



The Power Of Integrated Solutions

Community Engagement

***A Planning Process for
Community Consolidated School District 89***

**Rod Wright
April 10, 2018**

Welcome and Introductions

Community Engagement

Why?

Why Community Engagement?

- Creates sense of community and strengthens trust
- Gives public “voice” to community
- Broad participation provides for diversity of opinion
- Helps keep community and district “on the same page”

Why Community Engagement?

6

709 Communicator

709Connect

Community, District connect on top issues

Engagement process helps identify what matters most to community members about District 709 schools

Morton School District 709 embarked on a community engagement process starting last August. The process — 709Connect — was citizen-led and designed to include citizen participation. The process concluded on Dec. 11, 2012, with recommendations to the Board of Education.

709Connect was a series of community workshops — six in all — that covered several topics. A total of 248 different people attended at least one of the six community engagement workshops for 709Connect. Participants at the first session on Aug. 9 identified what topics they wanted addressed in the remaining 709Connect workshops.

The Community Engagement Sessions began with a brief presentation providing key data and information regarding a topic. Following the presentation, participants worked at tables in small groups of six to eight to discuss and come to general agreement in response to specific questions developed by the Coordinating Group about that topic. The questions were designed to seek feedback and input reflecting community attitudes and preferences regarding decisions the District should consider in planning for the future.

At the conclusion of each session, the spokesperson for each group had the opportunity to share that group's decisions with everyone in attendance. The worksheet from each group was collected, and a verbatim document was compiled. An executive summary was then written based on the verbatim responses. The executive summaries from each session reflect the collective thinking of all the groups. These documents were used to formulate recommendations to the Board of Education.

All of these documents are located on the District 709 website — www.morton709.org — under the 709Connect logo.

Morton District 709 would like to thank all the people that were presenters during the 709Connect process. Some of the speakers were from within the school district and others were professionals that provided information on a specific area. All speakers



The Coordinating Group for 709Connect provided planning and guidance for the process. Pictured: Bernier, Jan Bond, Mike Vlahos, Kelly Scarfe, Trent Sauder, Mary Jane Johnson, Jolly Webb, Lindsey Hall. Not pictured, Carol Sears, Wayne Rowell, Craig Smock, Dr. Troy Teater, Dr. Roger



provided their services pro bono, and some traveled from outside of the immediate area to offer their professional expertise.

The topics discussed during each session are outlined on the next page.

UNICOM-ARC

District 709 hired UNICOM-ARC from St. Louis to provide consulting services regarding community engagement. UNICOM-ARC is a public relations and communications firm that provides structure and support services to community engagement programs.

A Coordinating community group as facilitators and comprised of city district employees:

- Mary Jane Johnson, co-chairs for 709Connect
- Jan Bond
- Becky Fowler
- Andy Honneger
- John Myers
- Wayne Rowell
- Trent Sauder
- Carol Sears
- Mike Vlahos
- Jolly Webb
- Dr. Roger Kilp
- Dr. Ben Weller
- Craig Smock
- Dr. Troy Teater
- Dr. Lindsey Hall
- Carol Jankowski, communication coordinator

709 Communicator

709Connect Community Engagement Sessions

Information • Discussion • Decision

Aug. 9 – Communications

Speakers: Brett Clark – Executive Director, Communications & Strategic Planning, Glenview School District 34; North Central Region Vice President, National School Public Relations Association. Carol Jankowski, Communications Coordinator, Morton District 709.

Focus: Brett Clark presented best practices in school/community communications as well as key elements of a communications plan. Carol Jankowski presented information about the communications tools the Morton School District is currently using as well as the District's goals and beliefs regarding communications.

Work Activity:

- Task 1: Greatest Surprise/Concern
- Task 2: Based on information learned in the presentation on school-community communications, come to consensus in your group regarding three key recommendations you would make to the Board of Education to enhance communication



Community members worked in small groups during 709Connect community engagement sessions.

Task 3: Details for Future Workshop Presentations and Discussions. At the first session, one overriding theme emerged from all the groups – the need for a District

Aug. 30, what are your top three concerns about school finances in our district?

Task 1B: Is there more you want to learn about or know in regard to financing? If yes, please give us your top three suggestions.

Task 1C: How can community members be more involved in long-term financial planning? Please give your top three suggestions.

Task 2: In your groups, based upon the information presented this evening, discuss and record the major advantages and disadvantages of each of the following: financing through bond issues, financing through county-wide sales tax, financing through "pay as you go." What makes the most sense for Morton, should future financing be needed?

Oct. 11 – "Buildings" (School Facilities)

Speakers: Sam Johnson, AIA, BLDD Architects; Jeff Keach, AIA, Keach Architectural Design, Inc.

Why Community Engagement?

- Community is increasingly resistant to “top-down” planning
- Grassroots approach enhances understanding, involvement, buy-in
- *Discovery* is more powerful than *persuasion*
- Puts more people in the “decision-making circle”
- Public permission is needed for meaningful change
- Public won’t support what it does not understand
- It is a powerful communications tool

Community Engagement How?

The Critical Elements



- Involves a large number of people
- True dialogue resulting in collective agreement

The Critical Elements

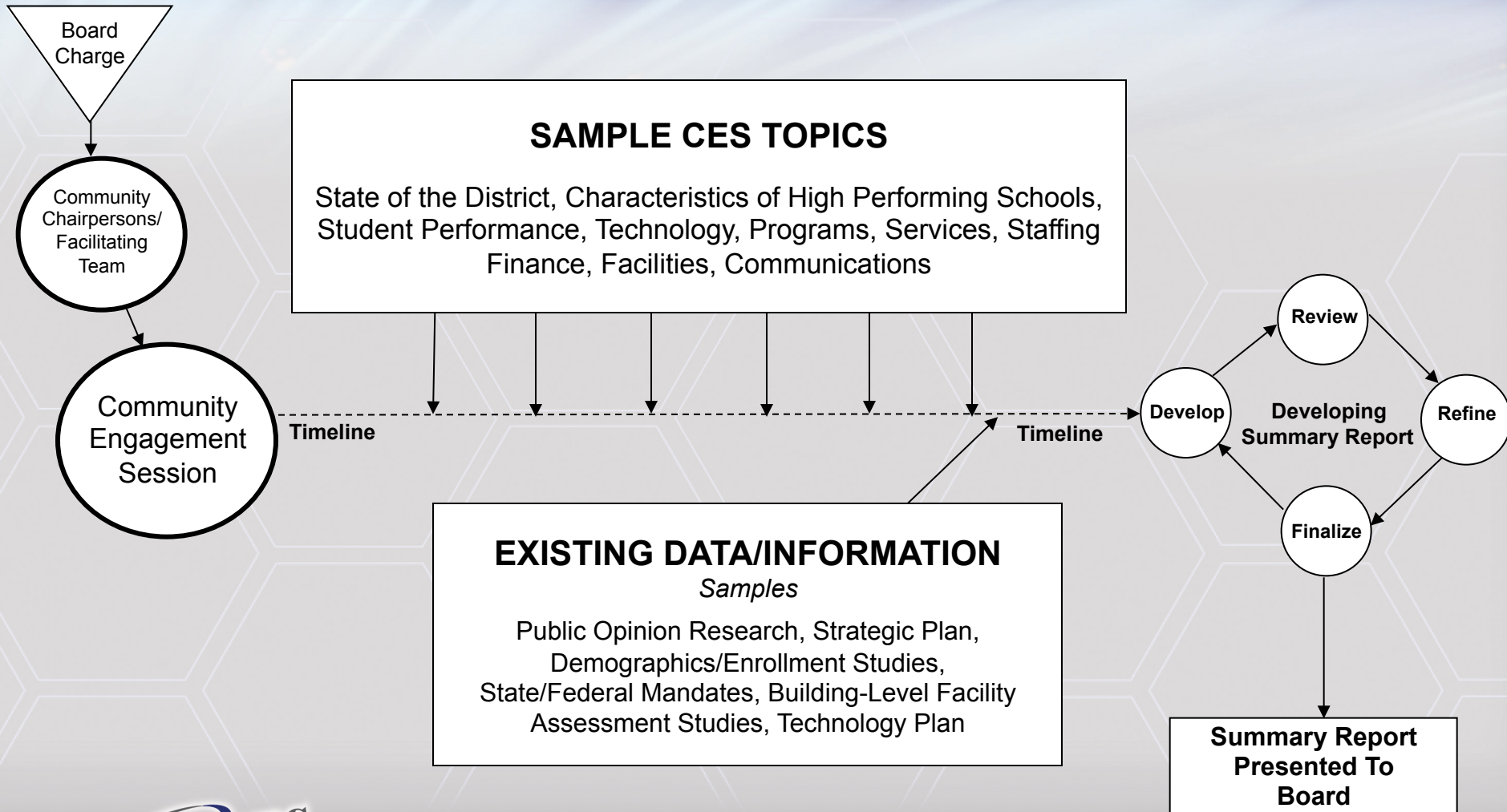


- Grassroots community participation
- More than the “usual suspects”
- Citizen leadership
- True, two-way communication
- Data / information driven
- Internal support and acceptance

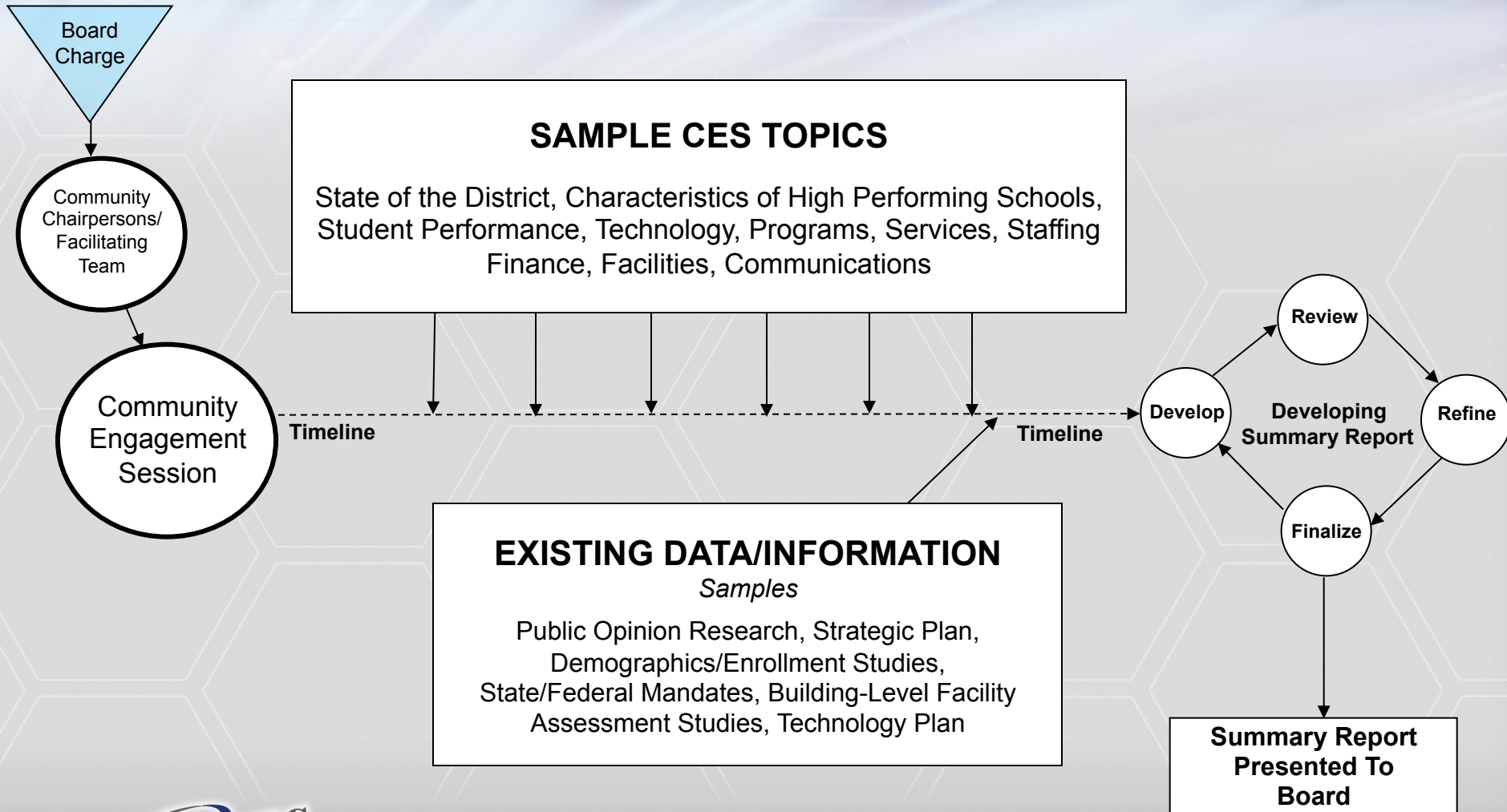
The Critical Elements

- Clear charge
- Comprehensive timeline / syllabus
- Work sessions with a specific agenda
- Work sessions with small group activities
- Key information learned / collective agreement
- Open, transparent, well documented
- Meetings start and end on time

The Process



The Process



Charge from Board of Education

✓ Discuss

Name and Logo Branding

Sample Names & Logos



34Next
Community views
on Glenview34 schools

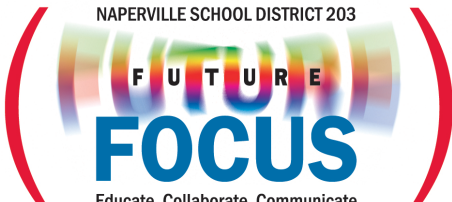
Inspire the Future



ENGAGE 200

CONNECT ★ COLLABORATE ★ COMMUNICATE

NAPERVILLE SCHOOL DISTRICT 203



FUTURE FOCUS
Educate. Collaborate. Communicate.



PICTURE ROCKWOOD

DEVELOPING A PLAN FOR THE FUTURE

709connect



our HERITAGE our VISION our PLAN
for the Morton-Groveland District 709 Students and Community



SAGE VOICES
It's a great day to be heard.



PROJECT LEAF
GENESEO SCHOOL DISTRICT 228
Legacy of Excellence Aiming for the Future

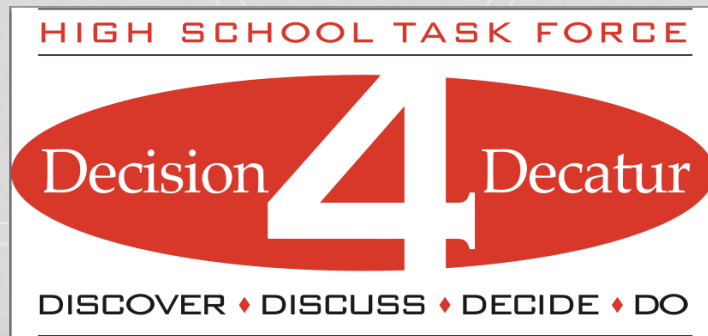
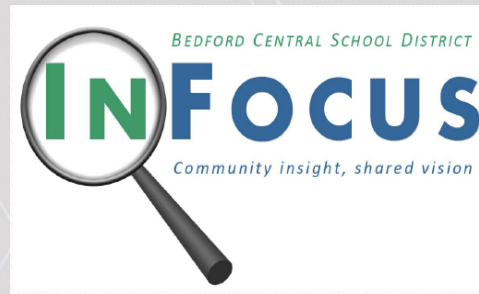
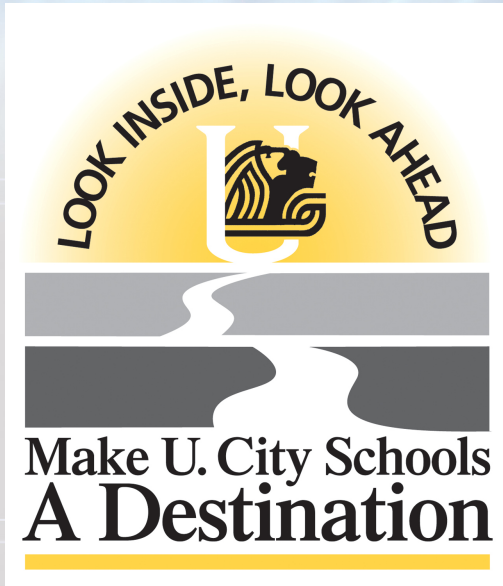


TIGER VISION
Building for the future



1 SJS D VISION
Many Voices | Our Future

Sample Names & Logos



Sample Names & Logos

**Providing
Advice for
Tomorrow's
Harper**

Protecting Our
Community's Investment

Providing Advice for Tomorrow's Harper



PATH

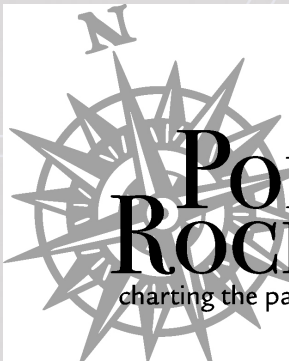


**303
SUMMIT**

COMMUNITY • COMMUNICATION • CONNECTION



Hazelwood
1ST
We're on the move!
HAZELWOOD
School District



ROCKWOOD
SCHOOL
DISTRICT

**POINT
ROCKWOOD**

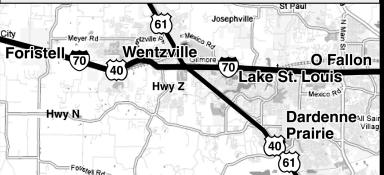
charting the path for continued success



IMAGINE

OPRF

Wentzville School District



GPS

Guiding Principles for our Schools



FACTS

RICHLAND COUNTY

Our Children / Our Schools / Our Future

Community Engagement

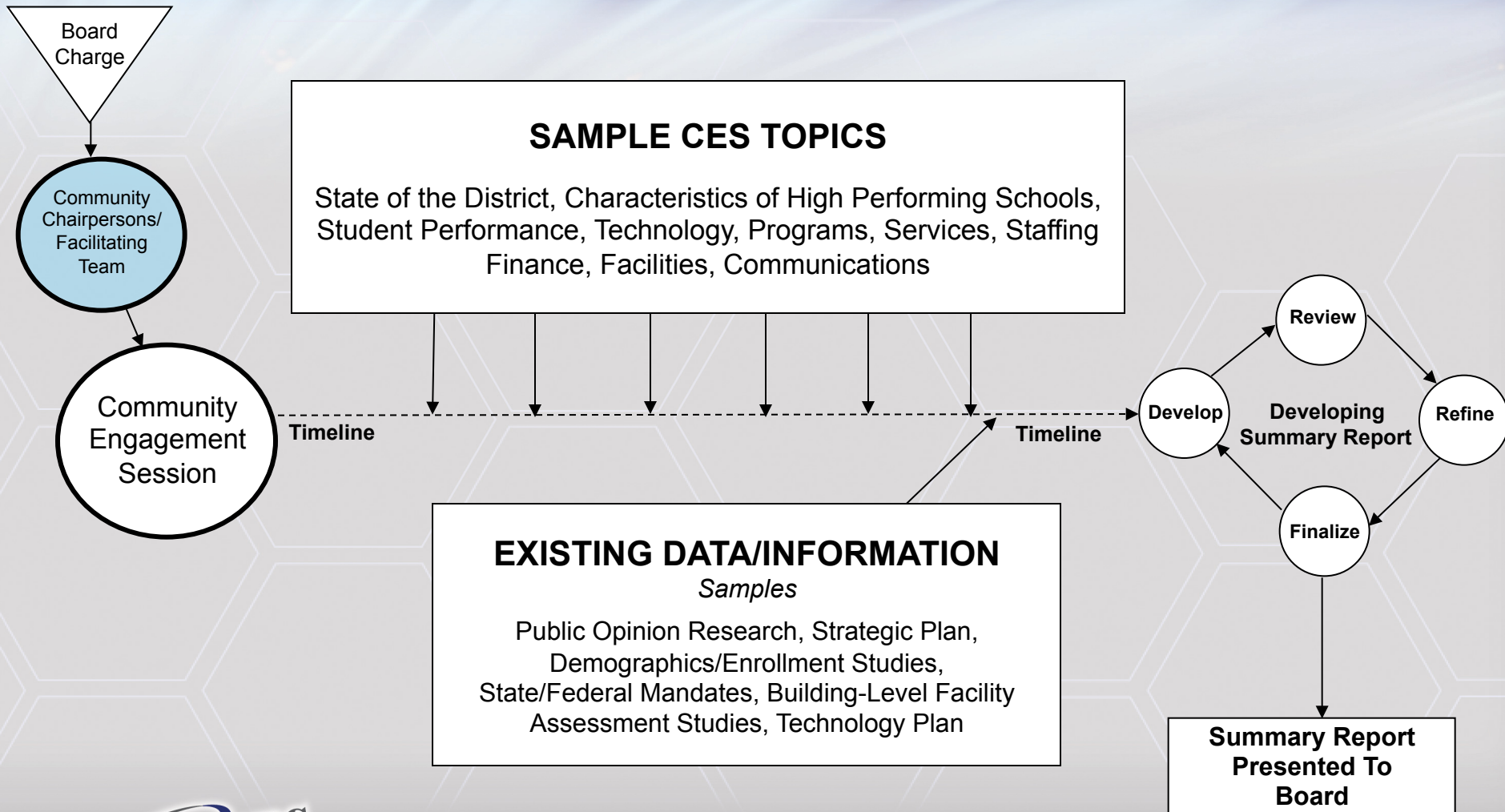
Project Name and Logo



The Power Of Integrated Solutions

www.unicomarc.com

The Process



Developing a Long-Range Plan



- **Facilitating Team — *Process***
Coordinates/Facilitates the process to ensure it is open and fair; and operates effectively and efficiently
- **Community — *Product***
Community Engagement Sessions determine “what” will be in the Plan

Facilitating Team - Who



- Community chairs/citizens
- Internal coordinator
- Organization executives
- Board liaisons
- Association / union leadership
- Special Advisors
 - Finance
 - Architect / construction professionals
 - UNICOM•ARC
- Other appropriate members

Facilitating Team - Role

- Attend Facilitating Team Meetings (FTMs) and Community Engagement Sessions (CESs)
- Assist in identifying topics for CES
- Strategize presentations for CES
- Review content of presentations prior to CES
- Recruit participants and promote CES:
 - Phone calls
 - Social Media Sharing
 - Postcards
 - Emails
 - Face-to-face invitations
- Promote CES to clubs, organizations or groups to which you belong
- Participate in debriefing following CES and assist in planning next meeting
- Develop/present summary report

Facilitating Team - Role

- Role at CES:
 - Attend
 - Serve as a resource as needed
 - Monitor and observe
 - Assist with material distribution/collection
 - As host, insure meetings proceed smoothly, efficiently



Community Chairs - Role

- Allow use of name in printed materials and promotions
- Participate in media interviews
- Introduce speakers and topics at CES
- Serve as hosts at CES
 - Greeting participants
 - Thanking participants

Community Chairs - Role

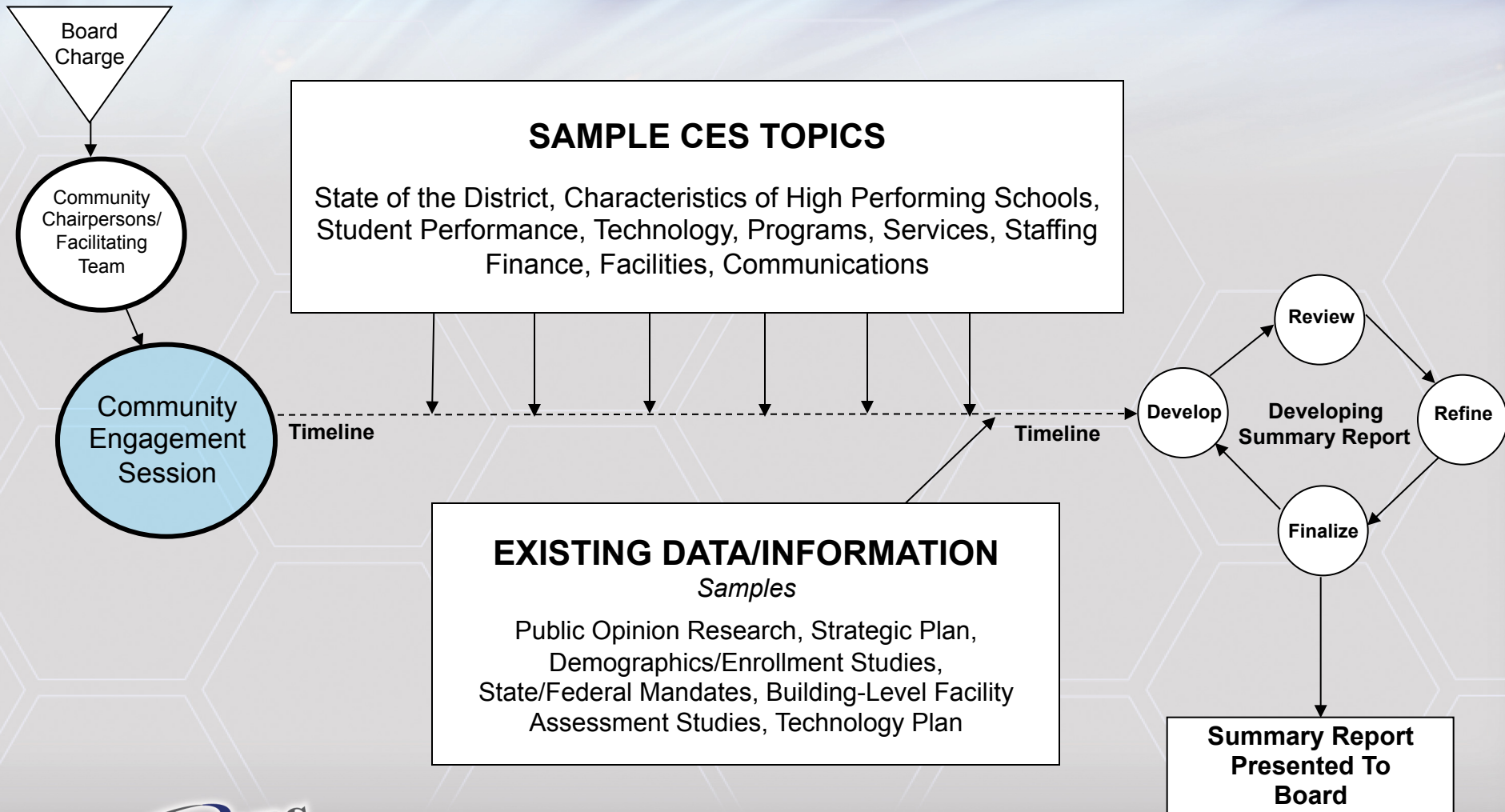
- Circulate through the room during small-group work session at CES
- Assist in reporting out at CES
- Help coordinate summary report to Board
- Recruit people from your circles of influence to participate in Community Engagement

FT Membership

DISCUSS

- Review *draft* Facilitating Team Roster
 - Accurate?
 - Complete?
- Inform Internal Coordinator of any changes during process

The Process



Session Participants - Who



- Anyone Who Wants to Participate
 - Parents
 - Residents
 - Staff
 - Students
 - All Stakeholders

Session Participants - What

- Receives & reviews key information according to timeline and syllabus
- Processes information in small group work sessions to reinforce learning
- Reaches consensus/general agreement on key issues
- Develops summary information based on collective agreement

Garnering Participation at CES

- Strong communications
 - All call
 - Recruitment
 - Building-Level Community Engagement Teams
- Begin at least one month prior to the first community engagement session

Communications



- Letter of Invitation
- Brochure/Flyers
- Community Outreach – Listeners Bureau/Briefings
- Mailings
- Media (Print/Electronic)
- Video
- Internet / E-Mail /Pod casts
- Social Media



Sample Communications - Print

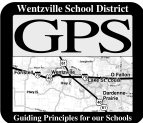
Press Release

Wentzville R-IV School District
An Educational Community for One, For All, For Life

CONTACT: Norma Sudbrook
One Campus Drive
Wentzville, MO 63385
www.wentzville.k12.mo.us
gps@wentzville.k12.mo.us

Community to Set Direction for Wentzville School District GPS: Guiding Principles for our Schools

(February 1, 2008) Wentzville, MO... Parents and stakeholders in the community have an opportunity to participate in a new engagement effort beginning soon in the Wentzville School District. The community-led engagement initiative begins February 12, 2008 and will be referred to as **GPS: Guiding Principles for our Schools**. The initiative will be led by a small Facilitating Team made up of community members and district representatives. Team members selected the GPS name because of their desire to set a positive course, or direction, for the District.



GPS meetings will have a two-fold purpose. First, the program will provide useful data about the District. This information will be used to set positive Goals, define Priorities and rethink Standards when it comes to educating Wentzville students. Second, and most important, GPS will offer opportunities for participants to gain a new perspective on Wentzville schools and have meaningful discussion with neighbors and other members of the community.

By opening the lines of communication between the District and the communities it serves, the process will bring together a diverse, thoughtful group of residents.

GPS will explore such issues as:

- How are Wentzville students performing academically?
- How does Wentzville compare in relation to expectations from the State and other high performing school districts.
- How do Wentzville schools compare in the area of technology?
- Are Wentzville facilities what they need to be to maximize student learning?
- Is Wentzville ready to accommodate the surge in enrollment our District faces in the next few years?
- Is staffing in place to adequately address the instructional needs of all students?

The first GPS meeting is set for **February 12, 2008 at 7:00 p.m.** at Timberland High School (359 East Highway N.). Participants will learn the latest on student achievement and the role of technology in the District. Additional meetings are scheduled for March 11, April 15, and May 13.

IMPACT 11
Ivesca • Medinah • Rosette
Communities Searching for School Excellence

Will You Make an IMPACT? Medinah School District II's Vision for the Future

Why IMPACT 11?
Medinah School District II depends on the support of the communities it serves in order to excel. The District an engaged parents and stakeholders — and encourage them to help participants. The first question, in an election of District II voters.

IMPACT 11 is a community-wide effort to help you 2008. While the Board of Education is tasked with the other IMPACT 11 committees to support our mission. The Board recognizes that it is an opportunity to support the community of key decisions to have the results of the process. The goal of IMPACT 11 is to bring together the people who...

Where We've Been
The generations Medinah School District II has offered students a wide range of educational opportunities. Students of Ivesca, Medinah, and Rosette are a testament to the fact that we have offered our programs. However, over the past few years, we have seen a steady growth in new students and the need to re-evaluate our growth in District II schools.

Today the District II is a vibrant, growing, and a source of pride for all of District II schools, working and education to meet the needs of our students.

The most critical areas are our...
 • Growing resources to address the needs of all students.
 • The condition of our facilities.
 • Our ability to meet the needs of all students.
 • The challenge of expanding and...
 • The creation of new areas of the...
 • The role of technology in the...

From the election held in 2006 by District II voters, Medinah, Rosette, and Ivesca. Tomorrow, the future is uncertain. We will continue to work together to ensure the success of our students.

The growing community about the future of the largest Field District II, the IMPACT 11 group hopes to do so. The initial goal is to create a vision for the future. The goal is to create a vision for the future. The goal is to create a vision for the future.

Nearly 700 parents across school in District II, Ivesca, Medinah, and Rosette, are invited to share their thoughts on the future of our schools. The goal is to create a vision for the future. The goal is to create a vision for the future.

Winter 2008

Volume 6 Number 2

FOCUS

A Newsletter for the District 303 Community

Summit 303 to Check District Demographics

The population in the greater St. Charles area is growing — and changing. How will the shifts in population affect Community Unit School District 303? What areas will be most impacted by the growth? Will the District have the space to accommodate more students? What about district boundaries? Will we need new schools?

At the next Summit 303 community meeting, representatives from Kane County, Elgin, St. Charles, and the new town of Camp Hill will speak to the group about challenges of growth and the expected impacts on the 2012-13 school year.

Summit 303 is a citizen-led initiative designed to open the lines of communication between the District and the communities it serves. Feedback from Summit 303 sessions will be used to create meaningful recommendations that might serve to guide D303 throughout the next decade. Participants will utilize data and opinions compiled from their discussions to develop a comprehensive, long-range plan for the District and a list of recommendations to present to the Board of Education in fall 2008.

St. Charles Education Association President Pamela Lutz introduces her daughter to Superintendent Dr. Don Schlemmer. Ann is a recent graduate of East High School and participated in the January Summit 303 meeting.

Summit 303 is a citizen-led initiative designed to open the lines of communication between the District and the communities it serves. Feedback from Summit 303 sessions will be used to create meaningful recommendations that might serve to guide D303 throughout the next decade. Participants will utilize data and opinions compiled from their discussions to develop a comprehensive, long-range plan for the District and a list of recommendations to present to the Board of Education in fall 2008.

Can We Talk?

Woodstock Community Unit School District 200 Needs Your Voice!

SchoolTalk200

DISCOVER

DISCUSS

DECIDE

DO

HIGH SCHOOL TASK FORCE

Decision 4 Decatur

DISCOVER • DISCUSS • DECIDE • DO

Decatur Public Schools
Educating for Success

CAN WE TALK?

Our current schools will be unable to house a student population that could jump to 10,000 by the 2012-13 school year.

— District 200 Facilities Study Task Force

Ann Tobias, a senior at University, will break new population is. Will District 200 have the resources needed? This first 303 meeting will members and help participants understand the changing demographics the skills are impacts.

For generations, District 200 has maintained a tradition of educational excellence. But there are very real challenges ahead — and now, more than ever, the community's input is key. District 200 created a Facilities Study Task Force to explore the impact of residential growth on the schools and how to house and educate the increasing student population.

SchoolTalk200
Woodstock Community Unit School District 200

After months of study, the Task Force recommendations are complete and ready for your review — Through a series of community open houses and meetings, you're invited to learn more about the impact of the challenges ahead. You will have the opportunity to offer feedback to the recommendations and be a part of the solution.

We're Listening.

Your feedback on the Task Force recommendations is critical. We value your ideas and suggestions and encourage you to attend an Open House.

Drop in Anytime!

Please Turn Over for a Complete Schedule of SchoolTalk200 Open Houses

For More Information About SchoolTalk200:
(815) 338-8200
www.woodstockschools.org

Sample Communications – Website/Social Media

Teaching and Learning... Every Child Every Day

Decatur Public Schools

Since 1866
Educating for Success

Home **Our District** Our Schools Parents and Students Teachers and Staff Calendar

Decision 4 Decatur

Home > Our District > Decision 4 Decatur

- Purpose and Calendar
- Reference Materials

HIGH SCHOOL TASK FORCE

Decision 4 Decatur

DISCOVER • DISCUSS • DECIDE • DO

Decision 4 Decatur

Our Strategic Plan includes goals to promote a positive learning environment and to provide facilities that are conducive to learning.

Following our Strategic Plan brings us to the purpose of this Task Force which is to guide the direction of the facility improvements for the district.

At the October 13, Board of Education meeting, two of the Tri-Chairs presented the work and recommendations of the Task Force. Brian Briggs and Patti Swinford represented the group in the presentation of the information.

Here is a very informative [Power Point](#) regarding recommendations of the Task Force. The next phase of the Task Force will be referred to as *Decision 4 Decatur*.

Please find a list of the [Facilitating Team](#) members.

Here is the [Feedback Form](#). Please complete and submit. Thank you!

Please watch this site as it will be constantly updated with new information!

Watch the DVD....
This informative DVD will help you DISCOVER the condition of the high school buildings and

Hazelwood School District

We're on the move!

Search

Home About Us Students and Parents Schools and Programs Instruction Departments HSD E-mail / Phone List HSD Intranet HSD-TV Alumni

HSD Portal > Hazelwood 1st

Hazelwood 1st

About Us
Students and Parents
Schools and Programs
Instruction
Departments
HSD Intranet
HSD-TV
Alumni
Hazelwood 1st
January 11, 2010 Meeting
February 1, 2010 Meeting

Hazelwood 1ST School District

We're on the move!

[Informational Video - Click Here](#)

It is time to reconvene Hazelwood 1st

About six years ago, more than a thousand Hazelwood School District community members came together to participate in one of the largest public engagement campaigns in Missouri. District staff members and residents attended meetings, studied issues facing the school district, collaborated, and made recommendations. And the Hazelwood School District listened.

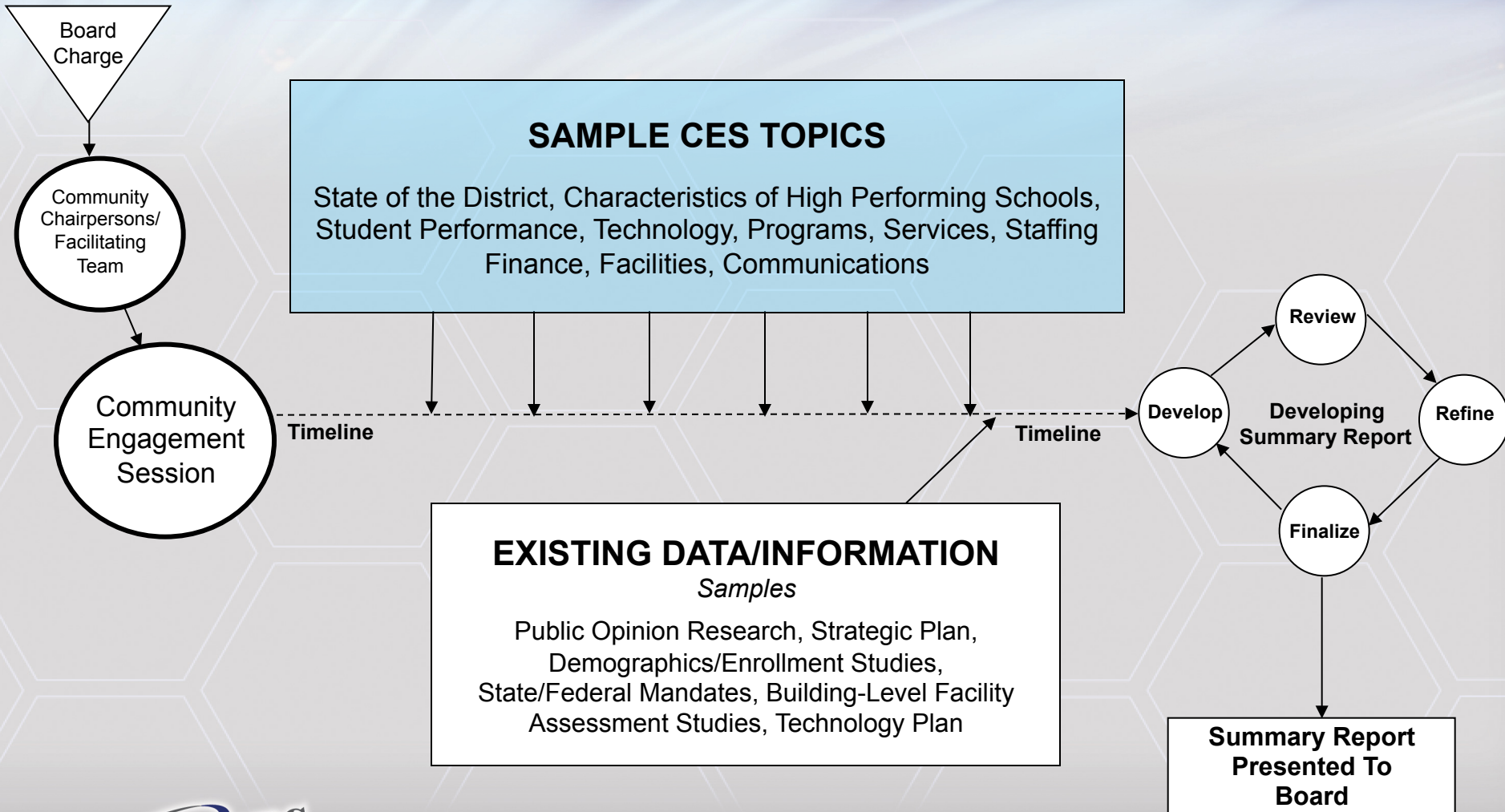
This effort produced a long-range facilities plan for our District and the recommendation of a bond initiative and tax levy, which was both placed on the ballot in 2004. The recommendations included four new middle schools and full-day kindergarten in all 20 elementary schools.

Our CE Sessions – Who

DISCUSS

- Who should be invited to participate?
 - Brainstorm names for master database of possible participants
- How can we get our community involved?

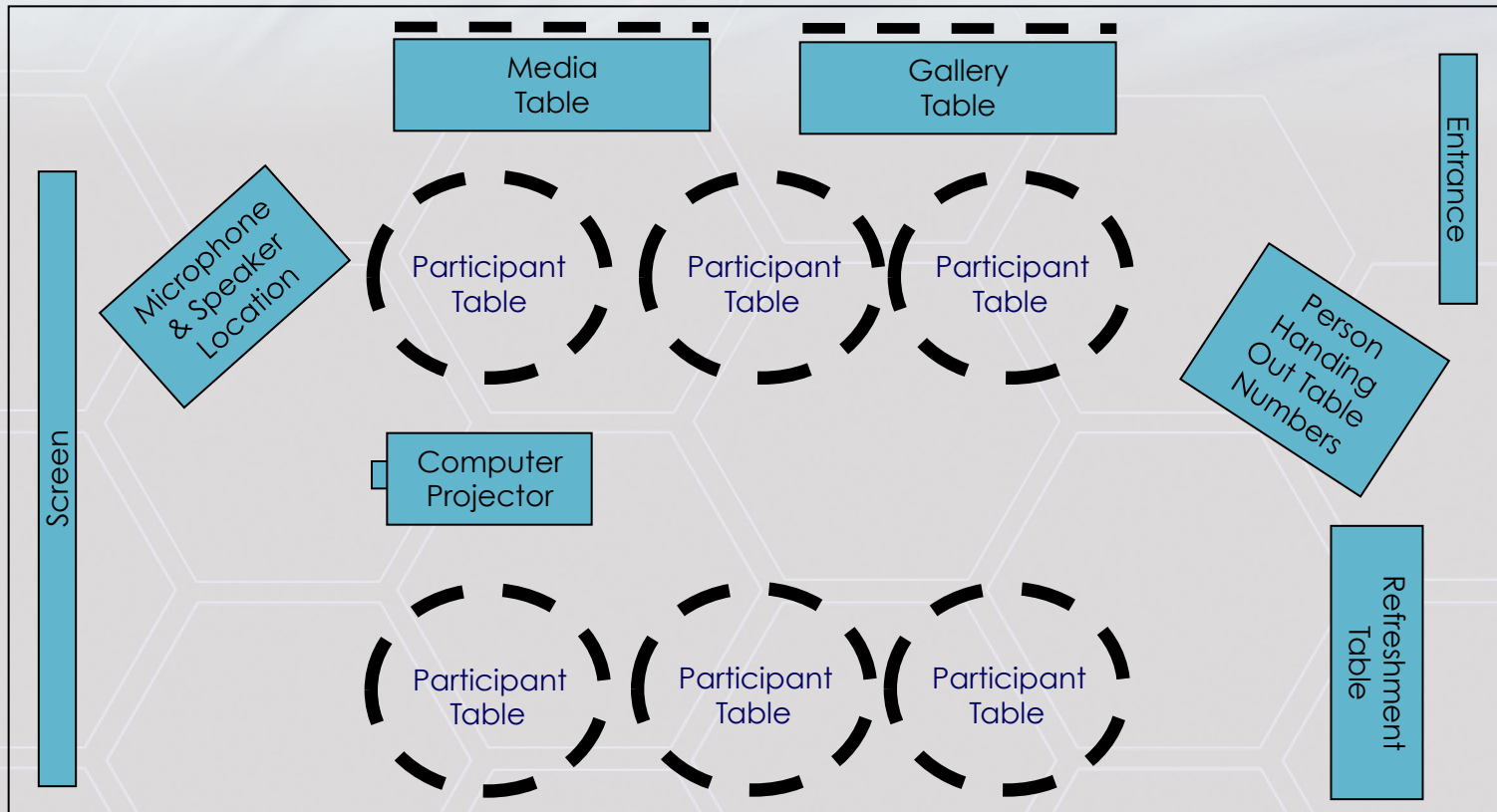
The Process



CES – Location

- Central location
- The session room needs:
 - Good Acoustics
 - Sound system with wireless handheld microphones
 - Tables conducive to small group work
 - 4-6 people per table
 - Screen and projector for PowerPoint presentations
 - Refreshments

CES – Room Setup

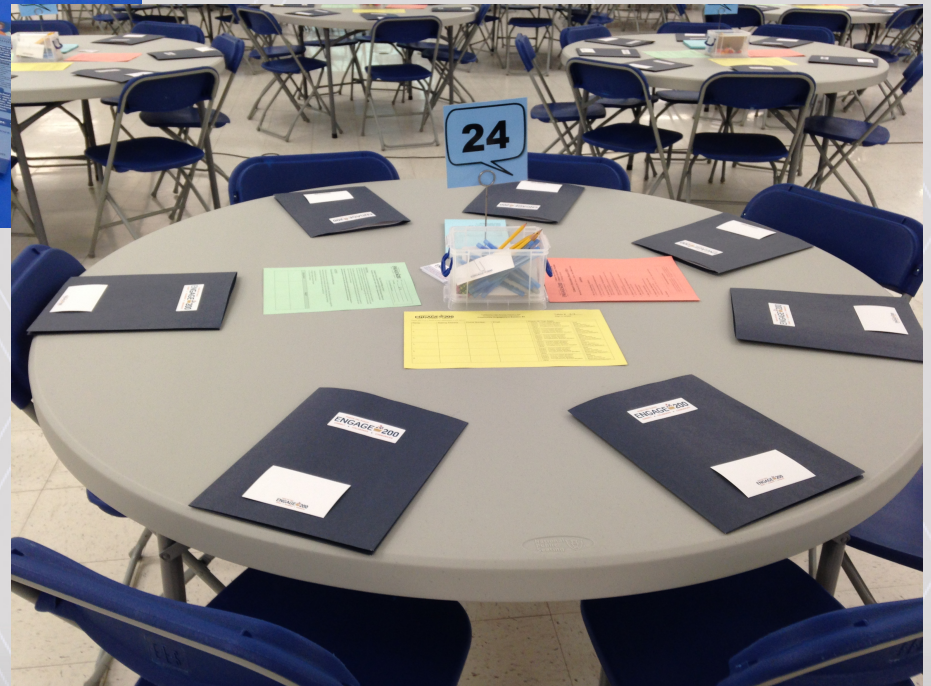


CES – Room Setup



Community Engagement

CES – Table Setup



CES – Table Setup/Agenda Packet

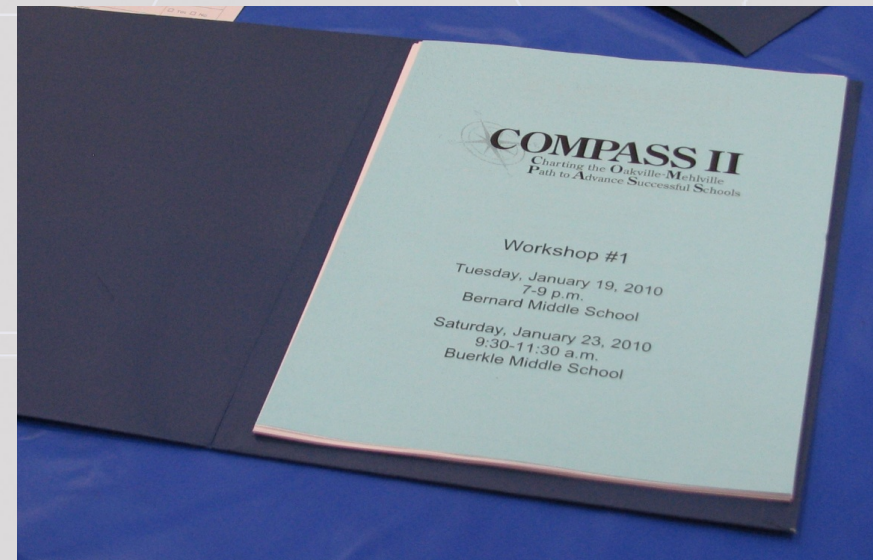
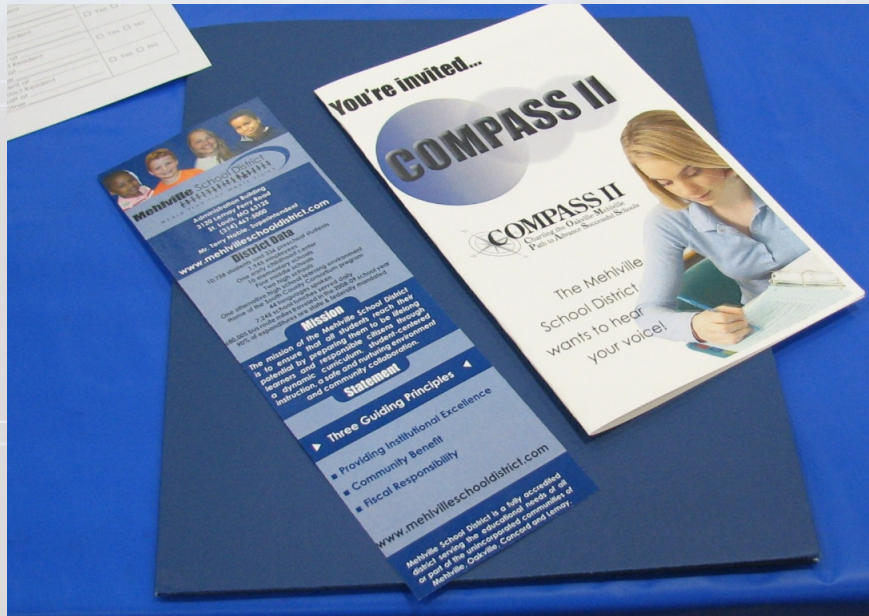
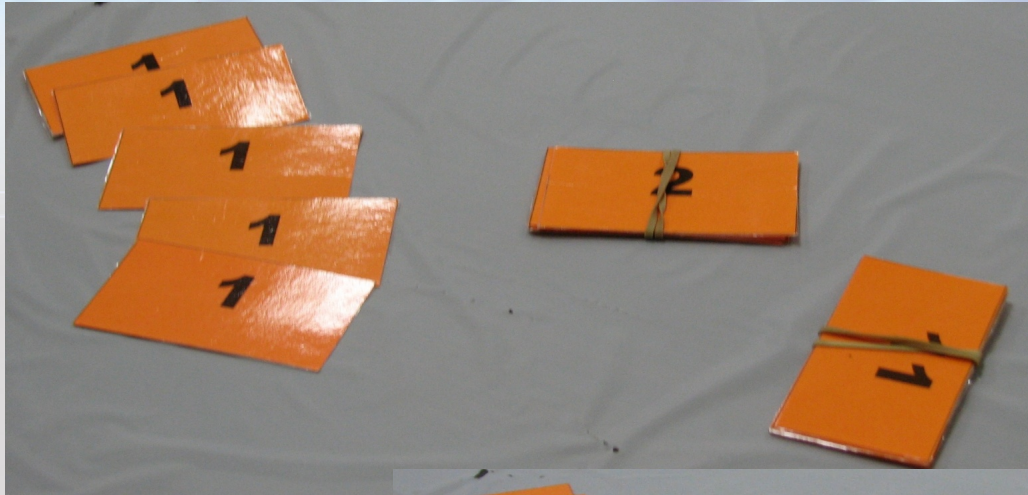


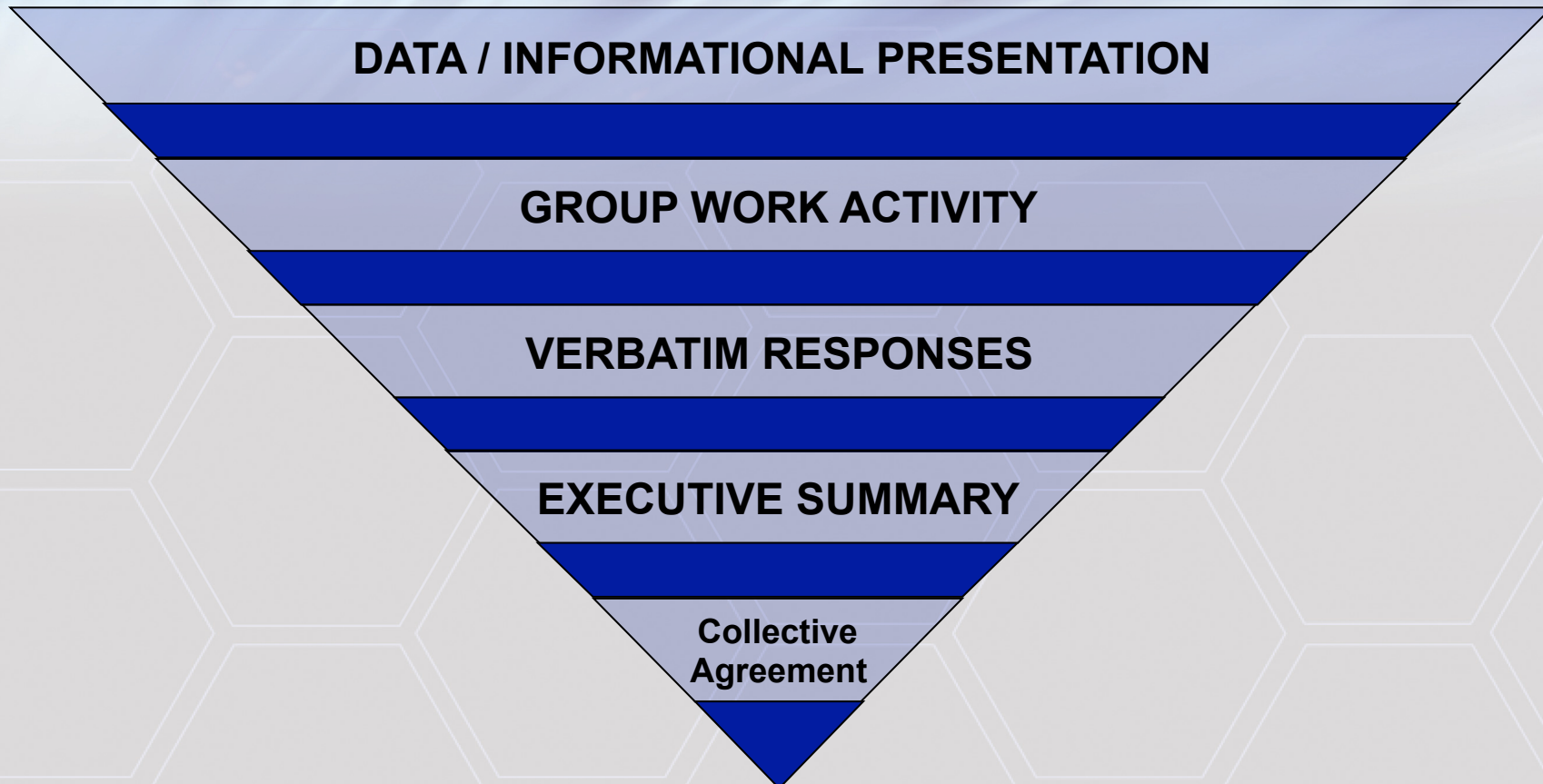
Table Small Group Assignment



Typical Session Agenda

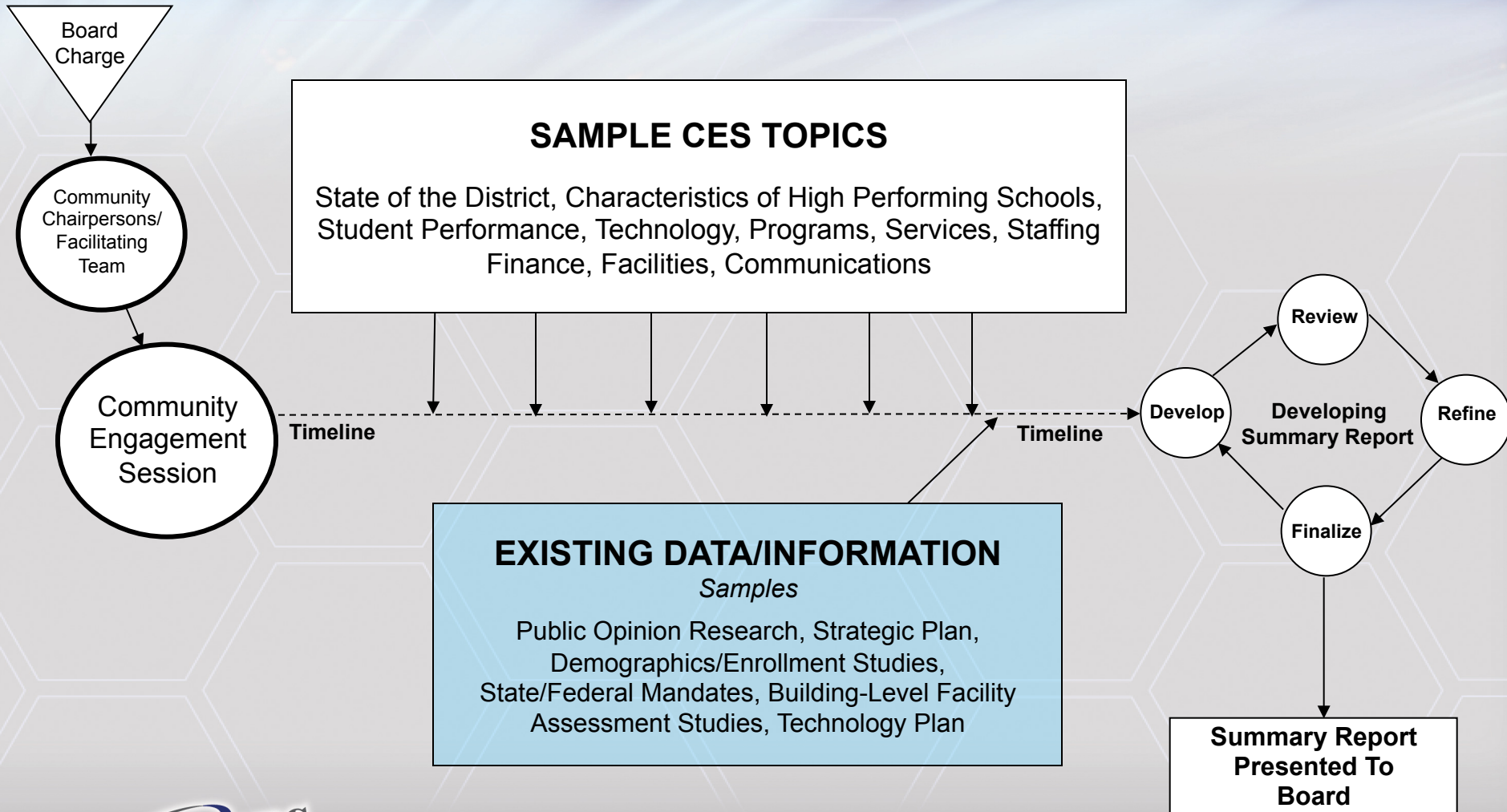
- Welcome & opening remarks
- Data / informational presentation
- Description of work activity and instructions
- Small group work
- Small groups present work results to all participants
- Closing / preview of next session

CES – Documentation

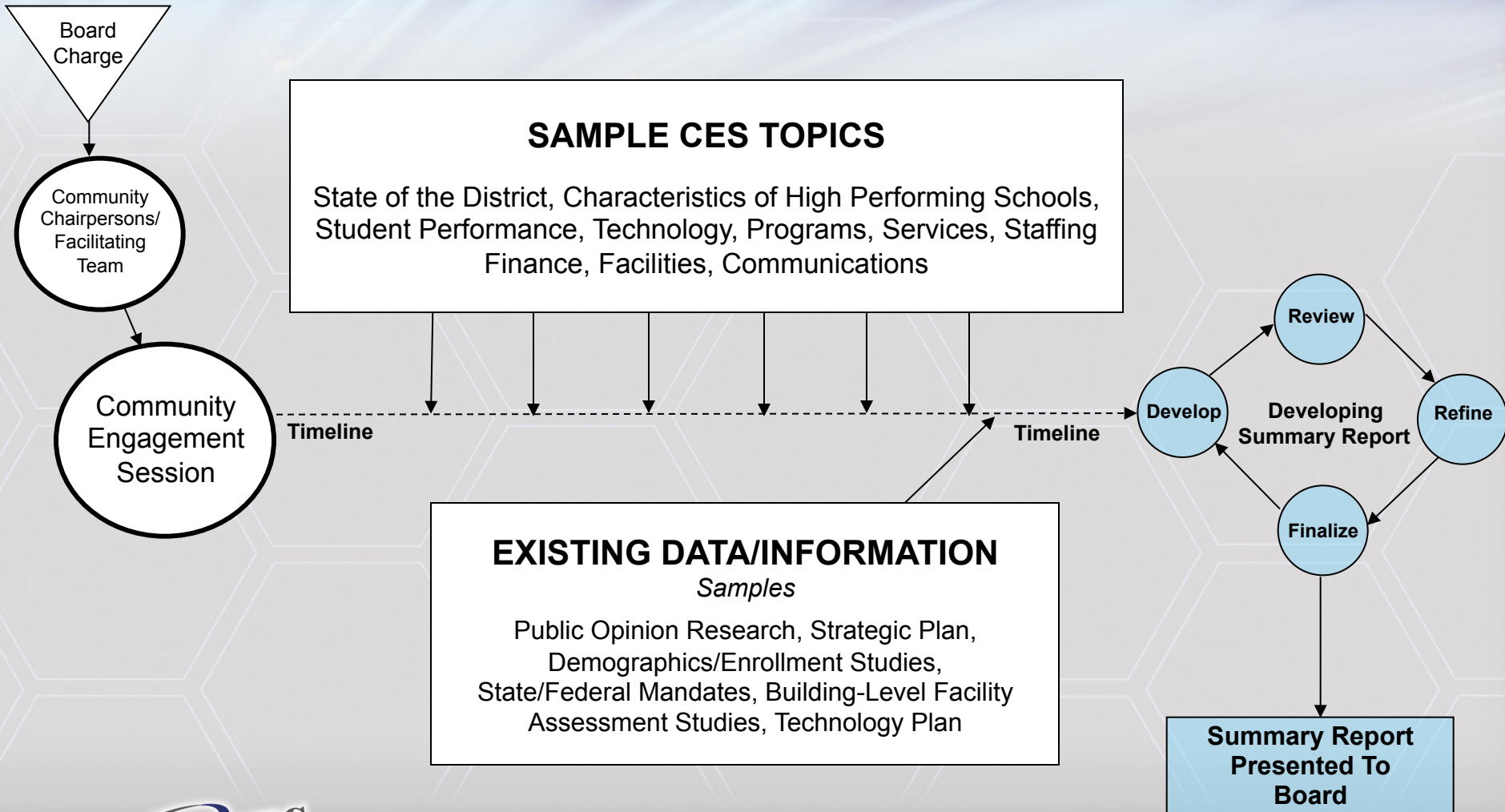


**POINTS OF COLLECTIVE AGREEMENT IN
FORMATION OF SUMMARY REPORT**

The Process



The Process



Summary Report

- Result of:
 - Key information learned
 - Collective agreement
- Develop, review, refine, finalize
- Present Report of Findings

Starting Our Process

DISCUSS

- **Facilitating Team Meetings**
 - Dates & Times
 - Location
- **Dates, Time and Location of Community Meetings and/or Open Houses**

Calendar/Syllabus

**COMMUNITY CONSOLIDATED SCHOOL DISTRICT 89
COMMUNITY ENGAGEMENT CALENDAR/SYLLABUS**

**DRAFT
WORKSHEET** – *As of April 10, 2018*



MEETING	DATE/TIME	LOCATION	TOPIC	PERSON(S) RESPONSIBLE FOR PRESENTATION
FTM 1	Tuesday, Apr 10, 2018 Time: 6:30 – 8:30 p.m.	Administration Building	Orientation/Getting Started	UNICOM•ARC
FTM 2	Tuesday, Apr 17, 2018 Time: 6:30 – 8:30 p.m.	Administration Building	<ul style="list-style-type: none"> • Calendar/Syllabus Development • Discuss Target Audiences • Project Name/Logo • Other Preparations 	• Co-Chairs
FTM 3	Tuesday, Apr 24, 2018 Time: 6:30 – 8:30 p.m.	Administration Building	<ul style="list-style-type: none"> • Brainstorm District Presentation • Prep. for CES-1 	• Co-Chairs • Presenter(s): _____
FTM 4	Day, Date _____ Time: ____ - ____ a.m. / p.m.	To Be Determined	<ul style="list-style-type: none"> • Rehearsal CES-1 Presentation • Prep. for CES-1 	• Co-Chairs • Presenter(s): _____
CES 1	Wednesday, May 16, 2018 Time: 7:00 – 9:00 p.m.	To Be Determined	Topic:	• Co-Chairs • Presenter(s): _____
FTM 5	Day, Date _____ Time: ____ - ____ a.m. / p.m.	To Be Determined	<ul style="list-style-type: none"> • Review CES-1 • Rehearse CES-2 	• Co-Chairs • Presenter(s): _____
CES 2	Tuesday, June 5, 2018 Time: 7:00 – 9:00 p.m.	To Be Determined	Topic:	• Co-Chairs • Presenter(s): _____
FTM 6	Day, Date _____ Time: ____ - ____ a.m. / p.m.	To Be Determined	<ul style="list-style-type: none"> • Review CES-2 • Rehearse CES-3 	• Co-Chairs • Presenter(s): _____
CES 3	Tuesday, June 26, 2018 Time: 7:00 – 9:00 p.m.	To Be Determined	Topic:	• Co-Chairs • Presenter(s): _____
FTM 7	Day, Date _____ Time: ____ - ____ a.m. / p.m.	To Be Determined	<ul style="list-style-type: none"> • Review CES-3 • Rehearse CES-4 	• Co-Chairs • Presenter(s): _____
CES 4	Day, Date _____ Time: ____ - ____ a.m. / p.m.	To Be Determined	Topic:	• Co-Chairs • Presenter(s): _____
FTM 8	Day, Date _____ Time: ____ - ____ a.m. / p.m.	To Be Determined	• Review of CES-4	• Co-Chairs • Presenter(s): _____

Next Facilitating Team Meeting

Day • Date • Time