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 26th, 2013.

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**
   We continue to 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, informational meetings, Linkage meetings, open houses, curriculum nights, 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, LC Music Association, Community Scholarship 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 continue to be strong making 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. Furthermore, we have continued to hold a fall community linkage meeting each of the last eight 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, 2011 – General Topics such as math curriculum, pathways to future/graduation, 2012 – Levies, technology and math curriculum and 2013 – Common Core, Highly Capable and Technology). 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. Many changes have resulted in programs and services due to this feedback from stakeholders.

Each building staff also works hard to connect to parents and community in site specific ways as well. 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, 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. When Mr. Cooke was principal he sent out information through his parent email list and met with issue specific groups to build strong learning and support partnerships with stakeholders. A few examples of what he has shared with stakeholders include:

- Concerns and available supports for parents dealing with teen suicide
- School Board Principal Report
- Annual Report
- Surveys/Feedback – e.g. Student surveys are becoming key to improvement.
- School Changes
- Upcoming Events – Parent Teacher Night, Welcome Back BBQ, Band Recitals, etc.
- Volunteer Opportunities within the middle school.

Mrs. Landerholm has also taken on many of these same efforts and has begun to add a few of her own. Her ability to form strong relationships will help our middle school staff reach out to stakeholders even more. Since she has been our middle school principal for only a few months, next year's monitoring report will more clearly represent her work in 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 and teacher's websites on 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 – a recently reestablished group of parents and community members working in tandem with the high school staff.
- School Board Showcases
- 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. This past year I have had the pleasure of working with a very dedicated group of community patrons focused on developing a community awareness and network of support for students in crisis (e.g. drug and alcohol abuse, teen suicide, etc.) call the La Center Community Coalition. I have also attended many 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 continues to serve as a key source for 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. A recent example of additional articles included the Columbian regarding our

iPad/Chromebook, BYOD initiative. Additionally I have consistently made myself available to the media (at virtually all hours of the day and days of the week). The main reporters have my personal cell phone number to connect with me so I can 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 and WASA meetings. I also serve as the chairperson for the ESD 112 Risk Management Cooperative (our insurance providers), Chairperson of the ESD 112 Special Educational ESA, Chairperson for the Clark County Skills Center Executive Council and Chairperson for our Regional Legislative Ad-Hoc Committee. Beyond this, I serve on our state-wide Board of Directors of WASA and represent the westside of the state on WSSDA's Superintendent Evaluation Advisory Committee. In all these out of district points of service, I consistently champion the expectations of our Board.

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.