

BOARD POLICY EXPECTATION

The Superintendent shall not fail to prepare and execute a community/public relations plan nor fail to prepare annual school and district progress reports to the public.

CERTIFICATION

I hereby present my monitoring report on Executive Limitations Policy EL-12 “Communications with the Public” in accordance with the monitoring schedule set forth in board policy. I certify that the information contained in this report is true as of November 27th, 2007.

Mark Mansell, Superintendent

SUPERINTENDENT’S INTERPRETATION OF POLICY

I interpret the board’s expectation regarding communication with the public to mean that the district must make intentional and consistent efforts to communicate effectively with all stakeholders about the performance of the school district and the value it provides. Additionally, this expectation is founded on the board’s desire to build upon the trust and the goodwill the district enjoys with the community.

REPORT

There are seven specific areas described in this policy. The following will address each specific area of EL-12 as best as possible. At the time of this report, I believe that the district is in full compliance with five (up from three last year) of these Board expectations.

- 1. The superintendent shall not fail to establish and maintain strong links with community support groups and key communicators to ensure they are kept informed and are predisposed to provide support within the community on critical district issues to include bond/levy needs. IN COMPLIANCE***

As a district, we work hard to stay connected to stakeholders, support groups and key communicators. We do this through a variety of ways including personal contact, phone calls, Power School, school info-line messages, information meetings, open houses, community service activities and support of community activities. This year we are adding a new emergency notification system known as Connect-ED to our list of communication options. This system will be used to augment radio and television messages about school delays or closures. This tool can also be used for other special district or building messages as well as for automated community phone surveys.

Connections to specific community groups have continued to be fostered over the past year. Examples of these connections with community groups/organizations are Elementary PTO, Middle School Parent Group, City of La Center, La Center Lions

Club (health screening, Fall Carnival, etc.), North Clark County Chamber, La Center 'Our Days' Festival, Clark County Youth Football, Lewis River Soccer Club, etc. The district's offerings through our Community Education program have also expanded again this past year, which connects to students, parents and community members. Each building reaches out to connect with veterans through Veterans Day programs. We have also held a fall community meeting each of the last three years (2005 – Levy, 2006 – Growth Issues, 2007 – Ends policies and Alternative Housing Strategies) to gather feedback from stakeholders on district programs.

Each building also has unique ways to reach out to parents by holding open houses, curriculum nights, parent math nights, kindergarten meet and greet night, etc. Our high school students connect with the community through their community service requirements. They are also required, as part of their CWP curriculum, to attend city council and school board meetings, which serves to strengthen the connection between students and local government.

As superintendent, I have personally met with community groups and worked with many committed community members. I have also attended many city council meetings, assisted the La Center Float committee as well as the 'Our Days' festival committee on behalf of the district, and recently attended our community's Loaves and Fishes luncheon to speak to senior citizens about our schools.

2. ***The superintendent shall not fail to publish and distribute a district newsletter at least twice a year, reserving a column for a "From the Board of Directors" article.***
IN COMPLIANCE

A district newsletter is part of the district's communication plan. The first edition has been sent to the printer and the board reviewed the draft version at the November workshop. Up until this point in time, communications from the district level has primarily been delivered through the district's website (www.lacenterschools.org). Additionally, special notices have been sent through the mail such as the one announcing the fall community meetings. The buildings have consistently used both their websites and newsletters (mailed and student carried) to communicate to stakeholders. Examples of these newsletters are the 'Parent Link' from the high school (sent out 6-8 times a year), weekly newsletters from the elementary school staff and monthly newsletters from the elementary and middle school to parents. This information also is available through each building's websites.

3. ***The superintendent shall not fail to use multiple media resources including the district website to connect with the community and provide essential information.***
IN COMPLIANCE

The district's website continues to expand the information available to patrons. The website is done in an effort to unify and organize the information provided to stakeholders. One of the most important additions to the website this past year is designed to increase communication is in regards to our growth and district plans to meet this challenge.

In addition to the district website, we have worked hard to provide information to area newspapers (Columbian, Oregonian and Reflector) as requested. As superintendent, I have consistently made myself available to reporters to answer questions and promote our district.

4. *The superintendent shall not fail to promote and enhance the role and public profile of the board as the district's principle connection with the community, and the community's voice in governing the district.* IN COMPLIANCE

At the many events and meetings I attend on behalf of the district, I have worked hard to promote the board as the governing body for the district. The board serves to represent the owners of the La Center School District in terms of the desired organizational outcomes that are expected, and I have consistently worked to build upon this view.

One example of this is the work associated with the school district boundary petition by the board. On numerous occasions, questions about the board's role in this petition have been answered in a manner that I feel represents the board's passion and motivation for representing the community's long-term interest. This effort has been in face-to-face conversations with individuals, media interviews, state and local representatives, etc.

5. *The superintendent shall not fail to include in the annual progress report student achievement data and graduation rates, disaggregated by gender, ethnic, socioeconomic, disability, and other categories, indicating student progress toward accomplishing the Board's Ends policies.* NOT IN FULL COMPLIANCE

Up to now, the buildings have been responsible for publishing the annual progress reports. The district has never compiled these reports into one document as a whole, but instead provided the district information in other ways (e.g. board meeting, community group meetings, individual requests, etc.). The building's annual progress reports address all expectations of this policy except for the detailed system wide WASL scores. This information has been provided via our district website where there are links to the Office of Superintendent of Public Instruction (OSPI).

Since our district website continues to be a prime source of information at the lowest possible cost, the district annual report will be increasingly communicated through this media and will be referred to in district publications for promotion. Additionally, the individual building performance reports will continue to be available to patrons at each school.

To be in full compliance, the district's achievement of the Board's Ends policies must be articulated in the annual report. Since these policies have not yet been formally adopted, they will be referred to in future Annual Progress Reports in order to be in full compliance.

6. *The superintendent shall not fail to include in the annual progress report information about school and district strategies intended to address achievement*

problems and to accomplish the Board's Ends policies. **NOT IN FULL COMPLIANCE**

The building's annual reports do describe steps that are being taken to improve student learning and other building goals. The district has worked to describe these efforts through board meetings, community meetings and group/individual discussions. Since this policy calls for progress towards the board's Ends policies, which have not been formally adopted at the time of this report, and therefore I will not be able to be in full compliance until these policies are adopted.

To be in full compliance in the future, the district will connect the monitoring reports to the annual report in order to show progress towards the board's Ends policies.

7. *The superintendent shall not fail to include in the annual progress report revenues, expenditures, and costs of major programs and elements of district and school operations.* **IN COMPLIANCE**

As stated earlier, the district has never published a consolidated annual report as a single document. The individual buildings have published their own annual reports, which now include financial information. The fiscal information called for in this expectation is available on the district website along with the other components of our district annual report.