

Goal 4: Parent, School and Community Engagement

Goal Statement: Maximize transparent communication by providing meaningful feedback and input opportunities toward continuous improvement efforts in order to strengthen family, school and community partnerships.

Objective 1: Expand the work of the Public Relations Committee to include a diverse and multi-lingual representation of the school community.

| <i>Major Activities</i> | <i>Staff</i> | <i>Resources</i> | <i>Timeline</i> | <i>Indicators of Success</i> |
|---|---|---|--|---|
| 1. Recruit multilingual parents / guardians, support staff members, and teachers at each of the grade level clusters (K-5, 6, 7-8, 9-12) to expand the district's PR Committee. | <ul style="list-style-type: none"> District Employees | <ul style="list-style-type: none"> Parents / Guardians Teachers Administrators Support staff members Information gathered by committee | 2016-2017 | <ul style="list-style-type: none"> Agenda Meeting outcomes Recruitment of new members as positions open |
| 2. Conduct "listening" meetings whereby committee will be able to identify what the public is saying (positive and negative) about the district. | <ul style="list-style-type: none"> PR Committee | <ul style="list-style-type: none"> Information gathered at the meetings | Ongoing Conduct semi-annually (Fall and Spring) using different meeting formats | <ul style="list-style-type: none"> At the end of listening tour, committee will have gathered enough information to be able to identify and prioritize community issues that need to be addressed Surveys |
| 3. Formulate standardized and regularly scheduled K-12 informational public releases via handouts, pamphlets and website. | <ul style="list-style-type: none"> PR Committee | <ul style="list-style-type: none"> PR Committee Releases will contain school events and updates on school initiatives | Ongoing | <ul style="list-style-type: none"> Public releases to be sent out to community four times per school year during the first year of implementation and two times per year thereafter. Community feedback and reaction to public releases |
| 4. Communicate information to address the needs of the varying groups in the community utilizing various media types. | <ul style="list-style-type: none"> PR Committee | <ul style="list-style-type: none"> PR Committee Newspapers, magazines, newsletters, radio, television (high school channel 36), and the Internet (social media and website) | Ongoing | <ul style="list-style-type: none"> Community feedback / surveys |
| 5. Evaluate use of transportation / buses to pick up parents in central locations across town to bring to designated district/school events. | <ul style="list-style-type: none"> Business Administrator Transportation Department Principals | <ul style="list-style-type: none"> Bus routes and associated costs Pick-up locations Calendar of key events | 2016-2018 | <ul style="list-style-type: none"> Event / transportation schedule Parent transportation / attendance logs |

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|---|--|---|-----------------|---|
| 6. Evaluate the ability to provide child-care services during district / school evening events. | <ul style="list-style-type: none"> • Principals • Volunteer providers (students, clubs, staff) | <ul style="list-style-type: none"> • Appropriate training • Volunteer policy • Training for providers • Grant opportunities | 2016-2018 | <ul style="list-style-type: none"> • Calendar of key events • Parent participation logs • Child care attendance sheets • Volunteer logs |