

Board of Education
Community Consolidated School District 64

Committee-of-the-Whole: Communications

Thursday, September 19, 2013
6:30 p.m. – 9:30 p.m.

Field Elementary School – North Gym
707 Wisner Avenue
Park Ridge, IL 60068

AGENDA

1. CALL TO ORDER AND ROLL CALL
2. DISCUSSION: DISTRICT 64 COMMUNICATIONS
3. PUBLIC COMMENTS
4. ADJOURNMENT

Park Ridge-Niles School District 64 Board of Education
Committee-of-the-Whole: Communications
Thursday, September 19, 2013 6:30 p.m.

Agenda
6:30 p.m. – 9:30 p.m.

6:30 p.m. (30 mins)	Brief Overview of District Communications: <ul style="list-style-type: none">▪ Role of Teachers, Principals/Schools, Areas/Programs, Supt./District, Board▪ Review of Board meeting video metrics
7:00 p.m. (45 mins)	Discussion on Website Improvements <ul style="list-style-type: none">▪ Options for improving website design/features▪ Discuss metrics for draft "Fast Facts" dashboard▪ Options for Board packet display/delivery
7:45 p.m. (45 mins)	Discussion on Expanded Community Engagement Options <ul style="list-style-type: none">▪ Discussion of community engagement spectrum and communications tools▪ Discussion of priorities, timeline and Board participation
8:30 p.m. (15 mins)	Discussion on Board Goals Graphic Options from Study Session
8:45 p.m. (15 mins)	Discussion on District 64 branding <ul style="list-style-type: none">▪ "Educating the Whole Child"▪ Updating the District 64 logo▪ Discussion on expanding brand awareness
9:00 p.m. (15 mins)	Discussion on Metrics and Timeline

Park Ridge-Niles School District 64

- ▶ Committee-of-the-Whole:
Communications
- ▶ September 19, 2013

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Overview

- ▶ Welcome
- ▶ Communications: ongoing, shared responsibility
- ▶ Outcomes from tonight's discussion

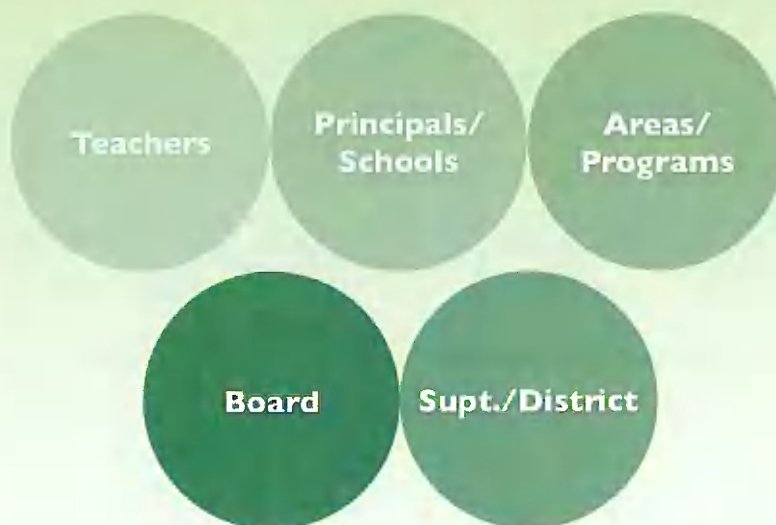
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Discussion agenda

- ▶ 6:30 - Overview of communications
- ▶ 7:00 - Discussion on website improvements
- ▶ 7:45 - Discussion on expanded community engagement options
- ▶ 8:30 - Discussion on Board goals graphic from Study Session
- ▶ 8:45 - Discussion on District 64 branding
- ▶ 9:00 - Discussion on metrics and timeline

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Overview of communications



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Teachers

- ▶ Curriculum night/Open House
- ▶ Parent-Teacher Conferences, student progress reports
- ▶ Newsletters, updates
- ▶ Teacher websites
- ▶ Classroom blog, podcasts & more
- ▶ Email/phone
- ▶ Meetings

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Teachers


**Principals/
Schools**

Areas/
Programs

Board

Supt./District

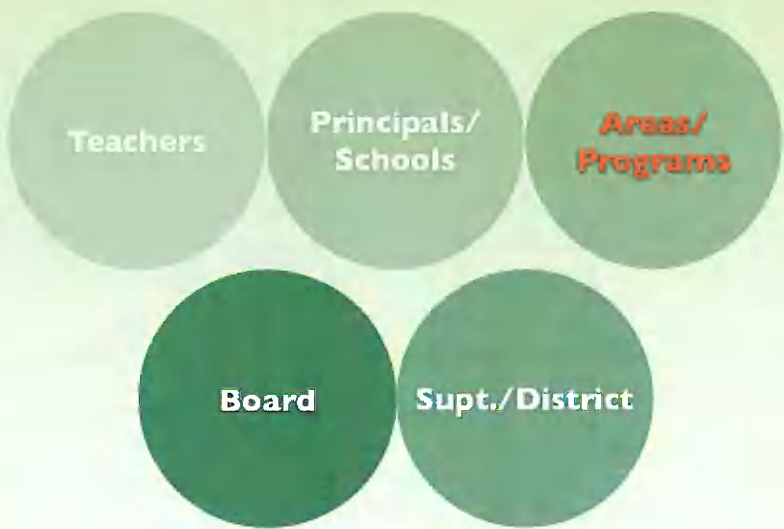
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**Principals/
Schools**

- ▶ Principal email messages
- ▶ Principal notes/school newsletters
- ▶ PTO/ A meetings
- ▶ School website
- ▶ Curriculum night, Open House, Parent-Teacher Conferences
- ▶ Email/phone/letters
- ▶ Report cards/Parent Portal
- ▶ Events
- ▶ ISBE School Report Card

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Teachers

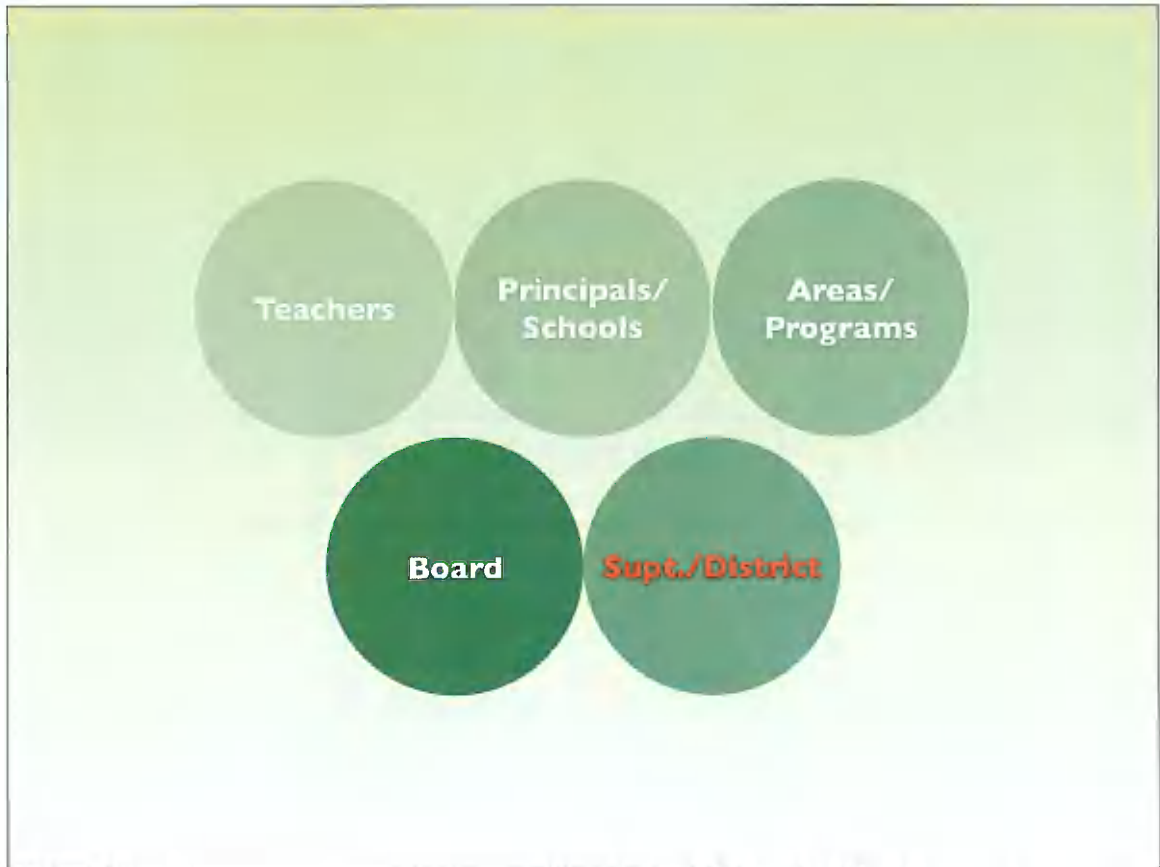
Principals/
Schools

**Areas/
Programs**

Board

Supt./District

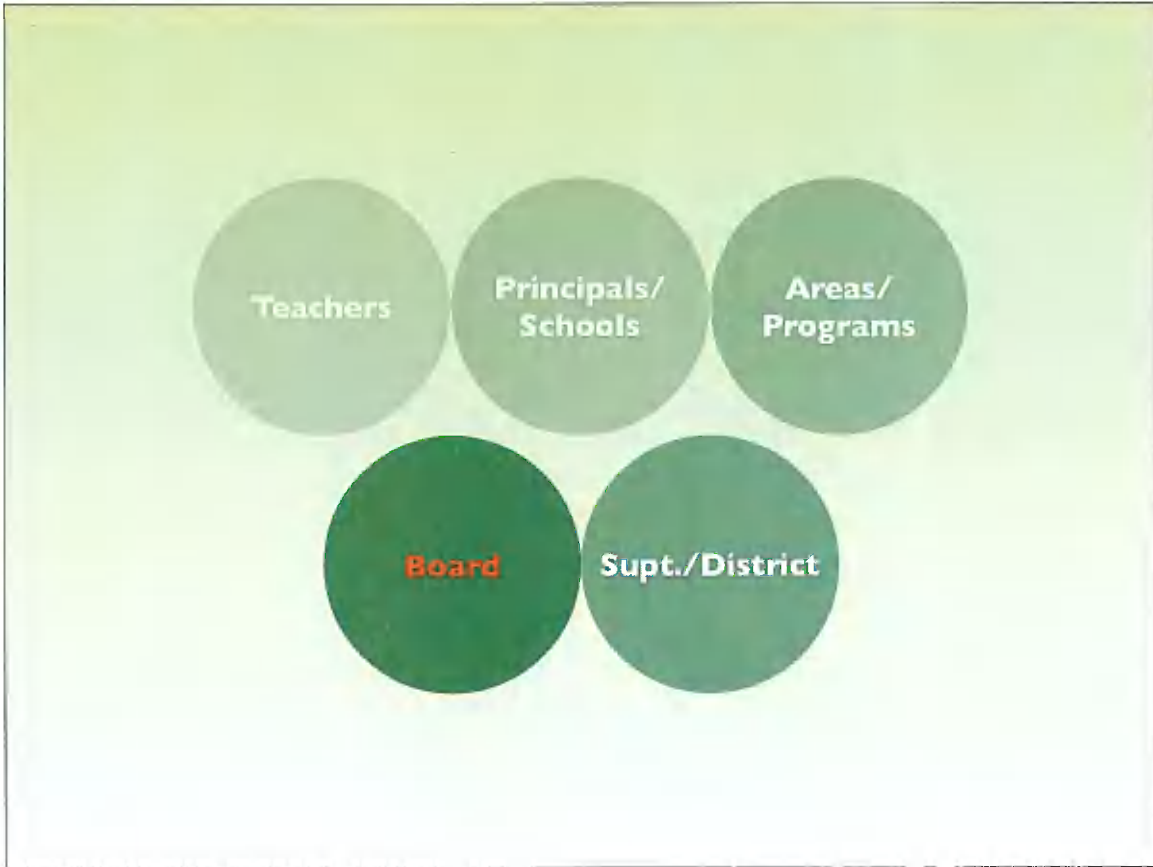
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**Supt./
District**

- ▶ Email, school newsletters, presentations
- ▶ Email/phone/letters/meetings
- ▶ Website inquiries, updates
- ▶ News releases, fact sheets
- ▶ News media relations
- ▶ Board reports, fact sheets
- ▶ Stakeholder groups
- ▶ Community engagement
- ▶ Employee communications





Board

- ▶ Board meetings
- ▶ Board videos
- ▶ “Board Briefs” updates
- ▶ Email/phone/in person
- ▶ News media relations
- ▶ Committee liaisons

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Discussion on website improvements

- ▶ Options for improving website design/features
 - ▶ Current capacity (2006-vintage site)
 - ▶ Evaluate, create new site experience
 - ▶ Interim steps
- ▶ Discuss metrics for draft “Fast Facts” dashboard
- ▶ Options for Board packet display/delivery

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Discussion on expanded community engagement

- ▶ Options along the community engagement spectrum*

* adapted from IASB "Connecting with the Community" 2013

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Community engagement spectrum



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inform

- ▶ Provide information to understand a topic, decision, alternatives

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inform

consult


collaborate

involve

18



consult ▶ Obtain public feedback on a topic, decision, alternatives



inform consult

collaborate **involve**



involve

- ▶ Work directly with the community to ensure issues and concerns are understood and considered

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inform

consult

collaborate

involve

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collaborate

- ▶ Partner with the community on each aspect of the decision

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Discussion on expanded community engagement

- ▶ Discussion of priorities, timeline and Board participation

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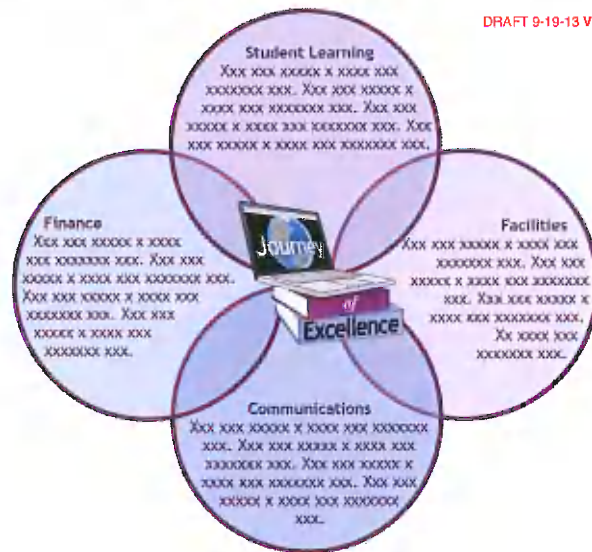
Discussion on Board goals graphic

- ▶ DRAFT - versions #1 and 2 for new visual
- ▶ DRAFT - theme for each area:
 - ▶ **Student Learning:** District 64 educators will work to ensure growth for each individual student through high impact instruction.
 - ▶ **Finance:** The Board will make fiscally disciplined decisions in the best interests of students to extend the referendum commitment for 4 years.
 - ▶ **Facilities:** District 64 will maintain facilities to support student learning and the value of its investments.
 - ▶ **Communications:** TBD

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Park Ridge-Niles School District 64 Board of Education Goals 2013-15

DRAFT 9-19-13 VERSION 1

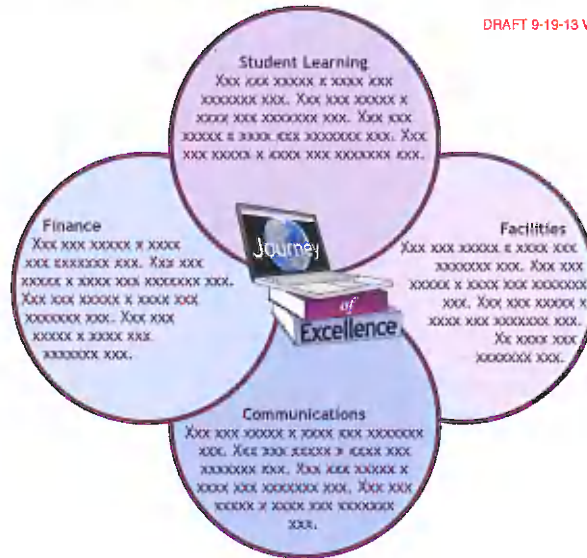


Version 1

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Park Ridge-Niles School District 64
Board of Education Goals 2013-15

DRAFT 9-19-13 VERSION 2



Version 2

Discussion on branding

- ▶ “Educating the Whole Child”
- ▶ Updating the District logo
- ▶ Expanding brand awareness

Discussion on metrics and timeline

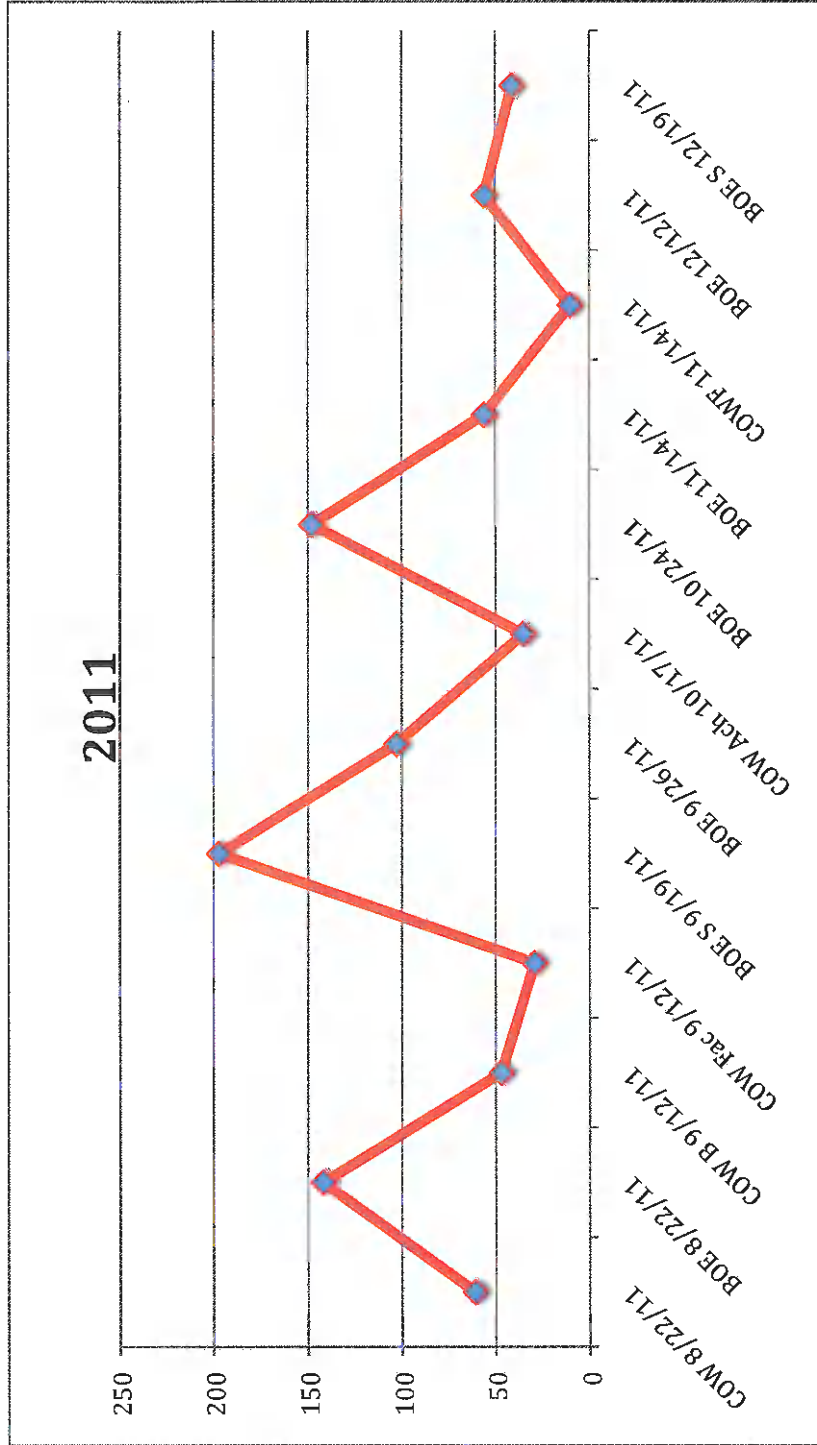
- ▶ Identify priorities
- ▶ Integrate timeline with Board/District ongoing activities
- ▶ Determine metrics to evaluate effectiveness

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Q&A

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**Park Ridge-Niles School District 64 ■ Board of Education Meetings
Meeting Video Viewership
8/22/11 through 9/9/13**



2012

