stakeholders. In an effort to ensure that school and classroom webpages are user-friendly and updated consistently more building based support is needed. A Stakeholder Liaison in each building would be responsible for updating the school website and helping teachers keep their web pages current. The District has struggled with school and classroom web page consistency for several years and the addition of a site-based liaison would help alleviate this problem as building based experts would be trained and at the ready.

The Liaison would also provide support to the building administrator in dissemination of public relations information, which will **enhance the student centered environment (LRP #3), better inform parents and the community (LRP #2), become part of the communication plan**, (Communications Audit Recommendation #1), help in **the development of a culture of communication (CA#3), ensure clear and consistent messaging (CA#5), expand communication with parents and the community (CA#7), and draw attention to the success of the District schools and students(CA#8).**

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The Liaison will also help support District Public Relations efforts with building staff, students, and parents; and meet on a quarterly basis with the Stakeholder Engagement Director to review PR and engagement efforts. The full job description is attached.

One liaison position is recommended at each school building, for a total of 12 positions. Liaisons will be paid a stipend of \$1000 for the year. An additional \$1,400 per year would be used by the group for professional development related to these communications.

2. Reduce .4 FTE Parent Resource Specialist

Currently we employ a .4 FTE Parent Resource Specialist. This specialist is housed in the Parent Resource Center and completes District wide duties. Due to the need for a building-based structure directed toward communication efforts, it is my recommendation to reduce this position.

Addition of 12 Stakeholder Engagement Building Liaisons	\$1000	+ \$12,000
Building Liaison Professional Development	\$1400	+ \$1400
Reduction of .4 FTE Parent Resource Specialist	\$13,400	-\$13,400
Total Additional Cost		\$0.00

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