



## Engagement Protocol



*Every student achieving, everyone accountable.*

# How we have listened



More than 3,000 internal and external stakeholders helped shape the strategic plan, including specific feedback on district communications and engagement:

- In-person interviews
- Small group discussions
- Opinion surveys
- Community meetings with break-out groups on engagement
- Comment cards
- Email feedback

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## Honoring our commitment



- In June, we committed to involving the community in developing the protocol for how the district engages families and the community in major projects
- The protocol as drafted reflects the extensive feedback we received in the 2007-2008 school year
- We are now presenting the draft protocol to key civic and family advocacy groups to get their input

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# Consulting families and the community



Key civic and family advocacy groups are being consulted during this process:

- School Family Partnership Advisory Council
- Alliance for Education Community Engagement Task Force
- Seattle Council PTSA
- Communities and Parents for Public Schools
- Key leaders of the Refugee Impact Grant
- Friends of the Secondary Bilingual Orientation Center

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## Input from students and staff



We are also using internal communication channels to reach staff and students as well as the broad community:

- “Get Involved” button on SPS website quickly directs visitors to the engagement protocol, staff contact and email to provide feedback
- Feature articles being published in *School Beat*, *Principal Communicator* and *Classroom Connection*
- Principals being provided with information to drive students to the website to share their thoughts

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# Draft engagement protocol



The protocol serves as a guarantee for how the district will communicate and engage with key stakeholders for each major project of the strategic plan:

- Post project information on the SPS website (“Get Involved” section)
- Make translated versions of documents available through the web and utilize culturally appropriate channels to reach bilingual families
- Share information through articles in district outbound newsletters
- Issue press releases to spread information via the news media
- Update the school board quarterly and acknowledge what feedback was received

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## What we have heard so far



Several themes have emerged from the initial feedback on the protocol:

- Stakeholders like the district's commitment to acknowledge how feedback is used but want more clarity on how that will be shared
- SPS should commit to notifying stakeholders when additional engagement opportunities will be available for a given project
- The district needs to allow sufficient time for stakeholders to take advantage of engagement opportunities
- Stakeholders need more clarity on how multiple modes of communication will be used in various projects
- The district should identify measurements of success

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# Project timeline



Timeline	Project Activity
Aug. 21, 2008	Draft engagement protocol posted on SPS website
Sept. 2008	Presentations made to the School-Family Partnership Advisory Committee and Alliance for Education
Sept. 2008	School Beat article published and translated versions of protocol made available (eight languages)
Sept - Oct. 2008	Input sought from other family/community groups
Oct. 2008	Articles in Principal Communicator and Classroom Connection
Oct. 2008	Feedback summarized and shared with community
Oct. 2008	Engagement protocol finalized based on recommendations

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## Let us know what you think



- Review the draft engagement protocol by visiting <http://www.seattleschools.org> and clicking on the “Get Involved” button
- Send your input via email to [goodnews@seattleschools.org](mailto:goodnews@seattleschools.org)
- Contact Bridgett Chandler, Executive Director of Communications, at 206.252.0200.

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