



SUPERINTENDENT'S
COMMUNITY
ADVISORY COMMITTEE
ON INVESTING IN
EDUCATION EXCELLENCE

Communications & Community Engagement Subcommittee

UPDATE TO FULL COMMITTEE

Thursday, September 22, 2005

Today's Agenda

- Learnings from 9/13 community meeting
- Plans for 9/27 community meeting
- Market research update
- Neighborhood Meet-Up Day overview



Community Meeting #1

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- Interactive format
- Extensive publicity
- Chance to describe full scale of community engagement efforts to participants



Goals

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Target		Actual
100 people in attendance	√	121 people in attendance (plus an additional 50-60 facilitators, note takers and observers)
Diverse representation	√	Gender, geographic, and ethnic diversity (including representation from the Oromo, Somali, Latino, Vietnamese and Chinese communities)
High quality/usable feedback	√	Highly constructive tone, productive input



Strengths

- Choice*
- Community support
- Committed teachers
- Diversity
- Special education
- Programs

** The issue of choice elicited a great diversity of opinion.*



Weaknesses

- **Accountability (lack of)**
- **Equity/consistency between schools and programs**
- **Leadership (District and Board)**
- **Lack of adequate funding**



Do Better/Differently

- **Communication**
- **Marketing**
- **School & family partnerships**
- **Align budget with academic priorities**



Community Role

- **Accept trade-offs**
 - Reduced choice/transportation
 - Closed or re-purposed schools
- **Invest time**
- **Invest money**
- **Keep kids in SPS**
- **Lobby elected officials**



Outcome

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



9/27 Community Meeting

- Interactive format, consistent with CM #1
- Discussion topics evolve from “hopes, dreams, expectations” to “priorities and tradeoffs”
- Outreach to 9/13 participants – bring a friend
- Need all committee members to act as facilitators



Market Research

- **Kick-off meeting with Grove Insights**
9/21
 - Focus groups
 - Telephone survey (n=800)



Neighborhood Meet-Up Day

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- Saturday, November 12, 10:30am – 12:00pm
- Unprecedented city-wide “Day of Conversation” about future of Seattle Public Schools
- Numerous, simultaneous, neighborhood-based discussions, taking place in homes, schools, churches and community centers, providing groups of friends & neighbors the chance to evaluate the Committee’s budget recommendations
- Draft overview w/further details in briefing book

