

BOARD POLICY EXPECTATION

With respect to interactions with the community (parents, students, and the general public), the Superintendent shall not fail to ensure that all stakeholders are treated with respect and dignity at the district level, within each school and classroom.

CERTIFICATION

I hereby present my monitoring report on Executive Limitations Policy EL-2 “Community Relationships” in accordance with the monitoring schedule set forth in board policy. I certify that the information contained in this report is true as of April 18th, 2018.

Dave Holmes, Superintendent

SUPERINTENDENT’S INTERPRETATION OF POLICY

I interpret this expectation regarding community relationships to mean the Board believes the district must interact, support and communicate to all community stakeholders in a positive and supportive manner. By operating in a manner that is proactive, transparent and sincere, we will increase the likelihood that a positive and supportive learning culture will be developed for students and therefore maximize the opportunity students will have to accomplish the expectations set forth in the Board’s Ends Policies. This process will also build the capacity of the district to serve students and meet the overall community expectations for the success of us all.

REPORT

There are seven specific areas described in this policy. The following will address each specific area of EL-2 as best as possible. At the time of this report, I believe that the district is in compliance with all the Board’s expectations.

1. ***The superintendent shall not fail to build upon the positive image of the district.***
IN COMPLIANCE

Our entire district team has done a very good job of building upon and protecting the positive image of our district. We have many traditional events, practices, communications and interactions that occur each year. This year has been a year where we continued to modify and enhance many of those traditional events and practices with an eye toward improvement. Many of these changes were simple tweaks and some have been wholesale re-engineering. During the current year, we’ve had many positive news articles on topics such as our athletic teams, our knowledge bowl and FBLA groups along with our efforts to build a new middle school and dealing with the growth of our district and community. I’m not aware of

any published articles this past year that were critical of the district! We have also had many, many positive community engagement efforts such as Kindy-Cub nights, incoming freshman orientation, the district backpack event and Veterans Day assemblies to name just a few. In addition, we've done a great job of partnering with our parent support groups to continue many popular events such as fall carnival, christmas bazaar, family movie nights and book fairs. All of these events are huge successes and provide both parent and community involvement, but also enhance the image of the district. Therefore, I believe strongly that we are in compliance with this expectation.

2. ***The superintendent shall not fail to take reasonable steps to communicate with stakeholders through regular communications (e.g. newsletters, website, email, etc.). IN COMPLIANCE***

During this current year, we have continued to expand and upgrade our electronic platforms. We have improved and maintained a "well visited" facebook page, totally redesigned, launched and then expanded our webpage and increased our email and electronic communication with parents. Based on my personal purview of webpages for other districts in our ESD, I believe that we have more relevant content than anyone else available to our stakeholders on our webpage. Additionally, we have used School Messenger (telephone communication system) on several occasions to inform parents of important news beyond school weather delays and closures. All in all, we have received very positive feedback from stakeholders about our communications, changes to formats and responsiveness to inquiries.

To facilitate better feedback from stakeholders as part of essential two-way communications, we have organized our usual linkage meetings throughout the year. Whether this is with students, parents, staff, community or elected officials, linkage meetings provide not only the Board, but also the organization with valuable perspectives, ideas and feedback from those we serve. Finally, we have held numerous community nights with and without the Board where we have invited the community in to listen and communicate with us on numerous topics from the new school bond to school safety and bullying and harassment. I am confident there is ample evidence of not only reasonable steps being taken, but that significant opportunities have been increased to provide many opportunities for strong two-way communication with stakeholders.

3. ***The superintendent shall not fail to appropriately involve stakeholders in an advisory capacity in important issues which impact them directly; nor fail to provide to district advisory groups, such as those formed for curriculum, facilities, and levy/bond matters, a formal charter document advising each such group of its purpose, organization and functions. IN COMPLIANCE***

We have refilled positions on our IMC committee to maintain broad community representation. Over the past year, we have worked closely with different

stakeholders to discuss and make decisions around continued changes and improvements to our special education services. Our bond support group expanded its membership to over 125 stakeholders and via Citizen's for La Center Schools had unprecedented success with the bond passage. I'm currently working to create a "local trades" advisory/review committee to give input on our MS building process. Our administrative team continues to represent the district with attendance and participation in outside support groups such as the music association, the booster club and the PTO. Kathy Bounds as our new CTE coordinator has revitalized our CTE advisory committee with new members and great attendance and participation. All of this creates two way communication that is used to gain input from a variety of special interest stakeholders that in turn increases the capacity of our district.

4. ***The superintendent shall not fail to build positive relationships with the media as an important conduit of communication with the public. IN COMPLIANCE***

As the district spokesperson, I continue to have opportunities to interact with the media this year. The primary media connections over the past year have been with *The Reflector* Newspaper and ClarkCountyToday.com. The district has built a very positive relationship with Ken Vance the editor of *Clark County Today* while he was the editor at *The Reflector*. He has written a number of positive, interesting and informative articles about our district. We have had many media interactions about the exciting happenings in the district that included stories on our students, activities, sports and educational achievements/opportunities. All of these news stories continue to give information to stakeholders as well as build on the positive image of the district, many beyond our district. Good relationships pay off!

5. ***The superintendent shall not fail to build positive relationships with community businesses, service and community groups and other community groups involved in building a positive school community. IN COMPLIANCE***

We continue to enjoy many positive relationships with community businesses and organizations that have been cultivated over the years that enrich our school community. Some of these include the La Center Community Foundation, the Casino Charitable Trust, ESD 112, La Center United, Citizens for La Center Schools, the Lions Club, the city of La Center and the La Center Police Department to name a few. All these organizations help make our school community better, stronger and safer through their selfless contributions of resources, manpower and expertise. I have tried to maintain those relationships in the spirit of this expectation and at the same time re-engage our relationship with the city and the mayor. As we begin building the new middle school, our relationship with the city and the mayor will be vital! Most recently, we've had conversations with representatives of the Ilani Casino to develop a positive, mutually beneficial relationship with them. We most recently held a "special education and the law" event at the casino for which they provided the meeting space.

6. ***The superintendent shall not fail to be visible and approachable as the CEO of the school district. IN COMPLIANCE***

I continue to see this expectation has having two distinct parts that work together. Being visible is about being where students, teachers, parents and community are and then being approachable while at those events or in those areas.

I pride myself on being both approachable and frequenting places and times where the district is conducting our business of teaching and learning. I believe that being approachable and inviting of conversation, criticism, and ideas is built over time with trust and building of connections. I've worked for over two decades to build those community connections and continue to do so everyday. I feel like I know almost everyone in our district. Many of our current parents on the K-8 campus and a few at the HS are my former students and/or athletes. This gives me a huge advantage in making connections and building trust.

Over the past year, I have attended concerts, performances, competitions, classrooms, athletic events, orientations, community events/meetings, city council meetings, county council meetings, ESD meetings and state meetings on behalf of the district. As with last year, I've met with our local legislators numerous times and have corresponded with them on an ongoing basis during this very important legislative session. All these events/meetings allow me to learn a great deal about how our schools are serving students and meeting the expectations of stakeholders while building lasting relationships and sending the message of approachability.

7. ***The superintendent shall not fail to prepare annual school and district progress reports to the public. IN COMPLIANCE***

The annual reports are completed in the fall of each year for the previous year. The current annual report for each school is available online at each school's website and in hard copy in each office. Each report includes all items required by state law at a minimum, but goes beyond that in many areas to share the successes with stakeholders. I said last year that this was an opportunity for change, and that this area would be a focus in the fall in order to make the reports and documents more meaningful to the board and community stakeholders. I believe we were highly successful in this regard. This was the first year in many that the district had a "district improvement plan" that was built upon the three "building improvement plans." Our annual report was done in a professional manner that was used to also promote our bond and build positive view of the district. We not only published our annual report, but a very thorough improvement plan as well.