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 23rd, 2010.

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 North Clark County Chamber, La Center Lions Club (health screening, Walk-n-Knock food drive, Fall Carnival, etc.), Elementary PTO, 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 meeting each of the last six years (2005 – Levy, 2006 – Growth Issues, 2007 – Facilities, 2008 – Graduation Requirements and Growth Issues and 2009 – Fiscal Challenges Caused by State & Federal Budget Reductions, 2010 - General updates, funding and concerns) to gather feedback from stakeholders on district programs and seeking advise on direction.

Each building works hard to connect to parents and community in many ways.

ELEMENTARY: There are many ways in which the elementary school ensures members of their 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, 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". 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
- Reminders to Parents about 3 Hour Study Hall
- Surveys/Feedback – e.g. Caffeinated drinks, PE Uniforms,
- School Changes – e.g. Schedule Change in November
- Upcoming Events – Parent Teacher Night, Welcome Back BBQ, Band Recitals
- Volunteer Opportunities within our 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/or in paper form provided.
- 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 personally met with community groups and worked with many committed community members as part of past bond and levy campaigns. I have also attended city council meetings, participated in community functions and serve as part 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 are articles on how we realigned our principals at the start of this school year and how the district refinanced bonds to save taxpayers hundreds of thousands of dollars.

   As superintendent, I have consistently made myself available to reporters to answer questions and promote our district. Examples of this are the recent issue involving the lawsuit against the district or the state's effort to pressure schools to sign on the Race to the "Trough" (RTTT) funds and our resistance to joining.

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.

   As an example of this work, we have received many inquiries about our work with Policy Governance. Furthermore, interest in the district's new graduation requirements has been strong. I was asked to present to regional superintendents our

work on graduation requirements and our pathway model. As you know, we are also presenting this topic at the state school directors' annual meeting in Spokane. I have also been asked to present this information at the Small School Conference in Wenatchee next spring.

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), it includes a brief description of what the district is working on relative to meeting the board 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.