

# Outreach Activities Seattle Public Schools Strategic Plan

Updated May 9, 2008

## SUMMARY OF ACTIVITIES AND MATERIALS

Seattle Public Schools (SPS) is engaged in a district-wide strategic planning process to advance academic achievement for every student. This process began by listening to hundreds of stakeholders, and focused input has shaped the plan throughout its development. The final strategic plan will include strategies to address the following key areas that emerged from stakeholder input:

- Ensure excellence in every classroom
- Strengthen leaders throughout the system
- Build an infrastructure that supports our schools
- Implement performance management systems
- Improve stakeholder engagement

Outreach before the end of the school year has **four main goals**:

- 1) Present our vision for Seattle Public Schools
- 2) Inform the community of the context for the plan and the foundational strategies that must be undertaken in the next 15-24 months
- 3) Provide opportunities for the community to continue to help shape the plan in two key ways:
  - a. Provide input on the development of the district's stakeholder engagement approach moving forward
  - b. Get information about and provide input on specific aspects of implementation plans for strategic plan strategies as they are developed
- 4) Commit to reporting back to the community with the adopted plan and next year's approved budget, and reporting regularly through annual reports and other means on how the district is doing in terms of executing against the adopted strategies

SPS will seek to inform and seek input from a **range of audiences**:

- Internal: students, teachers, other educators and school-based staff, principals and other school leaders, central district staff and the school board
- External: families, civic, business and community leaders and the general public

**A range of materials** will be developed for use in many of these activities, including, but not limited to:

- PowerPoint presentation for all SPS public meetings and presentations

- Talking points for presenters
- Summary handout document (*described in detail in this plan*)
- Handouts specific to the thematic areas of the plan

SPS offers many opportunities for the community to be a part of the strategic planning process. Below is a brief description of the engagement activities, some of which are already underway. *Please note that input received through these activities will be shared with the school board and posted on our website prior to the June 4, 2008 vote.*

## WEBSITE UPDATES AND EMAIL FEEDBACK

Continuous posting of plan documents, notices of events, and summaries of ongoing input.

***Purpose/Goal:***

- Inform the school community and general public about the strategic planning process
- Share materials relevant to the development of the plan
- Provide a mechanism for range of audiences to seek information and offer comments

***Key Audiences:*** Families, staff, community leaders and general public

***Timing:***

- Implemented in late 2007
- Updated throughout the process as new reports and presentations are created
- Next major update will follow the May 7 board workshop
- E-mails answered on a continuous basis

***Format/methods:*** All materials posted on the strategic planning website at [www.seattleschools.org/area/strategicplan/information.xml](http://www.seattleschools.org/area/strategicplan/information.xml); email feedback received via [strategicplan@seattleschools.org](mailto:strategicplan@seattleschools.org) and answered by appropriate staff member

***Materials/Tools:*** New postings will include all materials presented at May 7 board workshop, any additional reports and summaries, all materials for public meetings moving forward, and summaries of input from engagement

## E - NEWSLETTER AND EMAIL CAMPAIGNS

Feature articles in SPS outbound communications including *School Beat*, *Classroom Connection* and *Principal Communicator*.

**Purpose/Goal:** Update each audience on progress of strategic planning process and encourage participation in engagement activities

**Key Audiences:**

- *Principal Communicator*: principals and school leaders (archived on SPS intranet)
- *School Beat*: all staff and 1,000+ community members (archived on SPS public website)
- *Classroom Connection*: teachers and other educators (archived on SPS intranet)
- *Targeted periodic emails from the Superintendent to all staff or groups of staff*

**Timing:** Continuous since January 2008, with weekly (Principal Communicator), biweekly (School Beat), and monthly (Classroom Connections) publications.

**Format/methods:** Regularly scheduled e-newsletters

**Materials/Tools:** Approved language specific to each audience

## MEETINGS WITH LOCAL LEADERS

Meetings with local leaders to increase knowledge of and support for Seattle Public Schools

**Purpose/Goal:** Deepen widespread support for education in Seattle to ensure SPS has the capacity to deliver on the strategic plan vision and goals.

**Key Audiences - Examples include:**

- Education Groups: League of Education Voters, Alliance for Education, SPS School Family Partnership Advisory Committee, Communities and Parents for Public Schools (CPPS) and the Seattle Council Parent Teacher Student Association (SCPTSA)
- Philanthropists: The Seattle Foundation, The Gates Foundation, Safeco Foundation, Allen Foundation, Fordham Street Foundation, Medina Foundation, Nesholm Family Foundation, New School Foundation, Social Venture Partners and Tabor 100, and the numerous community based organizations in partnership with neighborhood schools
- Business: Microsoft, Boeing, Group Health Cooperative and Washington Mutual, and many others

- Elected officials: city and county officials, City of Seattle Neighborhood Service Center Coordinators (Department of Neighborhoods)

**Timing:** Initial meetings held as early as January 2008 and will continue throughout

- Education Groups: began January 2008
- Philanthropists: monthly meetings since January 2008
- Business: monthly meetings since January 2008
- Elected officials: April and May 2008

**Format/methods:** One-on-one and group meetings

**Materials/Tools:** Varies by audience and timing of meeting

## INTERNAL STAFF PRESENTATIONS

Presentations of the strategic plan to SPS staff prior to public release (in addition to small discussion groups and surveys of educators and school leaders initiated as early as January 2008).

**Purpose/Goal:**

- Engage staff in development and review of peer reviews
- Engage staff in creation of strategic plan framework themes
- Share with staff the goals of the strategic plan and the strategies to be used in the first 15-24 months
- Engage staff in development of implementation plans and measurement of progress
- Ensure clear communication on the strategic plan by staff who are the district's primary communicators with families and the community

**Key Audiences:** Teachers and other educators (including SEA), principals and school leaders (including PASS), operations and trades (including Operating Engineers Local 609), the school board and central office staff and teams (senior leadership, expanded senior leadership, department managers, human resources, clusters, learning and teaching, instructional council and the professional development steering committee).

**Timing:** Started in 2007 and continuing throughout

**Format/methods:**

- Presentation on overall vision and how the plan was developed
- Small group discussions (topics vary by audience)
- Focused working groups for specific aspects of plan
- Individual comments via email and conversations among staff
- One page discussion guides submitted to all principals for distribution to and discussion with teachers and other school-based staff

**Materials/Tools:**

- Powerpoint presentation and talking points to support presentation
- One page discussion guides for each strategic plan theme
- Template for capturing input from discussions

## **SCHOOL FAMILY PARTNERSHIP ADVISORY COMMITTEE MEETING**

Meeting with the members of the SPS School-Family Partnership Advisory Committee (also known as the Parent Advisory Committee [PAC]).

**Purpose/Goal:** Report back to this important advisory group on findings from discovery phase of developing strategies to improve SPS stakeholder engagement. Gain insight of committee members on implementation and likely obstacles of the proposed long-term engagement (developed by Pyramid Communications).

**Key Audiences:** Approximately 25 members of the committee

**Timing:** April 29 meeting with Pyramid to report back to committee and presentation by Superintendent and senior staff at May 6 committee meeting

**Format/methods:** 60+ minute presentation and discussion

**Materials/Tools:** Handouts of key findings from discovery process and draft recommendations for engagement strategies

## **FAMILY SURVEY**

Annual family survey sent by SPS to more than 30,000 households

**Purpose/Goal:** Collect baseline data on family engagement, barriers to involvement and perception of SPS

**Key Audiences:** SPS families

**Timing:** Sent early May, returned May 30, analyzed in June

**Format/methods:** Paper survey mailed to all households (questionnaire is printed in 10 languages) and also made available online in English

**Materials/Tools:**

- Survey questionnaire, including on line option

## CONNECTORS MAILING

Update on strategic planning process to all community connectors (fourth in a series of communication initiated in February 2008).

**Purpose/Goal:** Update group on plan progress and invite their participation in community meetings and other engagement opportunities.

**Key Audiences:** Approximately 200 active Seattle residents

**Timing:** Early to Mid-May

**Format/methods:** Will be sent via email

**Materials/Tools:** Language and links to materials posted following May 7 school board workshop

## CONNECTORS BRIEFING

Dialogue with key community connectors to hear feedback on strategic plan.

**Purpose/Goal:**

- Share the vision of the strategic plan, and draw on experience of community leaders to gain insight on the plan's approach overall and engagement strategies specifically.
- Incorporate this feedback into plan

**Key Audiences:** Civic, business and community based organization leaders

**Timing:** June 2

**Format/methods:** One meeting inviting all key connectors who have received mailings this year to gather for a presentation by and discussion with the Superintendent

**Materials/Tools:**

- PowerPoint presentation and talking points
- One page discussion guides of strategic plan areas

## MEDIA FEATURE STORIES

Feature articles in the major daily newspapers and other regional press that outline the strategic plan, supported by illustrative stories

**Purpose/Goal:**

- Raise awareness and educate readers about the strategic plan

- Make the case for the importance of strong public schools in our community
- Remind the public about upcoming meetings and other opportunities to comment (dedicated email, web comment card)
- Connect readers/listeners/viewers with “living” stories of how our plan will improve education for every child in every school

**Key Audiences:** regional media consumers

**Timing:** Early-May throughout implementation

**Format/methods:** Feature print articles and TV/radio coverage that follows

**Materials/Tools:** Stories and facts demonstrating successes and challenges of SPS

## OP-EDS AND RADIO APPEARANCES

Op-eds and interviews with local education reporters and other members of the media.

**Purpose/Goal:** Share the vision of the strategic plan and engage the community in the mission of serving Seattle’s students

**Key Audiences:** Consumers of local media (newspaper, radio, TV)

**Timing:** Mid-May (following Alliance for Education speech) and mid- to late June (following plan approval)

**Format/methods:** In-person meetings and written materials (send via email)

**Materials/Tools:**

- Final approved speech and/or talking points
- Quotes from SPS and community leaders

## SPEECH AT THE ALLIANCE FOR EDUCATION

Dr. Goodloe-Johnson will outline the vision for our schools and our plan to achieve it at the Alliance for Education Community Breakfast.

**Purpose/Goal:** Share the vision of the strategic plan, and engage key education advocates in the mission of serving Seattle’s students

**Key Audiences:** 700 community leaders interested in supporting our local schools

**Timing:** May 14

**Format/methods:** Approximately 20-minute speech

**Materials/Tools:**

- Speech in talking point format for presentation
- Visual support with key words and images of children
- Supporting handout with a high level summary of draft plan

## **COMMUNITY MEETINGS**

Three public meetings, one each held at Roosevelt High School, West Seattle High School and Aki Kurose Middle School. The May 20 meeting at Aki is designed with the bilingual community in mind, and small group discussions will be conducted in top languages spoken by our bilingual families. Interpretation in Spanish, Vietnamese, and Chinese will be available at the May 14 and May 15 meetings as well.

**Purpose/Goal:**

- Inform the public of the SPS vision and how the strategic plan will get us there
- Through small group discussions, seek input on development of engagement strategies as well as specific aspects of implementation plans for strategies as they are being developed

**Key Audiences:** Families and general public

**Timing:** May 14, 15 and 20 (7:00–8:30 pm at Roosevelt, West Seattle and Aki Kurose, respectively)

**Format/methods:**

- Initial presentation on overall vision and how the plan was developed, led by district leadership
- Small group discussions organized based on theme of strategies and led by district leaders. For bilingual meeting, these groups discussion will be led by SPS staff who are native speakers of the most frequently spoken languages by bilingual families in the district
- Gather as a large group for summary comments and facilitated Q&A by district leaders (questions via comment cards)

**Materials/Tools:**

- PowerPoint (translated) and talking points to support initial presentation
- High level two page summary of plan process and themes
- Handouts for thematic area of the plan for small group presentations
- Notetakers will summarize input which will be reflected back to community and submitted to the school board
- Simultaneous interpretation of initial presentation for all meetings and translated materials to support small group discussion available in top seven languages at all meetings and posted on web

## **BUSINESS LEADER SMALL GET-TOGETHERS**

Dialogue with business leaders to hear feedback on the strategic plan, convened by the Alliance for Education.

**Purpose/Goal:** Share the vision of the strategic plan and engage key leaders in our community in the mission of serving Seattle's students

**Key Audiences:** Approximately 35 key business leaders

**Timing:** May 23, May 29 and June 3

**Format/methods:** 90-minute presentation and small group discussion with approximately 10 leaders in a given meeting

**Materials/Tools:** Discussion guide and talking points

## **MEETINGS OF KEY FAMILY ENGAGEMENT GROUPS**

Meeting with organizations such as SCPTSA, CPPS and the School-Family Partnership Advisory Committee that are advocating on behalf of families within SPS (following meetings with leadership initiated in February 2008)

**Purpose/Goal:**

- Inform key family advocates of the SPS vision and how the strategic plan will get us there
- Gather information about what is working and where families need different strategies to improve engagement with SPS
- Seek input on development of engagement strategies as well as specific aspects of implementation plans.

**Key Audiences:** Advocates of SPS families

**Timing:** School Family Partnership Advisory Committee – May 6  
CPPS – May 8  
SCPTSA – May 19

**Format/methods:** 30-60 minute presentations and discussion at existing meetings of each organization

**Materials/Tools:** PowerPoint presentation and talking points

## FACILITATOR AND SPEAKER TRAINING

Training for district leaders to walk through key talking points associated with strategic plan presentations and small group discussions.

**Purpose/Goal:** Aid district leaders and group facilitators who are presenting the plan to range of audiences in a variety of formats (e.g., public meetings, community groups, etc.)

**Key Audiences:** Superintendent, school board, senior leaders, facilitators, notetakers

**Timing:** Early to mid-May

**Format/methods:** Small group meetings

**Materials/Tools:** All materials associated with various presentations (power points, handouts, etc.)

## INAUGURAL PARTNERSHIP SUMMIT

Meetings with key local community based organization leaders to increase support for Seattle Public Schools

**Purpose/Goal:** To further the critical contribution forged through community involvement and family engagement in partnership for public education in Seattle.

**Key Audiences:** Executive directors and other key staff at local community based organizations

**Timing:** May 22

**Format/methods:** Large gathering and smaller group discussions

**Materials/Tools:** PowerPoint presentation and talking points supported by high level summary of plan

## STRATEGIC PLAN AND HIGH LEVEL SUMMARY DOCUMENT

Narrative of the strategic plan (approx. 30 pages plus appendices) and concise summary of the strategic plan to be introduced at the May 21, 2008 meeting of the Seattle School Board of Directors.

**Purpose/Goal:** Encourage broad awareness and engagement around the strategic plan by providing a concise summary for a range of audiences

**Key Audiences:** School community and the general public

**Timing:** Mid May for draft versions; early June for final documents reflecting the adopted plan

**Format/methods:** For both the draft and adopted plans, a narrative strategic plan document (approx. 30 pages) and high level summary document. The final documents will be professionally designed by Pyramid Communications.

**Materials/Tools:** All foundational materials to the strategic plan will be used in development of these documents

## Engagement Timeline and Activities

Date	Activity
2007- ongoing	Roll outs of peer review reports to internal and external audiences
January – ongoing	Strategic Planning website goes live & updated frequently
January – ongoing	Collect feedback in small conversational groups with instructional staff, school leaders, central district staff, community leaders and families
January 10	Feature in Classroom Connection (continuous, monthly)
January 25	Features in Principal Communicator and School Beat (continuous, weekly and bi-weekly, respectively)
January 31 – ongoing	Meeting with community leaders (LEV, PTSA, A4E, CPPS, etc.)
February 8-14	Gain the educator perspective through an online survey in addition to ongoing small group conversations
February 12 and 19	Initial email and mailing sent to community connectors
March 6	Results of instructional staff survey shared with teachers
March 7	Board workshop (plan framework, report on instructional staff survey and engagement plan development)
March 19	Email sent to community connectors
March 27	Community leadership engagement discussion group
Mid April – mid May	Presentation to principals and school leaders
April 21	Presentation to educators (SEA building representatives)
April 24	Presentation to City Neighborhood Service Center Coordinators
April 29	Parent Advisory Committee (Presentation by Pyramid)
Early May	Meet with city and local elected officials
Early May	Email to community connectors
Early May	Annual family survey (returned late May, analyzed in June)
Early May	Superintendent meeting with regional ministers interested in school partnerships
Early May	Superintendent meeting with Latino community representatives involved in school partnerships
May 6	Superintendent meeting with School Family Partnership Adv. Comm.
May 7	Board workshop on entire plan
May 8	CPPS Meeting
Early to Mid-May	Speaker training for district leaders
Mid May	Local media feature on strategic plan
May 14	Dr. Goodloe-Johnson speech at Alliance for Education Breakfast
May 15	Appearance by Dr. Goodloe-Johnson on KUOW radio
May 14, 15 and 20	Community public meetings (three meetings)
Mid May	Meetings reporters
May 19	Seattle Council PTSA Meeting
May 27	Superintendent meets with student leaders
June 2	Superintendent meeting with key connectors
May 21	School board meeting – introduction of draft strategic plan
May 23, May 29 and June 3	Business and community leader discussions (by the Alliance for Education)
June 4	School board meeting – vote on strategic plan
June 17	Last day of the school year
Mid to Late June	Editorial boards with Seattle Times, P.I. and other press
July – ongoing	Dr. Goodloe-Johnson speeches to civic groups

