

Board of Education
Community Consolidated School District 64
Committee-of-the-Whole: Communications

Monday, November 18, 2013
6:00 p.m. - 6:45 p.m.

Carpenter Elementary School
300 N. Hamlin Avenue
Park Ridge, IL 60068

AGENDA

APPENDIX

1. CALL TO ORDER AND ROLL CALL
2. DISCUSSION OF BOARD OF EDUCATION GOALS
2013-15 ON COMMUNICATION 1
3. DISCUSSION OF BOARD GOAL/GRAPHIC 2013-15 2
4. PUBLIC COMMENTS
5. ADJOURNMENT

To: Board of Education

From: Dr. Philip Bender/ESC Team

Date: November 18, 2013

Re: Discussion of Board of Education Goals 2013-15 on Communication

At the October 28, 2013 meeting, Superintendent Philip Bender suggested that the Board of Education work with administration to select several communication goals and establish a priority timeline from among the DRAFT list of ideas generated at the Committee-of-the-Whole: Communications on September 19. (Attachment 1)

Keeping in mind the format used for the other Board Consensus Goals in Student Learning, Finance and Facilities adopted previously (Attachment 2), the DRAFT goals and timelines below are offered as a starting point for Board discussion as the highest priority items. As Dr. Bender noted previously, when adding goals in a fourth area: "The Board and administrative team must recognize the demands placed on teachers and administration generated from the Board Consensus Goals overall, as well as the ongoing Strategic Plan and District-wide Priorities." We believe the items presented in this memo will enable us to address our most pressing communication issues, while still fully engaging in activities related to the other consensus goals.

DRAFT Board Consensus Goals 2013-15: Communications

1. The District will strengthen the website as a convenient source of information for parents and community members.
 - Administration has contracted for a functional analysis by a consultant to review the current website and utilize community surveys/interview groups to prepare a comprehensive report and recommendations for further consideration of possible upgrades, currently targeted to be presented at the January 27, 2014 Board meeting.
 - Administration subsequently will budget and plan implementation of website recommendations selected for further action from this report in 2013-14 and 2014-15.

2. The District will work to create a more consistent experience for parents across District 64 to access and receive information about classroom/team learning activities and school news:
 - Using the data provided in the Board Goal/Student Learning #3 - Technology Metrics report of November 18, the Technology Implementation Committee (TIC) at its December 5 meeting will set a goal for the remainder of 2013-14 to establish guidelines to meet the NETS for Teachers 3b and 3c "to communicate relevant information and ideas effectively to students, parents and peers using a variety of digital age media and formats" and provide the support to achieve that goal in 2013-14 and continuing in 2014-15. (Media and

formats may include: teacher/team websites, teacher/team blogs, Parent Portal, etc.)

- Using preliminary data from the website survey, TIC will update existing District 64 guidelines for web pages (including suggested updates, content, etc.) that will also address the use of social media (e.g., Twitter, Facebook) at its next meeting on December 5.
- Using preliminary data from the website survey, District and school administrators will create a joint calendar of school newsletter focus topics for the remainder of 2013-14 beginning in December 2013.
- Using preliminary data from the website survey, District and school administrators will begin a review of school websites and other digital communication tools. (The first meeting of the principals to discuss this will be on December 4.)

3. Administration will prepare a three-page "Board Operating Plan" (macroeconomic summary, strategy summary, results and forecasted projections), with a working draft to be presented in December and the final version targeted for completion at the February 10, 2014 Board meeting.

4. The District will expand the information regularly provided to the community and create a new opportunity to invite community-wide input.

- The Public Information Coordinator will create a new electronic newsletter to be distributed via a subscriber-based email service (offering short news items linked to further information) during the first quarter of 2014.
- An annual online community survey of communications and opinions of District 64 will be developed with a target for release of summer 2014. (Survey to consist of both a standard set of questions to provide longitudinal comparison as well as changing, topical questions reflecting current issues facing the District.)
- The District will explore using occasional informal, online forums to solicit input on specific topics during defined periods of time when such input would be helpful for the Board or administration.

5. Administration will review whether additional support is needed for outreach to families speaking languages other than English, and provide recommendations to the Board.

- The Director of Special Education/Pupil Services will prepare an update on current ELL statistics based on fall 2013 enrollment to be shared with the Board via the Superintendent Update by mid-December.
- The department will report on the Transitional Program of Instruction (TPI) to the Board in the first quarter of 2014.

6. Administration will research and present alternatives to provide Board report packets electronically for consideration by the Board in the first quarter of 2014.

Next Steps

As soon as the Board reaches consensus on its goals for Communication, they will be added to the goals already established earlier this fall in Student Learning, Finance, and Facilities; a consolidated version of the Board Consensus Goals 2013-15 would then be officially re-adopted at the next Board meeting.

10/3/13 WORKING DRAFT

**Park Ridge-Niles School District 64
Communications Action Items 2013-14**

(from Committee-of-the-Whole: Communications September 19, 2013)

The list below is intended to capture only new communications items, and is not intended to be a summary of all communication in these areas.

Teachers

Our shared expectation for communication will focus on providing a more consistent experience for parents across the District to access information about classroom / team learning activities by supporting teachers to more fully utilize available technology tools (website, email messaging, etc.).

- Based on NETS for Teachers 3b and 3c, the Technology Implementation Committee, which includes the Instructional Technology Coaches (ITC), will develop a goal to support teachers in developing digital tools to communicate and collaborate with students, peers, parents and community members on an ongoing, timely basis, such as teacher/team websites, teacher/team blogs, etc.
- Support for teachers to achieve this goal will be provided by the ITC.

Principals/Schools

Our shared expectation for communication will focus on providing a more consistent experience for parents across the District through school newsletters, email messaging, and coordination with school PTO/As.

- School administrators will work together to develop a goal for the regular school newsletters to provide more substantive content; develop similar formats; and offer clear email notices to parents with direct links.
- A goal for the future will be to build the capacity needed to transform the individual school newsletters into fully electronic email newsletters (see District newsletter item below).
- The Superintendent, Public Information Coordinator and school administrators will work collaboratively with PTO/A Presidents to identify key District and school issues and provide updates to parents in multiple ways.
- A goal for the future will be to review the many ways pupil progress is shared and available to parents during the year (e.g., conferences, Parent Portal, etc.), and to determine the importance parents place on each opportunity.

Areas/Programs

Our shared expectation for communication will focus on defining whether additional support is needed for outreach to families speaking languages other than English.

- The Director of Special Education/Pupil Services will provide an update on current ELL statistics based on fall 2013 enrollment to be shared with the Board in a weekly Superintendent Update.
- The department will report on the Transitional Program of Instruction (TPI) to the Board in early 2014.

Superintendent/District

Our shared expectation for communication will focus on expanding the quantity and depth of information regularly provided to all members of the community, and for expanding opportunities for inviting stakeholder input.

- The Public Information Coordinator will develop a goal to create a new, periodic electronic newsletter in early 2014 to be distributed via a subscriber-based email service offering short news items linking to further information.
- The Public Information Coordinator will develop a goal to create a new, annual community survey on communications and opinions of District 64, consisting of both a standard set of questions to provide longitudinal comparison as well as changing, topical questions reflecting current issues within the District. The survey will be developed for 2014 and timed to not overlap with input being sought on other District issues (e.g., website design, superintendent leadership profile, etc.).
- Administration will explore the use of informal, online forums to solicit input from parents and other members of the community on specific topics during defined time periods as another means of increasing stakeholder input.

Board

Our shared expectation for communication will focus on expanding awareness of the Board's consensus goals and improving access to Board meeting news and reports.

- The Board goals graphic (Version 2) and key statements summarizing the four areas will be presented for discussion at the October 28 regular meeting.
- Administration will work to incorporate references to the Board goals wherever appropriate (e.g., Board agendas, reports, news releases, etc.).
- The Public Information Coordinator will set a goal to ensure that the newly launched "Board Briefs" meeting summaries are distributed promptly and widely within the community.
- Administration will set a goal to work toward drafting a three-page Board "Operating Plan" format (macro economic summary, strategy summary, results and forecasted projections) to coincide with the release of the District's annual update to financial projections at the February 10, 2014 meeting.
- The administration will provide a proposal to the Board by early 2014 on providing Board report packets electronically and improving the "search" feature of Board reports on the District website.

Website

Our shared expectation for communication is to strengthen the website as a convenient source of information for parents and community members.

- Administration will contract for a functional analysis by a third party vendor to review the current website and utilize community surveys/interview groups to prepare a recommendation for further consideration of possible upgrades by early 2014.
- Administration will open a new "Fast Facts" page on the website to offer easy-to-understand "infographic" displays of data on finances, student learning, facilities and other topics by December 1 (to incorporate 2013 student learning data).

DISTRICT 64 BOARD OF EDUCATION CONSENSUS GOALS 2013-15

Adopted September 9, 2013

Student Learning

1. The Administration will:
 - Continue to review and refine the Educational Ends statements, assessments, and targets.
 - By November 1, 2013 develop student growth goals measured by Type 1 (MAP), Type 2, and Type 3 assessments.
 - Maintain competitive scores on the state assessment (e.g., ISAT, PARCC).
2. By the spring of 2014, the Board will approve a plan that articulates 21st Century Learning including a recommendation on the need and value of a 1:1 computing model; how it may be funded; how it will integrate with the curriculum; and how we plan to measure and monitor its implementation and success.
3. By December 2013 the administration will have identified a method to determine among the staff the level of technological ability in using and applying technology in the classroom.
4. By spring of 2014 the administration will develop an assessment of the impact of technology coaches in the classroom.

Facilities

1. The Administration will obtain the capacity for each school by the 6th day of enrollment.
2. The Administration will present to the Board a new demographic study prepared by Dr. John Kasarda.
3. The District will continue with present projects under consideration in the Facility Master Plan Phase 1.

Finance

1. The District will continue to levy in accordance with past practice to maximize revenue under the Property Tax Extension Limitation Law (PTELL) formula.
2. For the school year 2013-14, the District-wide student fees will remain the same.
3. Any positive balance to the Operating Fund at the end of the year should be earmarked to extend the assumed time of the next operating fund referendum and not utilized to pay for new expenses.
4. The District will honor the 2013-14 capital projects budget allocation of \$5 million, while also using debt extension bonds going forward for further capital improvements.
5. The District will demonstrate fiscal discipline to ensure meeting the Board's original goal of not returning to the community for an operating fund referendum prior to 2017 while making every attempt to extend that time necessary to seek an operating fund referendum to no earlier than 2020-21.
6. The Board believes in strong fiscal discipline.

MEMORANDUM OF INFORMATION #005 2013-14

To: Board of Education
From: Dr. Philip Bender
Bernadette Tramm
Date: October 28, 2013
Re: Update on Board Goal/Graphic 2013-15

Background

At the September 19, 2013 Committee-of-the-Whole: Communications meeting, two versions of a new graphic to visualize the Board's goals for 2013-15 were presented. In addition, short sentences summarizing the goals adopted by the Board on September 9 for Student Learning, Finance and Facilities were suggested.

Version 2 of the graphic was selected by Board consensus to move forward.

The attached graphic (Attachment 1) combines the Version 2 visual with the draft summary sentences originally offered. A new draft sentence has been suggested for the fourth area, Communications, based on the discussion at the recent COW.

Next Steps

Board members are asked to discuss and reach consensus on this graphic.

Once it is finalized, the graphic will be placed on the cover of each meeting packet and added to the Board of Education Goals page of the website. A poster also will be created for display at Board meetings and at the Educational Service Center through May 2015.

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

DRAFT
10-28-13

