Monitoring Report - Executive Limitations Policy
EL-12, Communications with the Public

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 22nd, 2011.

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 all seven 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 sources including personal contact, phone calls, Skyward, information meetings, open houses, community service activities and support of community activities.

   As examples of this effort over the past year, district staff has connected to community groups/organizations such as La Center Lions Club (health screening, Walk-n-Knock food drive, Fall Carnival, etc.), Elementary PTO, LC Boosters, La Center Educational Foundation, Music Association, Community Foundation, Middle School Parent Group, City of La Center, La Center 'Our Days' Festival, Clark County Youth Football, Lewis River Soccer Club, etc. The district's offering of Community

Education programs continues to be strong, and makes many positive connections with students, parents and community members with the district beyond the traditional school day. Each building connects with veterans through their Veterans Day programs in November. We have also held a fall community meetings each of the last seven years (2005 – Levy, 2006 – Growth Issues, 2007 – Facilities, 2008 – Graduation Requirements and Growth Issues, 2009 – Fiscal Challenges Caused by State & Federal Budget Reductions, 2010 - General updates, funding and concerns and 2011 – General Topics such as math curriculum, pathways to future/graduation, etc.). These linkages have been very valuable for us to gather feedback from stakeholders on district programs, to seek advice on direction for the district and to gain information regarding compliance with the expectations of the Board.

Each building works hard to connect to parents and community in many ways. The following are some examples of these efforts:

ELEMENTARY: There are many ways in which we ensure members of our learning community are kept informed of critical district issues. Some of these ways include PTO meetings, Fall and Spring conferences, school newsletters, class newsletters, school website, elementary Board reports e-mailed home & to staff, monthly Round Table Talks with Mr. Lincoln (starting in January), reader board, concerts, Curriculum Night, meetings with individuals, bulletin boards, and mass e-mails.

MIDDLE SCHOOL: The middle school staff communicates with their learning community in many different ways. One key example is the "Principal's E-Mail List", which has grown from 160 addresses last year to 300 this year. At each school event David has a sign up list to get as many parent email addresses as possible so as to share information regularly. He has sent out information through this conduit beyond the traditional methods of communication used. Examples of the types of information shared via the principal's email list are:

- School Board Principal Report
- Annual Report
- Surveys/Feedback – e.g. Student surveys are becoming key to improvement.
- School Changes – e.g. Schedule Change in November.
- Upcoming Events – Parent Teacher Night, Welcome Back BBQ, Band Recitals, etc.
- Volunteer Opportunities within the middle school.

HIGH SCHOOL: The high school uses a variety of methods to communicate with members of their learning community. Examples of this are:

- Skyward – this system provides parents with the ability to see their student's grades, teacher's websites which many include daily lesson plans.
- School Board Principal Reports – posted on the district website
- Annual Report – available on the district website and in paper form if requested.
- Booster Club – newly established and working in tandem with the high school.

- School Board Showcases – high school presents at least one key point/project the students and teachers are working on or have accomplished.
- Linkage Meetings – provided with the board for students, community, teachers and administrators.
- District Web pages – the high school website is continually being updated.
- Parent-Link newsletter.

As superintendent, I have also personally met with community groups and worked with many committed community members as part of past bond and levy campaigns and community efforts to enhance our schools. I have also attended city council meetings, participated in community functions and serve as a member of the La Center Lions Club.

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
The district publishes a fall and spring newsletter that does include a section for the board. Over the past few years, this section has been used to highlight different board members rather than a specific topic from the board. However, if the board chooses to have a specific topic to discuss with the community, this could be easily included.

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 uses many forms of communication to provide information to students, parents and community about school successes, opportunities and future challenges. The website once again continues to serve as a key source of both current information as well as archival information for patrons. We also use traditional methods of communication via newsletters, traditional letters, post card notices and the district's reader board. Additionally, the district continues to use the School Messenger phone/email system to communicate with parents regarding emergency situations.

In addition to the above-mentioned methods of communication, we have worked hard to provide information to area newspapers (Columbian and Reflector) as requested. Examples of this were articles on the Governor's proposed budget cuts, our move to expand kindergarten from 2.5 days a week (average) to 4 full days per week along with articles about the lawsuit we are working on from the incidents that occurred in 1981/3. I have consistently made myself available to the media (at virtually all hours and days, as the main reporters have my personal cell phone number) to answer questions and to represent/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**
Throughout the course of my duties, I have the opportunity to represent the district in many different events and various meetings. In many of these meetings, I have had

the opportunity to promote the board and detail some of their actions as the governing body for the school district. Some examples of these meetings include ESD and Clark County superintendent meetings, Quality Education Coalition meetings, KWRL meetings, WASA meetings, 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*.** **IN COMPLIANCE**
   The district's annual report is available on-line in the community section of the district's website (www.lacenterschools.org). As allowable by law, the information required of the section is included in my Ends-2 policy monitoring report that is available online. Some data only represents a small number of students, and would potentially violate their right to privacy. Therefore, if any information is left out it is only due to this situation.

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*.** **IN COMPLIANCE**
   Within the district's annual report (available online), a brief description of what the district is working on is included that relates to meeting 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 in number 5 above, the district's annual report is available on-line in the community section of the district's website (www.lacenterschools.org). We have also expanded information on the website in many other areas.