

Setting the Stage

n **What is the CAC?**

- n Members must simply be willing to serve

n **Communications Subcommittee**

- n Chris Bauer, Cecilia Steinman, and Gina Wittenberg

n **Tonight's Presentation**

- n What We Did, How We Did It, What We Learned, and What's Next

What We Did

n Our Task

- n Look at District's Communications Function

n Our Thesis Statement

Do the District's communication tools adequately meet the needs of Westlake residents?

How We Did It

- n District's Communication Tools – What are they?**
- n Residents – Who are they?**
- n Needs – What are they?**
- n Adequacy – How is it determined?**

District's Communication Tools

- n **Mission Statement**
- n **Annual Report**
- n **Continuous Improvement Plan**
- n **Finance Plan**
- n **Web Site**
- n **District Report Card**
- n ***Currents* Newsletter**
- n ***Key Communique* ENewsletter**
- n **Building-level Newsletter**
- n **School Meetings**

Residents – Who are they?

- n Tax Payers
- n Parents
- n Senior Citizens
- n Young Families
- n Private School Families

Needs – What are they?

- n Information that is relevant and complete**
- n Information that is timely and consistent**
- n Reassurance and Establishing Trust**
- n Building Community**

Adequacy – How is it determined?

- n **Expectation versus Reality**
- n **Became focus of study**
- n **Informal Online Survey**
 - n **January 2008 (completed before first drug arrest)**
 - n **Outreach via Email & PTA Network**

What We Learned

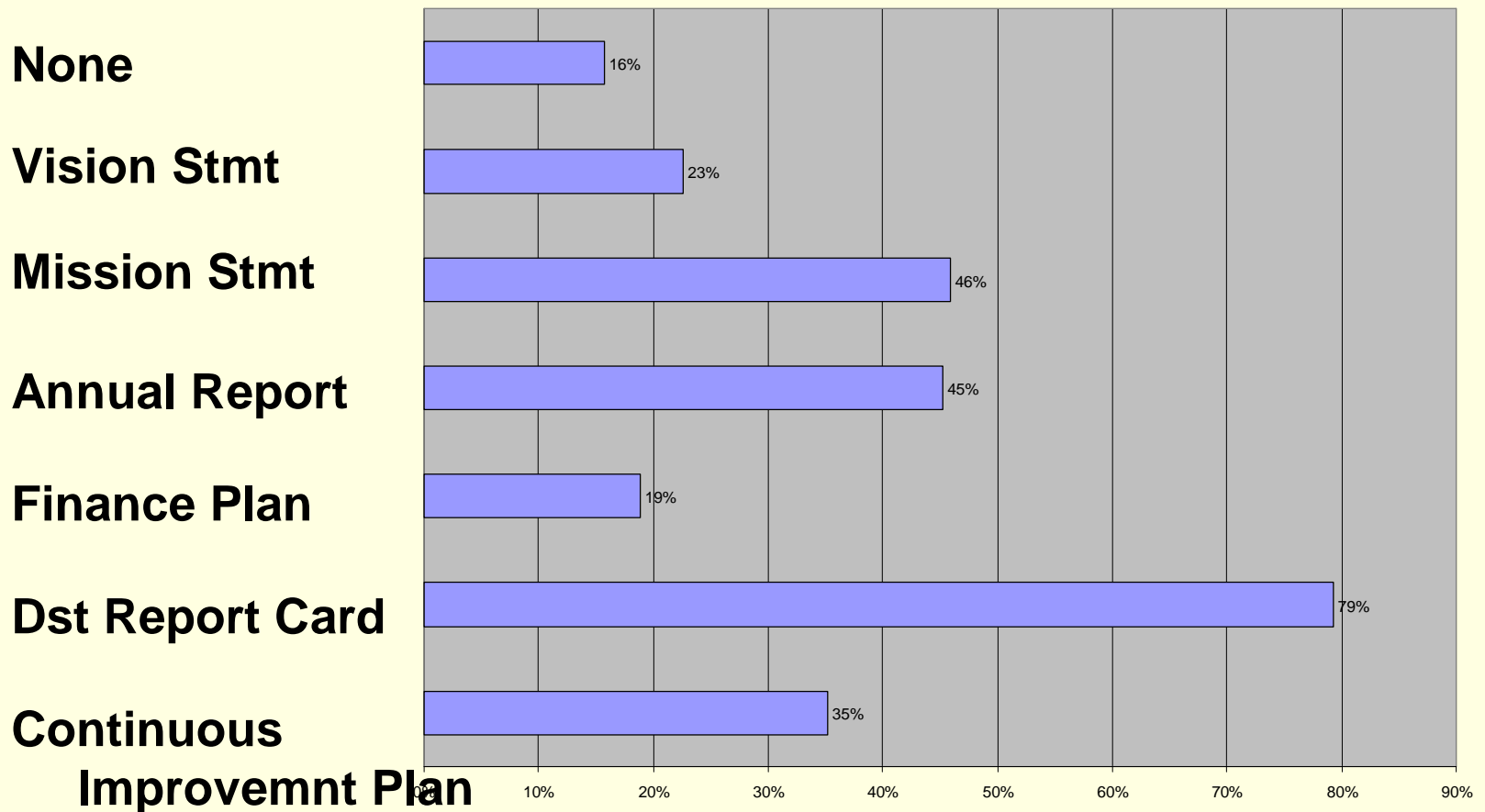
n Survey Results

- n 178 Responses

- n Most participants have children in the district

n Recommendations

Which Tools Are You Familiar With?

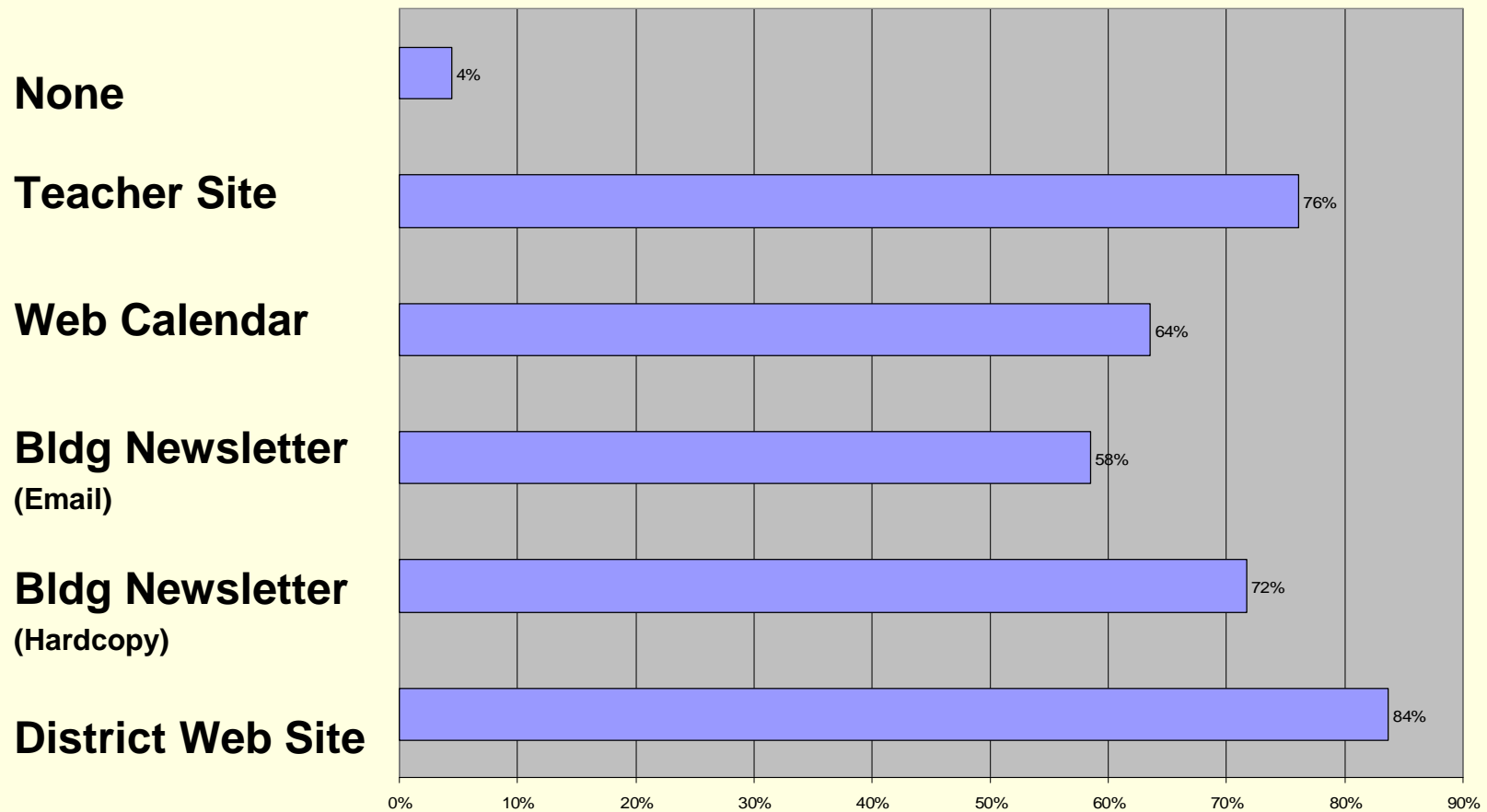


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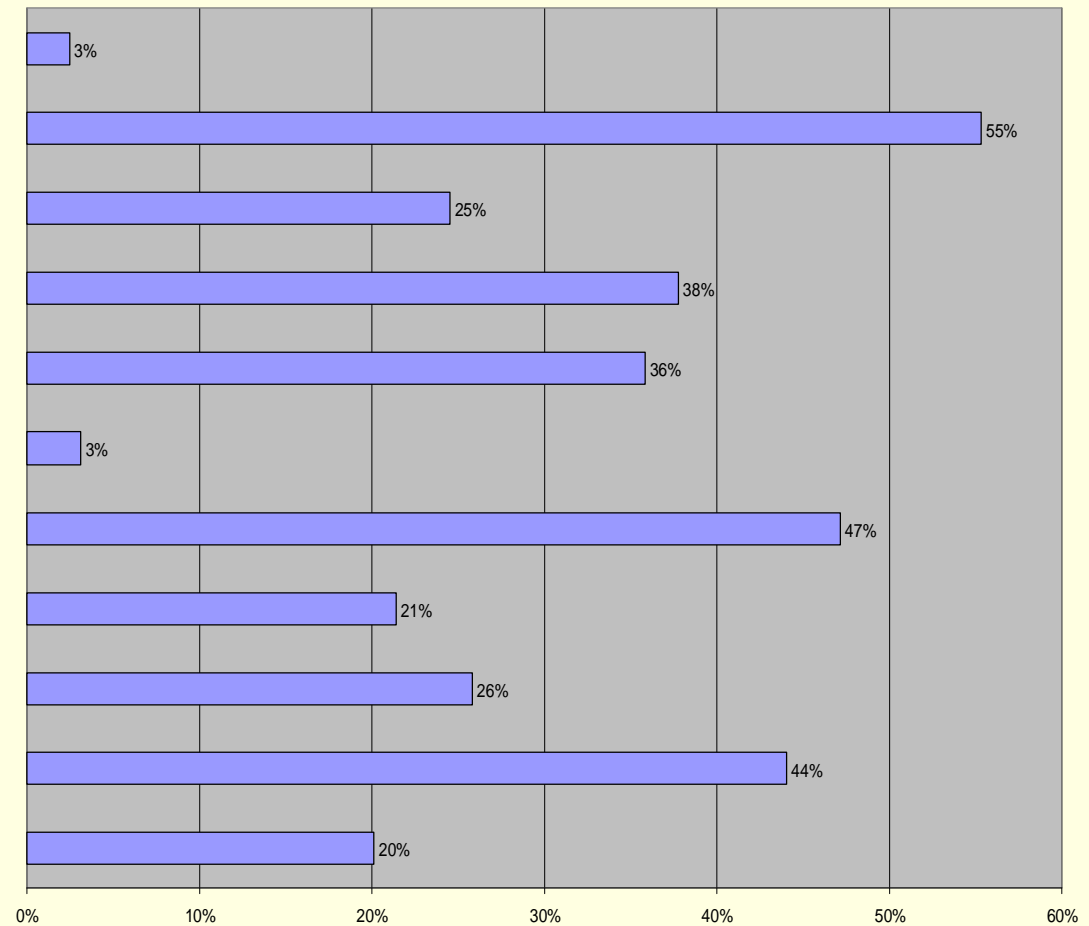
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Tools Used This Year



What is Your Main Info Source?

Other
Parents
School Mtgs
District Web Site
District Rpt Card
BOE Minutes
Bldg Newsletter
Annual Rpt
Key Communique
Currents Newsletter
Local Media

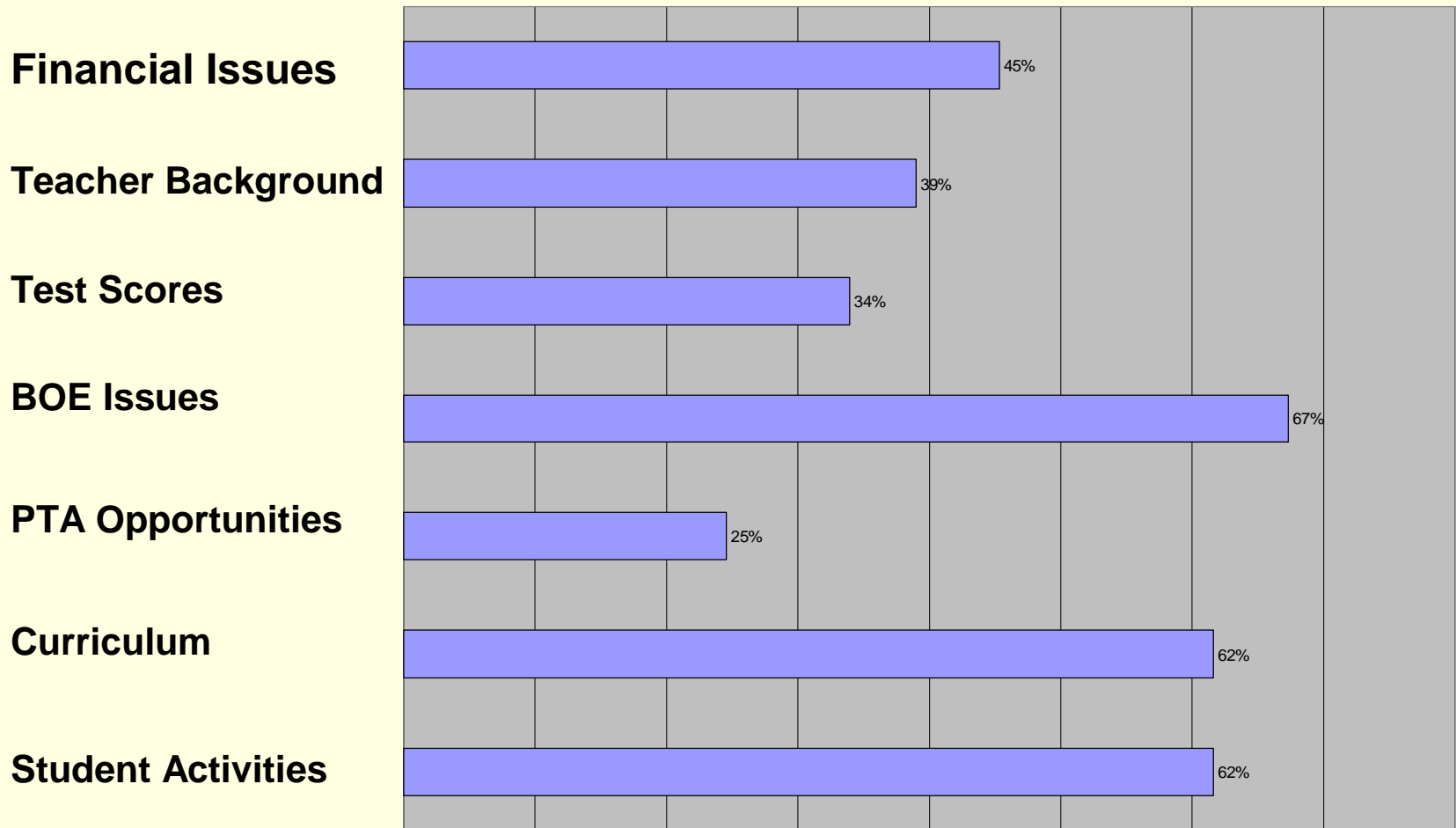


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How could you be better informed?



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Survey Highlights

- n Importance of Parent Network**
- n Interest in BOE issues**
- n High-use of Teacher Web Sites**
- n Importance of PTA Newsletter**
- n Desire to be proactive**

Recommendations

n **More Timely and Consistent**

n **Upgrade Online District Calendar**

- n Comprehensive district calendar of events online
- n Email notification of upcoming events
- n Improved coordination and planning

n **Teacher Web Sites**

- n District-defined standard for look and feel
- n More robust, include links to district info
- n Train parents to use teacher site as first-stop

Recommendations

n More relevant and complete

n BOE Information

- n Educate the community on the role of the board
- n Short and long term goals / opportunities / challenges
- n Timely posting of policy decisions

n Building-Level Newsletters

- n Professional-quality monthly newsletters for all buildings
- n Email distribution with hard-copy available at central location
- n District-defined standard for look, feel and general content
- n Specialty newsletters at high school level to address main concerns – academics/guidance, risky behavior, athletics, arts

Recommendations

n Building Community

n Expand Key Communique

- n Include Message from the Superintendent
- n Links to news / programs / events
- n Ask for feedback / concerns

n Facilitate Parent Support Groups

- n Leverage the importance of the informal parent communication network
- n Relaxed atmosphere for discussing positive/negative trends
- n Tie to specialty newsletter topics

Recommendations

n **Reassurance and Establishing Trust**

n **Continually evolving and adaptive to change**

- n New Technologies
- n New Issues

n **Improved Feedback Procedure**

- n Ability to be more proactive
- n Use of simple on-line tools to solicit parent feedback

What's Next

n Refine Thesis Statement

- n Content, Technology, Tone, Process**

n Connection and Shared Experience

All stakeholders, but parents especially, are looking for the calm and peace-of-mind that comes with mutual understanding

Wrap Up

n Reference Materials

n CAC Web Site – www.wlake.org/cac

n Questions?