



SUPERINTENDENT'S
COMMUNITY
ADVISORY COMMITTEE
ON INVESTING IN
EDUCATION EXCELLENCE

Communications & Community Engagement Subcommittee

UPDATE TO FULL COMMITTEE

Thursday, October 13, 2005

Today's Agenda

- Learnings from 9/27 community meeting
- Focus group topline
- Recommendations on next steps



Community Meeting #2

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- **Interactive format (same as CM #1)**
- **Promotion relative to CM #1 slightly scaled back (email, Spanish-language radio)**
- **Another opportunity to describe full scope of community engagement efforts to participants**



Goals

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Target		Actual
100 people in attendance	-	87 people in attendance (vs. 121 at CM #1)
Diverse representation	√	Gender, geographic, and ethnic diversity (including representation from Vietnamese, Oromo, Tigrigna, Somali, Spanish, Lao, Cambodian, Filipino & Chinese communities)
High quality/usable feedback	√	Constructive tone, productive input



Elements of a Successful School

Top priorities:

- Teacher quality
- Rigorous curriculum
- Leadership



Elements of a Successful District

Top Priorities:

- Leadership
- Accountability
- Financial management
- Family & community partnerships



Relative Importance

Top Picks:

- School choice
- Special education
- District-level strategic and long-term planning
- HR/recruiting



Other Ideas

- **Pay for transportation (free & reduced lunch model)**
- **Consolidate schools**
- **Limit choice**
- **School Board reforms**
- **Institutional memory**
- **Hire for diversity**
- **Real estate professionals**
- **Begin teacher hiring process earlier in year**



Outcome

- Summary emailed to all participants & posted to website
- Input to be reviewed in context of broad range of input received by Committee over next few months



Focus Groups

- **Designed & moderated by Grove Insight**
- **6 of 8 groups conducted earlier this week:**
 - **Mon 10/10: North-end parents, South-end parents**
 - **Tues 10/11: High school seniors, teachers**
 - **Wed 10/12: Taxpayers, private school parents**
- **Initial learnings**
- **Upcoming groups**
 - **Thurs 10/13: African-American parents**
 - **Thurs 10/20: Latino parents**



Recommendations

- **Three CE initiatives originally planned for early November**
 - 3rd community meeting (11/1)
 - Telephone survey (week of 11/7)
 - Neighborhood Meet-Up Day (11/12)
- **Purpose**
 - Solicit feedback on full complement of Committee's recommendations (short- and long-term)
- **Recommendation**
 - Keep 11/1 meeting on calendar (*test revenue enhancement recos*)
 - Postpone survey and NMD to early '06
 - Add 4th community meeting for early '06

} *Test investment
guidance recos*

