

# Communication in District 64 **THEN** and **NOW**

Board of Education Meeting November 28, 2016  
Dr. Laurie Heinz and Mrs. Bernadette Tramm

## Communication is. . .

- Systemic - many and varied “touchpoints” daily, weekly, monthly and annually
- Formal and Informal
- A shared responsibility
- Focused on our mutual mission
- Exercised through message discipline
- Deliberate, thoughtful - not random acts of....
- Ongoing
- Never-ending
  - It's a marathon, not a sprint

Inspire every child to



## Communication THEN

### September 19, 2013 COW

- Reviewed five main points of contact:
  - Teachers
  - Principals/Schools
  - Areas/Programs
  - Superintendent/District
  - Board
- Presented IASB Community Engagement model (inform, consult, involve, collaborate)
- Discussed Board's 2013-15 communications goal (1 of 4 goal areas) - ultimately adopted December 16, 2013

## Communication THEN

### Board Goals 2013-15: Communications (1 of 4 areas)

1. Strengthen the **website** as a convenient source of information for parents and community members
2. Create a **more consistent experience for parents across District 64** to access and receive information about classroom/team learning activities and school news
3. Prepare a three-page **"Board Operating Plan."**
4. **Expand the information regularly provided to the community** and create a new opportunity to invite community-wide input
5. Outreach to **families speaking languages other than English**
6. Provide **Board report packets electronically**

# Communication NOW

Tonight's agenda includes:

- Progress updates on 5 main areas:
  - Teachers
  - Principals/Schools
  - Areas/Programs
  - Superintendent/District
  - Board
- Status of Board goals 2013-15 for communications area
- Discussion of Communication NEXT: 2016-17 and beyond

## Key Methods of Communication by Group

### 1 Teachers

- Curriculum Nights/Open Houses
- Parent-Teacher Conferences, student progress reports
- Newsletters, emails
- Teacher/team websites and blogs
- Twitter #engageD64
- Podcasts/Videos
- Flipped classrooms
- Email/phone messages
- Parent meetings

### 2 Principals/Schools

- All-school emails
- Monthly newsletters
- PTO/A presentations
- Close collaboration with PTO/A
- Principal Blog
- Facebook posts
- Twitter
- Email/ Phone/Meetings
- Special events, sports, and performances
- Report cards/Parent Portal
- ISBE School Report Card

### 3 Areas/Programs

- Student Learning - 21st C videos; Staff Portal Committee Corner; WOW online register
- Technology - 1:1 CB rollout, 1:1 handbook; Parent U series
- Student Services - EL families, Title I grant
- Business Office/Facilities - Infosnap online registration; residency; fee information; master facility plan
- Human Resources - HUMANeX, online staff handbook

## Key Methods of Communication by Group

4

### Superintendent/ District

- Relaunched **eNews**
- Board videos/highlights
- **Website Dashboard**
- Data - Thoughtexchange, 5Essentials, & others
- Strategic Plan - community members and survey
- CEC participation & podcasts
- **Annual Report** to community
- **Financial eReport** & postcards
- Online Student/Parent Handbook
- Research/launch **new website**
- Institute Day - all District

4

### Superintendent/ District

- **District Rebranding**
- **Strategic Plan Mission branding - comprehensive**
- Strategic Plan website & scorecard
- **Facebook**
- **Twitter @DrLaurieHeinz & @D64News**
- **Supt Parents as Partners newsletter**
- Supt **Podcast Welcome**
- **Chamber Welcome Box**
- PTA/O Presidents Council
- PTA/O evenings
- Music/arts ambassadors

4

### Superintendent/ District

- **Supt. Community Relations Council (SCRC)**
- **Community networks - Kiwanis, Chamber, speaker nights**
- **Local news media outreach**
- Beyond the Bell partnership
- New Safety & Security Plan
- Community partners (Traffic Safety, intergovernmental)
- **Refreshed Staff Bulletin**
- Website email questions
- Senior Tax Exchange Program
- Community participation on committees (BATC, CFC, etc)

## Key Methods of Communication by Group

5

### Board of Education

- Meetings - QR codes
- **Electronic Board packets**
- **YouTube channel:** District 64 Park Ridge Niles
- **Dashboard**
- Website Google word/topic search
- **Board website pages**
- Institute Day welcome
- Emails/phone/contacts with stakeholders

## Communication NOW

**ACCOLADES** - Illinois Chapter, National School Public Relations Association (INSPPRA) within the last three years:

- Golden Achievement Award - “Tech Talk Week” 1:1 learning 2014
- Golden Achievement Award - 2020 Vision Strategic Plan Branding & Launch 2015-16
- Communications Awards:
  - District 64 new website
  - CEC Quality Audit Findings podcast series
  - Financial eReport (multiple years)
  - Annual Report (2015-16)

## Communication NOW

**DATA** - from many voices, in many ways. . . quantitative *and* qualitative

- 5Essentials survey 2013, 2015 & 2017
- District priorities for superintendent - community survey 2013
- Website development community survey and focus groups 2013-14
- Calendar survey 2015
- CEC District Overview System Assessment - survey and focus groups 2015 - podcasts
- 2020 Vision Strategic Plan survey 2015
- Master Facilities Plan focus groups 2015
- Thoughtexchange community conversation 2016
- Elementary Lunch family survey 2016
- Website analytics user data report 2016
- Superintendent Community Relations Council dialogue (Ex. 2-way communication)
- In-person dialogue - District-wide from all our communicators:: PTO/A presidents council, school events, presentations at PTO/A school meetings, teacher conferences and meetings, principal dialogue, talks and ongoing participation in community organizations, intergovernmental, etc.

# Communication NEXT

- Maintain message discipline and focus on our *shared mission*
  - Focus on **growth** of every student
  - **“Repeat, refresh, and remind”** key messages
- Annual Report and Financial eReport 2016
- Data: 2nd Thoughtexchange *conversation*
- Data: Annual website analytics review - spring 2017
  - Viewership, transition to new CMS, ADA compliance process
- Data: 5Essentials Survey 2016-17 results
- Data: 2020 Vision Strategic Plan annual S-W-O-T (strength/weaknesses, opportunities/threats) update May 2017
- Calendar survey TBD

Inspire every child to



# Communication NEXT

*School Communication That Works*  
by Kenneth DeSieghardt

- 20/80 - 20% includes happy/unhappy, 80% are busy!
- To reach the 80% - focus on the topics that are of *interest to them*

David Ogilvy: *“Marketing is finding out what people want and giving them more of it, and finding out what they don’t want and giving them less of it.”*

The Patron Information Pyramid™



# Communication NEXT

## Other Ideas/Factors:

- Expanding number of District direct mail publications?
- Paid placement of D64 news in local news outlets?
- Uncertainties on national and state education landscape

## Options:

- Potential communications audit (NSPRA, Patron Insight, or comparable) - focus groups, interviews, surveys *and/or*
- Potential Illinois Policy Institute 10-point “Transparency Checklist” *and/or*
- Facilities as focus topic for community engagement (IASB model) or other methods (dependent on financing need)
  - Referendum Readiness

Inspire every child to



## In Summary

- Systemic - many and varied “touchpoints” daily, weekly, monthly and annually
- Formal and Informal
- A shared responsibility
- Focused on our mutual mission
- Exercised through message discipline
- Deliberate, thoughtful - not random acts of...
- Ongoing
- Never-ending
  - It’s a marathon, not a sprint