

Board Special Meeting



2445 – 3rd Avenue South, Seattle WA 98134

Executive Committee/Executive Committee of the Whole
Thursday, December 1, 2016, 8:30am-10:30am
Board Office Conference Room, John Stanford Center

Agenda

Call to Order

8:30am

1. Approval of agenda
2. Approval of November 3, 2016 meeting minutes

Discussion and/or Action:

I. Board Action Items (8:35am)

1. Approval of Agreement with Local 609 Nutrition Services Pay Scale 5 mins
2. Approval of Revised Pay Scale for Non-Represented Hourly Classifications 5 mins

II. Review of the December 7 and January 4 legislative session agendas

30 mins

III. Special Attention items

1. December 3rd Board Retreat Agenda 5 mins
2. 2016-17 and 2017-18 Superintendent SMART Goal Processes 10 mins
3. Preparing for December 14 Board 2016-17 Goals Work Session 10 mins
4. 2017 Executive Committee Work Plan draft 10 mins
5. Process for Absence of a Board Member/Policy No. 1450 10 mins

IV. Board Policies and/or Procedures

V. Routine Items

15 mins

1. Community Engagement
 - Superintendent 2016-17 SMART Goal #5 Update
2. Government Relations
3. Board Calendar/Work Plan
4. Executive Committee Work Plan
5. Board 2016-17 SMART Goals Update

Adjourn

10:30am

(*Please note that this is a working committee. Documents may change before the meeting and/or prior to introduction before the Board. The Board Office maintains the archive for documents that were presented at the meeting.)

Board Special Meeting



2445 – 3rd Avenue South, Seattle WA 98134

Executive Committee
Thursday, November 3, 2016, 8:30am-10:30am
Board Office Conference Room, John Stanford Center

Minutes

Call to Order

This meeting was called to order at 8:32am. Directors Peters and Harris were present. Director Burke arrived at 8:38am, who was attending in Director Patu's absence. The meeting was staffed by Deputy Superintendent Stephen Nielsen, General Counsel Noel Treat, Director of Policy and Board Relations Nate Van Duzer, and Board Office Manager Theresa Hale.

1. Approval of agenda

Director Peters moved to approve the agenda. Director Harris seconded. The agenda was approved unanimously.

2. Approval of October 6 and October 19, 2016 meeting minutes

Director Harris noted a request to amend page 3 of the October 6 meeting minutes to include more detail on the description for the materials for the legislature.

Director Peters moved to approve the October 6th minutes as amended and the October 19th minutes. Director Harris seconded. The minutes were approved unanimously.

Discussion and/or Action:

I. Board Action Items

1. Lawsuit Settlement (Cerqui)

Deputy General Counsel John Cerqui discussed the action report requesting authorization to sign a settlement agreement, noting that staff is requesting that this item be moved forward for introduction and action on the same meeting. Noel Treat noted the previously held executive session on this topic.

Director Peters noted the plaintiff was not mentioned within the Board Action Report (BAR). Mr. Cerqui further explained the status of the agreement and the sensitivity around disclosing the plaintiff's name at this time. Mr. Treat noted the settlement agreement would be attached for the Regular Board meeting and would include this information.

Director Burke arrived at 8:38am.

Director Peters asked for clarification around the process for public testimony on these type of items. Mr. Treat stated that testimony could be taken on the use of public funds or litigation, but there is a Board rule against testimony for specifically

named staff and personnel matters. Director Harris suggested having an impactful graphic for the Board legal boot camp portion of the spring retreat, regarding the legal budget and litigation payouts and what the District is doing to minimize risk.

Director Peters inquired why the item needed to be considered for introduction and action at the same meeting. Mr. Cerqui discussed the timeliness of this item and needing to remove the case from the docket in an orderly fashion. Director Peters noted that the previously held executive session could be referenced if a question were to arise regarding this item.

Director Harris made a motion to move this item forward to the full Board with a recommendation for approval for introduction and action on November 16th. Director Burke seconded. This motion passed unanimously.

II. Review of the November 16 and December 7 legislative session agendas

- **November 16:**

Directors and staff discussed the November 16th agenda. Ms. Hale noted the student participation and that there were no scheduled recognitions. Staff and Directors discussed the participation of an outside agency presenting to the Board at a Regular Board meeting and the plan of action to reach out to this agency to better address their request. Director Harris requested historical information regarding the American Indian Heritage School.

Directors discussed possible speakers who could provide updates on items affecting the District during the Superintendent Comments at upcoming meetings. Staff noted the large amount of agenda items expected in the next couple of months and highlighted the potential length of the meetings. Directors and staff discussed items on the agenda that could be moved to consent. Dr. Herndon requested that Action Item No. 9, Magnolia Racial Imbalance, be removed from the agenda. Director Peters noted that she would like to be informed of any community engagement around Magnolia and the Racial Imbalance discussion. Directors moved Action Items Nos. 3, 4, 6, 7, 8, and 14 to Consent, noted that Action Item No. 9 would be removed from the agenda completely, and that Intro Item No. 1 would be moved as the first action item for intro/action.

Director Harris asked for further information on introduction item no. 5. Mr. Nielsen noted that this item covers the replacement of old computers that are 4+ years old. Ms. Berge noted that some new laptops would be purchased as a fulfillment to a bargaining agreement. Director Burke indicated his concerns around approving \$3M on this item without further clarity on the District's vision around technology. Director Peters asked about whether or not there is a policy or procedure around replacing equipment every five years. Mr. Nielsen clarified that there is not a policy that requires an update every five years, but that it is good practice as some programs updates do not run on older computers and the age of the computer can reduce work productivity in some situations. Ms. Berge noted that a lot of District computers are five to eight years old and are not operationally efficient. Mr. Nielsen noted that the amount noted on the BAR is a maximum number and not an exact amount. Director Peters indicated she would like to know what the replacement cycle was for the District. Ms. Berge noted that this was an area that they were planning on working with the new Chief Information Officer.

Director Harris moved to approve the agenda as amended. Director Burke seconded.

This motion passed unanimously.

- **December 7:**

Staff noted that the Executive Committee will review the December 7th Legislative Agenda at the next Committee meeting on December 1st. Ms. McEvoy noted that the Transportation Service Standards item would be moving to the January meeting.

Director Harris moved to table the approval of the December 7th Legislative Agenda to the December Executive Committee meeting. Director Burke seconded. This motion passed unanimously.

III. Special Attention items

1. 2015-16 Board Annual Self-Evaluation Work Session Prep

Theresa Hale provided an overview of the November 22 Board Self-Evaluation Work Session, noting that a survey had been distributed to all Directors and had a November 11th deadline. Ms. Hale also noted that the evaluation cycle would be discussed at the Work Session. Director Harris asked about the Special Education update and Ms. Hale noted that update would be provided at the November 17th Committee of the Whole. Director Burke asked if the evaluation process included community feedback. Ms. Hale noted that there was not currently a process that included that type of feedback but the Board could make it apart of the process for the next evaluation process. Ms. Bennett noted that the evaluation was on the Board's goals so the process was dictated by them. Directors discussed the idea of obtaining public input on the Board evaluation process and the complexities around that process. Mr. Van Duzer pointed to customer service surveys as a possible way to obtain feedback. Mr. Nielsen noted that there were some measurement tools that could be used through the Washington State School Directors' Association. Ms. Hale noted that at the December Work Session on the Board's 16-17 SMART Goals they could discuss whether to include a process for community feedback.

2. Board Meeting Minutes Discussion

Mr. Van Duzer opened the conversation around the Board's Minutes policy and discussed the financial and staff time costs associated with producing the level of detail requested within meeting minutes. Mr. Van Duzer discussed the data gathered from the September meetings and noted the potential options to reduce the staff time designated to meeting minutes. Director Harris expressed her discontent with the framing of the conversation and options around audio recordings. She opined that only having audio available for the public did not address issues of transparency and was not a reasonable suggestion. Mr. Nielsen asked for clarification around the purpose of minutes. Director Harris responded that the minutes are a way to build trust with the public and let them know what is being discussed at the meetings. Director Peters noted that the minutes are one of the ways the public is informed on what questions were being asked. Directors and staff discussed local and national benchmarks and noted other local and state governing practice. Director Burke asked for a web analysis on how often minutes were accessed. Mr. Van Duzer noted that the information was requested, however the information was unavailable because the data does not track how many pdf files were downloaded. Director Burke requested that something be put in place that would assist in keeping track of these type of things. Director Peters noted that even if something is not being

accessed, it doesn't mean that it is not valuable. Directors and staff discussed the options, budget implications, and technical feasibility of audio recordings. Mr. Van Duzer noted that if the current practice was to continue then it would be suggested that the policy be amended to be in line with the current practice. Director Burke asked for more information and examples of minutes from benchmark areas. Mr. Van Duzer confirmed the desire to be transparent but noted the need to balance efficiency and productivity with the details requested. Staff discussed the potential loss of work productivity in addition to concerns for asking staff to perform work outside of their job requirements. Ms. Berge noted that they could pilot the audio recording in an Audit & Finance Committee meeting to see what affect it could have and to price the staff cost compared to hiring a private transcriptionist.

IV. Board Policies and/or Procedures

V. Routine Items

1. Community Engagement

- **Superintendent 2016-17 SMART Goal #5 Update**

Carri Campbell provided feedback on the community engagement survey regarding the additional 20 minutes. Sherri Kokx noted that the survey engaged principals and families and resulted in 12k responses. She provided a breakdown of the results and described patterns that suggest breaking apart the 20 minutes, to have a 10 minute earlier start time and 10 minute later release. She discussed the impact on the different Tiers. Ms. Campbell discussed the results around which day would be most desirable for early release and while most would like to have an early release on Fridays, the purpose of the early release is to have additional staff collaboration and professional development opportunities. Ms. Campbell noted data that indicated that teaching staff often missed Friday's and that holding staff development on Friday would potentially decrease staff participation. Ms. Campbell asked for direction on the best way to communicate the survey results and the final recommendations to the public. Directors and staff discussed the budget restraints and cost implications. Directors and staff noted the variety of topics in front of the Board that are intertwined and affect transportation cost. Ms. Campbell discussed the communication phases and the community engagement on these topics and noted the responses gathered so far. Directors and staff discussed the timeline for providing the final decisions on any scheduling and transportation changes to families.

Director Harris left at 10:47 am.

2. Government Relations

Ms. Bennett provided feedback on the meeting with the Seattle delegation. She discussed the focus on the way to communicate the needs of the District and the community in a consistent and effective way. Mr. Nielsen noted Director Geary's participation at the meeting and highlighted the discussion around capital projects. Directors and staff discussed the Levy Cliff and the Legislative Agenda.

3. Board Calendar/Work Plan

No update provided.

4. Executive Committee Work Plan

No update provided.

5. Board 2015-16 SMART Goals Update

No update provided.

This meeting was adjourned at 10:51am.



SCHOOL BOARD ACTION REPORT

DATE: November 18, 2016
FROM: Dr. Larry Nyland, Superintendent
LEAD STAFF: Stan Damas/Executive Director of Labor & Employee Relations/252-0294; Clover Codd/Assistant Superintendent of Human Resources/252-0027

1. TITLE

Approval of two 2016-2017 International Union of Operating Engineers (IUOE) Local 609 Nutrition Services Salary Schedules, one for 9/1/2016-12/31/2016 and one effective 1/1/2017

For Introduction: December 7, 2016

For Action: January 4, 2017

2. PURPOSE

This action would approve salary schedules for District employees in Nutrition Services covered under the collective bargaining agreement with IUOE Local 609.

3. RECOMMENDED MOTION

I move that the Seattle School Board approve the attached Nutrition Services Salary Schedules as negotiated with IUOE Local 609 and authorize the Superintendent to take the associated actions necessary to implement the rates.

4. BACKGROUND INFORMATION

a. Background

The current collective bargaining agreement between the District and Local 609 of the International Union of Operating Engineers covering nutrition services employees provides in Article XII, Wages and Employee Benefits, Section A Wages, paragraph 2.e, that the parties would, “prior to the 2016-17 school year, conduct a joint comprehensive compensation study and will meet to discuss the application of the salary survey” to the compensation framework for the 2016-17 school year.

In addition, the City of Seattle’s Minimum Wage Ordinance applicable to the Seattle Public Schools, provided for increases to the minimum wage payable to District employees to \$15 per hour either on January 1, 2017 for employees for whom medical plan contributions are not made, or January 1, 2018 for employees who do receive medical plan contributions from the District. This bargaining unit included employees impacted by this ordinance, requiring increases effective January 2017. Discussions and negotiations with Local 609 began over the summer of 2016. The negotiations were held with assistance from outside labor counsel Lorraine Wilson with Porter Foster Rorick. As was discussed with the School Board in closed session, the focus of these negotiations was compliance with the Minimum Wage Ordinance while giving due consideration to the relationships between positions in the nutrition services career structure.

A tentative agreement was reached between the District and IUOE Local 609 on September 27, 2016.

b. Alternatives

Not ratify the pay schedule and the District and IUOE Local 609 would continue to bargain, but rates would need to be raised to comply with the City of Seattle Minimum Wage Ordinance.

c. Research

Not applicable.

5. FISCAL IMPACT/REVENUE SOURCE

This agreement covers wages for approximately 225 Nutrition Services workers, including both those employed at schools and at the District's central facility, represented by IUOE Local 609. The additional cost for the current fiscal year in addition to the salaries previously approved, effective September 1, 2016 is less than \$186,331 and would be paid retroactively upon approval. The 12-month (September 1, 2016 – August 31, 2017) cost of this agreement is \$279,497.

The revenue source for this motion is general funds.

Expenditure: ☐ One-time ☒ Annual ☐ Multi-Year ☐ N/A

Revenue: ☐ One-time ☐ Annual ☐ Multi-Year ☐ N/A

6. COMMUNITY ENGAGEMENT

With guidance from the District's Community Engagement tool, this action was determined to merit the following tier of community engagement:

☒ Not applicable

☐ Tier 1: Inform

☐ Tier 2: Consult/Involve

☐ Tier 3: Collaborate

Pursuant to state law, collective bargaining between a school district and a union representing its employees is to be carried out by representatives of the District and the applicable union.

7. EQUITY ANALYSIS

As stated in the Minimum Wage Ordinance, over 100,000 Seattle workers earn wages insufficient to support themselves and their families. In Seattle, the weight of income inequality falls disproportionately on people of color and on women. More than 34% of all women and

over 40% of African Americans and Asian and Pacific Islander Americans rank among low wage workers in Seattle. For Latinos, that number is nearly 50%, and it is 70% for Native Americans. Over 24% of Seattle residents earn hourly wages of \$15.00 per hour or less and approximately 13.6% of the Seattle community lives below the poverty level.

Nutrition Services workers overall are 90% female and 55% people of color. Those earning less than \$15.00 per hour, were comprised of 89% female and 65% people of color to include 26% African Americans, 23% Asian, and 8% Hispanic/Latino.

Seattle Public Schools, in implementing the changes to comply with the Minimum Wage Ordinance promotes racially equitable outcomes for Nutrition Services employees.

8. STUDENT BENEFIT

Employees covered by this agreement are instrumental in maintaining safe and healthy learning environments for students.

9. WHY BOARD ACTION IS NECESSARY

- ☐ Amount of contract initial value or contract amendment exceeds \$250,000 (Policy No. 6220)
- ☐ Amount of grant exceeds \$250,000 in a single fiscal year (Policy No. 6114)
- ☐ Adopting, amending, or repealing a Board policy
- ☐ Formally accepting the completion of a public works project and closing out the contract
- ☐ Legal requirement for the School Board to take action on this matter
- ☒ Board Policy No. 5020, Collective Bargaining, provides the Board shall approve this item
- ☐ Other: _____

10. POLICY IMPLICATION

Approval of this action complies with Board Policy 5020, Collective Bargaining.

11. BOARD COMMITTEE RECOMMENDATION

This motion was discussed at the Executive Committee meeting on December 1, 2016. The Committee reviewed the motion and _____.

12. TIMELINE FOR IMPLEMENTATION

The salary schedule will be implemented upon approval. Pay raises will be implemented as shown on the schedules, which may include retroactive pay to September 1, 2016. The negotiation process was a closed-door discussion between the two bargaining parties.

13. ATTACHMENTS

- 2016-2017 Nutrition Services Salary Schedule (FS1) effective September 1, 2016
- 2016-2017 Nutrition Services Salary Schedule (FS1) effective January 1, 2017

DRAFT

2016-17 NUTRITION SERVICES SALARY SCHEDULE (FS1)

2016-17 effective 9/01/16; 1.8% pass-through

Title	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7	Step 8
Central Kitchen Manager								
* Central Kitchen Operations Manager	\$ 21.86	\$ 22.52	\$ 23.19	\$ 23.85	\$ 24.54	\$ 25.25	\$ 25.98	\$ 26.76
Central Kitchen Coordinator	\$ 20.25	\$ 20.89	\$ 21.52	\$ 22.17	\$ 22.85	\$ 23.52	\$ 24.23	\$ 24.96
Secondary Managers								
Secondary Manager Over 500	\$ 18.08	\$ 18.65	\$ 19.20	\$ 19.82	\$ 20.37	\$ 21.01	\$ 21.65	\$ 22.29
Secondary Manager Under 500	\$ 17.56	\$ 18.11	\$ 18.66	\$ 19.20	\$ 19.82	\$ 20.37	\$ 21.01	\$ 21.65
Catering/Dining Coordinator	\$ 17.91	\$ 18.46	\$ 19.02	\$ 19.62	\$ 20.17	\$ 20.79	\$ 21.43	\$ 22.07
Other Positions								
Float Manager	\$ 16.91	\$ 17.40	\$ 17.92	\$ 18.46	\$ 19.02	\$ 19.62	\$ 20.17	\$ 20.79
* Central Kitchen Lead	\$ 15.10	\$ 15.94	\$ 16.32	\$ 16.78	\$ 17.23	\$ 17.74	\$ 18.26	\$ 18.80
Assistant Manager	\$ 14.61	\$ 14.98	\$ 15.33	\$ 15.75	\$ 16.19	\$ 16.65	\$ 17.15	\$ 17.65
Bulk Floating Satellite Manager Over 300	\$ 14.76	\$ 15.10	\$ 15.45	\$ 15.92	\$ 16.34	\$ 16.78	\$ 17.26	\$ 17.76
Bulk Floating Satellite Manager Under 300	\$ 14.40	\$ 14.72	\$ 15.15	\$ 15.51	\$ 15.95	\$ 16.35	\$ 16.82	\$ 17.33
Prepack Satellite Manager Over 200	\$ 14.40	\$ 14.72	\$ 15.15	\$ 15.51	\$ 15.95	\$ 16.35	\$ 16.82	\$ 17.33
Prepack Satellite Manager Under 200	\$ 14.18	\$ 14.58	\$ 15.00	\$ 15.35	\$ 15.76	\$ 16.20	\$ 16.58	\$ 17.07
Central Kitchen/Deli/Catering Assistant	\$ 13.91	\$ 14.28	\$ 14.72	\$ 15.06	\$ 15.44	\$ 15.88	\$ 16.24	\$ 16.73
Float Lunchroom Assistant	\$ 13.77	\$ 14.15	\$ 14.58	\$ 14.91	\$ 15.29	\$ 15.73	\$ 16.10	\$ 16.57
001 Lunchroom Assistant	\$ 13.50	\$ 13.86	\$ 14.23	\$ 14.62	\$ 14.95	\$ 15.39	\$ 15.76	\$ 16.27
Substitute (represented)	\$ 13.34							
Substitute (non-represented)	\$ 13.23							

1. Employees who have worked in a Nutrition Services assigned position for 20 or more years as of 9/1 shall receive an additional \$0.36 cents per hour.

2. Employees who are currently certified through the School Nutrition Association (SNA) will be paid as follows:

SNA Level 1 Certificate will be paid an additional \$0.25 cents per hour

SNA Level 2 Certificate will be paid an additional \$0.61 cents per hour

SNA Level 3 Certificate will be paid an additional \$1.09 per hour

3. Employees must provide a copy of their certification prior to the date of expiration. If an employee receives pay for certification that has expired the employee will be required to pay, in full, the entire overpayment.

4. Employees can be paid for up to 26 hours of voluntary training at their current hourly wage rate.

5. Training Kitchen Manager at McClure MS will be compensated for training hours on a salary range equivalent to the Central Kitchen Coordinator.

6. Premiums (e.g., certifications, seniority) are in addition to base hourly rates; and annual step increases apply in subsequent year, per settlement agreement.

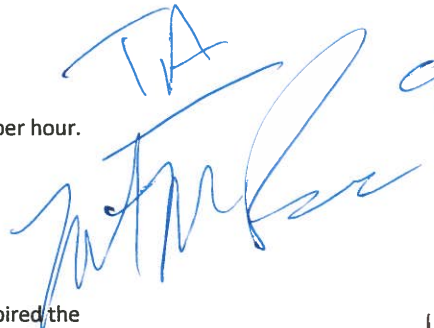
TA
9/27/16

Reg. Nutrition
9-27-16
Don Deane
9-27-16

2016-17 NUTRITION SERVICES SALARY SCHEDULE (FS1)
Effective 1/1/17

Title	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7	Step 8
Central Kitchen Manager								
* Central Kitchen Operations Manager	\$ 21.86	\$ 22.52	\$ 23.19	\$ 23.85	\$ 24.54	\$ 25.25	\$ 25.98	\$ 26.76
Central Kitchen Coordinator	\$ 20.31	\$ 20.94	\$ 21.58	\$ 22.23	\$ 22.91	\$ 23.60	\$ 24.31	\$ 25.03
Secondary Managers								
Secondary Manager Over 500	\$ 18.44	\$ 19.02	\$ 19.58	\$ 20.21	\$ 20.78	\$ 21.42	\$ 22.08	\$ 22.74
Secondary Manager Under 500	\$ 17.90	\$ 18.45	\$ 19.02	\$ 19.57	\$ 20.19	\$ 20.77	\$ 21.41	\$ 22.06
Catering/Dining Coordinator	\$ 18.26	\$ 18.83	\$ 19.39	\$ 20.00	\$ 20.56	\$ 21.20	\$ 21.82	\$ 22.49
Other Positions								
Float Manager	\$ 17.38	\$ 17.86	\$ 18.40	\$ 18.97	\$ 19.53	\$ 20.15	\$ 20.72	\$ 21.36
* Central Kitchen Lead	\$ 16.87	\$ 17.30	\$ 17.72	\$ 18.20	\$ 18.69	\$ 19.24	\$ 19.82	\$ 20.40
Assistant Manager	\$ 15.98	\$ 16.38	\$ 16.76	\$ 17.23	\$ 17.71	\$ 18.21	\$ 18.76	\$ 19.32
Bulk Floating Satellite Manager Over 300	\$ 16.14	\$ 16.51	\$ 16.90	\$ 17.42	\$ 17.87	\$ 18.35	\$ 18.87	\$ 19.42
Bulk Floating Satellite Manager Under 300	\$ 15.75	\$ 16.10	\$ 16.57	\$ 16.96	\$ 17.45	\$ 17.88	\$ 18.40	\$ 18.95
Prepack Satellite Manager Over 200	\$ 15.75	\$ 16.10	\$ 16.57	\$ 16.96	\$ 17.45	\$ 17.88	\$ 18.40	\$ 18.95
Prepack Satellite Manager Under 200	\$ 15.52	\$ 15.94	\$ 16.50	\$ 16.79	\$ 17.23	\$ 17.72	\$ 18.13	\$ 18.67
Central Kitchen/Deli/Catering Assistant	\$ 15.37	\$ 15.79	\$ 16.27	\$ 16.64	\$ 17.06	\$ 17.55	\$ 17.96	\$ 18.50
Float Lunchroom Assistant	\$ 15.26	\$ 15.67	\$ 16.15	\$ 16.52	\$ 16.93	\$ 17.43	\$ 17.83	\$ 18.36
001 Lunchroom Assistant	\$ 15.20	\$ 15.61	\$ 16.02	\$ 16.46	\$ 16.83	\$ 17.33	\$ 17.74	\$ 18.31
Substitute (represented)	\$ 15.10							
Substitute (non-represented)	\$ 15.00							

- Employees who have worked in a Nutrition Services assigned position for 20 or more years as of 9/1 shall receive an additional \$0.36 cents per hour.
- Employees who are currently certified through the School Nutrition Association (SNA) will be paid as follows:
 - SNA Level 1 Certificate will be paid an additional \$0.25 cents per hour
 - SNA Level 2 Certificate will be paid an additional \$0.61 cents per hour
 - SNA Level 3 Certificate will be paid an additional \$1.09 per hour
- Employees must provide a copy of their certification prior to the date of expiration. If an employee receives pay for certification that has expired the employee will be required to pay, in full, the entire overpayment.
- Employees can be paid for up to 26 hours of voluntary training at their current hourly wage rate.
- Training Kitchen Manager at McClure MS will be compensated for training hours on a salary range equivalent to the Central Kitchen Coordinator.
- Premiums (e.g., certifications, seniority) are in addition to base hourly rates; and annual step increases apply in subsequent year, per settlement agreement.

TA 9/27/16

 Sig. Mitron 9-27-16
 Ben James 9-27-16



SCHOOL BOARD ACTION REPORT

DATE: November 18, 2016
FROM: Dr. Larry Nyland, Superintendent
LEAD STAFF: Stanislaw S. Damas, Executive Director of Labor & Employee Relations, 206.252.0294, ssdamas@seattleschools.org;
Clover Codd, Assistant Superintendent of Human Resources, 206.252.0027, clcodd@seattleschools.org

1. TITLE

Approval of Minimum Wage Adjustments

For Introduction: December 7, 2016

For Action: January 4, 2017

2. PURPOSE

Implement minimum wage adjustments for compliance with the City of Seattle Ordinance No. 124490/Council Bill No. 118098, referred to as the “Minimum Wage Ordinance.” The changes to district pay rates have an *annual* cost impact estimated at \$695,000 (or \$850,000 with 22.06% benefit costs) and affect approximately 1,130 non-represented hourly workers employed with Seattle Public Schools working over 350,000 hours in any given year.

3. RECOMMENDED MOTION

I move that the Board approve the 2016-17 Hourly Rates, attached to the School Board Action Report, and authorize the Superintendent to take the associated actions necessary to implement the rates effective January 1, 2017.

4. BACKGROUND INFORMATION

a. Background

The Minimum Wage Ordinance, signed into law on June 3, 2014, established Seattle Municipal Code Section 14.19.030 “Hourly Minimum Wage – Schedule 1 Employers.” Section 14.19.030 states effective April 1, 2015, Schedule 1 employers shall pay each employee an hourly wage of at least \$11.00. Pursuant to the following schedule, effective January 1 of each year thereafter, Schedule 1 employers shall pay any employee an hourly minimum wage as follows:

Year	Hourly Minimum Wage
2016	\$13.00
2017	\$15.00

In 2016, the impact of minimum wage increases (not including represented titles) was approximately \$205,000. Therefore, the matter was brought forward to the Audit and Finance Committee only.

More job titles were above \$13 last year than those above \$15 this year.

b. Alternatives:

Since this is a legislative action requiring compliance, there are no other recommended alternatives.

c. Research:

The methodology used to project costs associated with minimum wage changes entailed using the number of hourly employees and hours worked during 2015-16, and assume those same employees work the same number of hours in 2016-17. If the rates change to comply with the minimum wage ordinance, based on the hours in 2015-16, the costs were then projected for the 2016-17 school year at the aforementioned rates. The Nutrition Services workers impacted by minimum wage were removed from the analysis as they were included in the Nutrition Services Salary Schedule changes specifically designed for compliance with the minimum wage ordinance, and therefore costed separately.

5. FISCAL IMPACT/REVENUE SOURCE

The costs for the remainder of the 2016-17 budget year are estimated at \$450,000 or \$550,000 with benefits, if the number of hourly workers and the hours worked are similar to 2015-16 levels. The Budget Office has included these projections in budget planning for 2016-17.

The changes to rates have an *annual* cost impact estimated at \$695,000 (or \$850,000 with 22.06% benefit costs) and affect approximately 1,130 hourly workers employed with Seattle Public Schools working over 350,000 hours in any given year

Expenditure: ☐ One-time ☒ Annual ☐ Multi-Year ☐ N/A

Revenue: ☐ One-time ☐ Annual ☐ Multi-Year ☐ N/A

6. COMMUNITY ENGAGEMENT

With guidance from the District's Community Engagement tool, this action was determined to merit the following tier of community engagement:

☐ Not applicable

☒ Tier 1: Inform

☐ Tier 2: Consult/Involve

☐ Tier 3: Collaborate

Will inform employees via the NewsBrief communication method.

7. EQUITY ANALYSIS

As stated in Section 1 of the Minimum Wage Ordinance, over 100,000 Seattle workers earn wages insufficient to support themselves and their families. In Seattle, the weight of income inequality falls disproportionately on people of color and on women. More than 34% of all women and over 40% of African Americans and Asian and Pacific Islander Americans rank among low wage workers in Seattle. For Latinos, that number is nearly 50%, and it is 70% for Native Americans. Over 24% of Seattle residents earn hourly wages of \$15.00 per hour or less and approximately 13.6% of the Seattle community lives below the poverty level.

Seattle Public Schools Hourly Workers with hours worked in 2015/16, earning less than \$15.00 per hour, were comprised of 61% female and 40% people of color to include 24% African Americans, 8% Asian, and 5% Hispanic/Latino.

In implementing the changes to comply with the Minimum Wage Ordinance, Seattle Public Schools creates more racially equitable outcomes.

8. STUDENT BENEFIT

Seattle Public Schools Hourly Workers will earn wages at a more sustainable level leading to a greater ability to support themselves and their families. The Hourly Workers at SPS are found in the Department of Technology, the Athletic Department, tutoring programs, after school program activities, special education, and many other roles that have a direct impact and benefit on students.

9. WHY BOARD ACTION IS NECESSARY

- ☐ Amount of contract initial value or contract amendment exceeds \$250,000 (Policy No. 6220)
- ☐ Amount of grant exceeds \$250,000 in a single fiscal year (Policy No. 6114)
- ☐ Adopting, amending, or repealing a Board policy
- ☐ Formally accepting the completion of a public works project and closing out the contract
- ☒ Legal requirement for the School Board to take action on this matter
- ☐ Board Policy No. _____, [TITLE], provides the Board shall approve this item
- ☐ Other: _____

10. POLICY IMPLICATION

RCW 28A.400.200 requires ““Every school district board of directors shall fix, alter, allow, and order paid salaries and compensation for all district employees in conformance with this section.” Board Policy No. 5310, Compensation, corresponds to this legal requirement.

11. BOARD COMMITTEE RECOMMENDATION

This motion was discussed at the Executive Committee meeting on December 1, 2016. The Committee reviewed the motion and _____.

12. TIMELINE FOR IMPLEMENTATION

Upon approval of this motion, the new rates will be implemented in SAP, including employee rate changes, effective January 1, 2017. Implementation will be coordinated with the Department of Technology Services, Human Resources Information System, Payroll, and Communications for changes to occur on the February pay warrant.

13. ATTACHMENTS

- Hourly Rates with Job Codes (Salary Schedule of Hourly Rates) – for approval

2016-17
HOURLY Rates with Job Codes

Description	Job Code	Job Code	Pay Scale	Grade	Step	2015-2016 Rates 9/1/2015	2015-2016 Rates 9/15/2015	Minimum Wage Effective 1/1/2016	FINAL 1-1-2017 Rates
Minimum Wage			HR1	100	1	\$11.00		\$13.00	\$15.00
Team Read Tutors/SSD Students	7797	15007797	HR1	200	1	\$11.00		\$13.00	\$15.00
Hourly-SSD Students	7796	15007796	HR1	200	1	\$11.00		\$13.00	\$15.00
Athletic - SPS Student	7794	15007794	HR1	200	1	\$11.00		\$13.00	\$15.00
STW SPS Students	7500	15007500	HR1	200	1	\$11.00		\$13.00	\$15.00
High School Technology Students	7798	15007798	HR1	200	8	\$11.00		\$13.00	\$15.00
STW Enrollee-College	7501	15007501	HR1	200	2	\$11.00		\$13.00	\$15.00
SWT Enrollee-Academy Intern	7502	15007502	HR1	200	9	\$11.00		\$13.00	\$15.00
College Students									
Entering College-Observer	7795	15007795	HR1	200	2	\$11.00		\$13.00	\$15.00
1st year College	7795	15007795	HR1	200	3	\$11.25		\$13.00	\$15.00
2nd year College	7795	15007795	HR1	200	4	\$11.81		\$13.64	\$15.25
3rd year College	7795	15007795	HR1	200	5	\$12.37		\$14.29	\$15.50
4th year College	7795	15007795	HR1	200	6	\$12.93		\$14.94	\$15.75
5th year College	7795	15007795	HR1	200	7	\$13.50		\$15.60	\$16.00
DOTS Positions									
College Tech 1st year SPS	7799	15007799	HR1	700	1	\$14.21		\$16.42	\$16.50
College Tech 2nd year SPS	7799	15007799	HR1	700	2	\$15.40		\$17.79	\$18.00
College Tech 3rd year SPS	7799	15007799	HR1	700	3	\$16.58		\$19.15	\$19.25
College Tech 4th year SPS	7799	15007799	HR1	700	4	\$17.76		\$20.52	\$20.75
College Tech 5th year SPS	7799	15007799	HR1	700	5	\$18.95		\$21.89	\$22.00
Athletic Department									
Hourly Coaches	7351	15007351	HR1	300	1	\$13.12		\$13.12	\$15.00
Cheer Coach	7351	15007351	HR1	300	1	\$13.12		\$13.12	\$15.00
ASB Hourly	7355	15007355	HR1	300	1	\$13.12		\$13.12	\$15.00
Athletic Helper - Adults	7372	15007372	HR1	300	2	\$11.00		\$13.00	\$15.00
Assistant Event Manager	7371	15007371	HR1	300	3	\$13.30		\$13.30	\$15.00
Event Manager	7373	15007373	HR1	300	5	\$16.67		\$16.67	\$16.97

2016-17
HOURLY Rates with Job Codes

Description	Job Code	Job Code	Pay Scale	Grade	Step	2015-2016 Rates 9/1/2015	2015-2016 Rates 9/15/2015	Minimum Wage Effective 1/1/2016	FINAL 1-1-2017 Rates
Tutors /Testwise	7352	15007352	HR1	400	1	\$11.59		\$13.00	\$15.00
Sound Partners Tutors	7362	15007362	HR1	400	1	\$11.59		\$13.00	\$15.00
Supplemental Education Services Tutors	20701	15020701	HR1	400	19	\$17.25		\$17.25	\$17.50
Play & Learn Tutor Facilitator	15023240	15023240	HR1	400	19	\$17.25		\$17.25	\$17.50
Tutors/SPU APIG	20782	15020782	HR1	400	20	\$15.45		\$15.45	\$15.75
Vol/Tutor/Parent Coordinator	7357	15007357	HR1	400	2	\$15.16		\$15.16	\$15.25
Playground/Lunchroom Assistant	7356	15007356	HR1	400	3	\$11.00		\$13.00	\$15.00
Office Helper/Appeals Board Asst; Fam Sup Ass/Mid Col Parent	7358	15007358	HR1	400	4	\$14.38		\$14.38	\$15.00
After School Activities Program	7350	15007350	HR1	400	5	\$19.36		\$19.36	\$19.70

2016-17
HOURLY Rates with Job Codes

Description	Job Code	Job Code	Pay Scale	Grade	Step	2015-2016 Rates 9/1/2015	2015-2016 Rates 9/15/2015	Minimum Wage Effective 1/1/2016	FINAL 1-1-2017 Rates
Appeals Board Officer	7350	15007350	HR1	400	6	\$28.94		\$28.94	\$29.45
Catalog Asst./Child-Care-Evenings	7350	15007350	HR1	400	7	\$14.27		\$14.27	\$15.00
Special Education Feeder	7350	15007350	HR1	400	8	\$15.74		\$15.74	\$16.00
Interviewer	7350	15007350	HR1	400	9	\$11.33		\$13.00	\$15.00
KNHC Evening/Weekends	7350	15007350	HR1	400	10	\$14.55		\$14.55	\$15.00
Legal Off/Parent Assistant	7350	15007350	HR1	400	11	\$22.09		\$22.09	\$22.25
Legal Off/Research Assistant	7350	15007350	HR1	400	12	\$13.28		\$13.28	\$15.00
Testers (all offices)	7350	15007350	HR1	400	13	\$15.02		\$15.02	\$15.30
School Board Member	7354	15007354	HR1	400	14	\$11.00		\$13.00	\$15.00
Hourly Lifeguard	7350	15007350	HR1	400	15	\$13.76		\$13.76	\$15.00
Relocation Assistant	20553	15020553	HR1	400	16	\$20.80		\$20.80	\$21.15
Bus Asst I - Headstart Parapro	7363	15007363	HR1	400	17	\$12.69		\$13.00	\$15.00
Hourly Crossing Guard	20753	15020753	HR1	400	17	\$12.70		\$13.00	\$15.00
Hourly Move Coordinator	20552	15020552	HR1	400	18	\$16.04			\$16.25
Hourly Bus Supervisor - Special Education	20604	15020604	HR1	500	7	Effective Sept 1-14, 2015 \$17.16	Effective Sept 15, 2015 \$17.67	\$17.67	\$18.35
Summer School Positions									
Summer Sch-Spec.Ed.Asst	7353	15007353	HR1	500	2		\$20.18	\$20.18	\$20.95
Summer Sch-Inst. Asst	7353	15007353	HR1	500	3		\$19.04	\$19.04	\$19.77
Summer Sch-Secty I	7353	15007353	HR1	500	4		\$15.71	\$15.71	\$16.31
Summer Sch-Secty II	7353	15007353	HR1	500	5		\$17.67	\$17.67	\$18.35
Summer Sch-Sch. Security	7353	15007353	HR1	500	6		\$20.67	\$20.67	\$21.14
Sum. Sch-Gen. Office Asst	7353	15007353	HR1	500	11		\$14.81	\$14.81	\$15.38
Sum. Sch-Library Asst	7353	15007353	HR1	500	4		\$15.71	\$15.71	\$16.31
Sum.Sch-8 hour Tutor	7353	15007353	HR1	500	4		\$15.71	\$15.71	\$16.31
Sum. Sch-Youth Serv.Asst.	7353	15007353	HR1	500	1		\$16.67	\$16.67	\$17.31
Sum. Sch-Correc.Ed.Assoc.	7353	15007353	HR1	500	8		\$19.84	\$19.84	\$20.60
Sum. Sch-Data Reg. Asst.	7353	15007353	HR1	500	10		\$19.84	\$19.84	\$20.60
Sum.Sch-High Sch.Reg.Spec.-HS only	7353	15007353	HR1	500	9		\$19.84	\$19.84	\$20.60
Hourly Certificated - Principal	15020227	30020227	CH4	999		\$50.00		\$50.00	\$50.00

2016-17
HOURLY Rates with Job Codes

Description	Job Code	Job Code	Pay Scale	Grade	Step	2015-2016 Rates 9/1/2015	2015-2016 Rates 9/15/2015	Minimum Wage Effective 1/1/2016	FINAL 1-1-2017 Rates
Hourly Certificated - Replacement Principal	15020427	30020427	CH4	999		\$50.00		\$50.00	\$50.00
Hourly Certificated - Assistant Principal	15020228	30020228	CH4	999		\$45.00		\$45.00	\$45.00
Hourly Certificated - Replacement Assistant Principal	15020426	30020426	CH4	999		\$45.00		\$45.00	\$45.00
Hourly Management - Administrative 4	7361	15007361	HR1	999		\$40.00		\$40.00	\$40.00
Hourly Management - Administrative 3	7361	15007361	HR1	999		\$35.00		\$35.00	\$35.00
Hourly Management - Administrative 2	7361	15007361	HR1	999		\$30.00		\$30.00	\$30.00
Hourly Management - Administrative 1	7361	15007361	HR1	999		\$25.00		\$25.00	\$25.00
Hourly Management - Administrative 0	7361	15007361	HR1	999		\$20.00		\$20.00	\$20.00
Hourly Management - Clerical	7361	15007361	HR1	999		\$15.00		\$15.00	\$15.00
Hourly Management filling an FTE position, Step 1 of appropriate Non-Rep salary grade	job code		HR1	grade					

2016-17
HOURLY Rates with Job Codes

Description	Job Code	Job Code	Pay Scale	Grade	Step	2015-2016 Rates 9/1/2015	2015-2016 Rates 9/15/2015	Minimum Wage Effective 1/1/2016	FINAL 1-1-2017 Rates
TV Studio Positions									
Video Technicians-TV Studio									
Level I	7361	15007361	HR1	600	1	\$11.00		13.33	\$15.00
Level II	7631	15007631	HR1	600	2	\$13.33		16.69	17.00
Level III	7631	15007631	HR1	600	3	\$16.69		20.00	20.00
Level IV	7631	15007631	HR1	600	4	\$20.00		23.39	24.00
Level V	7631	15007631	HR1	600	5	\$26.78		26.78	28.00
Level VI	7631	15007631	HR1	600	6	\$36.05		36.05	36.05
Theater Technicians									
Technician	7361	15007361	HR1	600	7	\$20.00		\$20.00	\$20.00
Senior Technician	7361	15007361	HR1	600	8	\$25.00		\$25.00	\$25.00
After School Activity Program Hourly-Certificated	2800	15002800	CH4	200	1	\$24.52		\$24.52	\$24.96
New Teacher Orientation	2800	15002800	CH4	200	2	\$17.21		\$17.21	\$17.52
Summer School Teacher	2801	15002801	CH4	100	1	\$37.15		\$37.15	\$37.82
Administrative Intern (Certificated)	23108	15023108	CH4	999	1	\$0.00		\$0.00	\$0.00
Theme Reader - Hourly	7359	15007359	HR1	800	1	\$16.67		\$16.67	\$16.97
Lunchroom Substitute	9580	15009580	FS1	010	1	\$11.00		\$13.00	\$15.00
Control Center Support I	20584	15020584	HR1	900	1	\$11.59		\$13.00	\$15.00
Control Center Support II	20585	15020585	HR1	900	2	\$13.13		\$14.73	\$15.25
Control Center Support III	20586	15020586	HR1	900	3	\$15.02		\$17.13	\$17.45

Hourly Management Rates may be adjusted at the Deputy Superintendent or designee's discretion.

2015-16 Hourly Rates

December 07, 2016 Regular Board meeting

Agenda **DRAFT**

Regular Legislative Session
December 07, 2016, 4:15 p.m.

Board of Directors

2445 – 3rd Avenue South
Seattle, Washington 98134
206-252-0040
www.seattleschools.org

I. Call to Order - 4:15 p.m.

1. General Welcome Announcement to Audience
2. Roll Call
3. Pledge of Allegiance
4. Recognition - Schools of Distinction

II. Student Presentations - 4:30 p.m.

III. Superintendents Comments - 4:45 p.m.

IV. Student Comments (Garfield High School)

V. Business Action Items - 4:55 p.m.

A. Consent Agenda

1. Minutes of the [Work Sessions](#) on October 26, the [Work Session/Executive Session](#) on November 01, the **Work Session/Executive Session** on November 09, the [Executive Session](#) on November 15, the **Regular Board Meeting** on November 16, and the [Executive Session](#) on November 21.
2. [Personnel Report](#)
3. Warrants

The Warrant Register represents all payments disbursed by district warrant for a specific monthly accounting period. RCW 28A.330.090 requires the School Board approve the Warrant register for audit purposes.

November 2016 Warrants

General Fund	*Payroll	\$
	Vendor	\$
Capital Project Fund	Vendor	\$
Associated Student Body	Vendor	\$
Expendable Trust Fund	Vendor	\$
Grand Total		\$

*Note – Payroll total reflects warrants issued to employees. It does not however, reflect cash transfer amounts in payment of employees' Direct Deposit payroll.

B. Items Removed from the Consent Agenda

VI. Public Testimony - 5:30 p.m.

Members of the public who wish to address the board may do so by [e-mailing](#) the School Board Office or calling (206) 252-0040, beginning Monday, December 05, at 8:00am. The public testimony list will be posted Tuesday, December 06. For information on how the public testimony list is created, please visit the [Board's website](#). Thank you.

VII. Board Comments

- Superintendent 2015-16 Evaluation Narrative and Board 2015-16 Self-Evaluation Narrative

VIII. Business Action Items (Continued) - 6:00 p.m.

C. Action Items

1. **Approval of Contract Discussions with the Superintendent** - Approval of this item would approve the results of the contract discussions with the Superintendent.
2. [Election of Officers](#) - Election of the Board Officers: President, Vice President, and Member-at-Large.
3. [Acceptance of Teacher Principal Evaluation Program \(TPEP\) iGrant 664](#) - (C&I, Oct. 10, for consideration) Approval of this item would authorize the Superintendent to accept TPEP iGrant funding in the amount of \$250,557 to support teacher training initiatives.
4. [Accepting the Seattle Foundation/Vulcan Foundation grant to fund Creative Advantage/CTE Media Arts Skills Center Programs and Creative Advantage Regional Arts Showcase](#) (A&F, Nov. 10, for approval) Approval of this item would approve the acceptance of grant funds of \$465,000 to establish the Media Arts Skills Center Programs and a Regional Arts Showcase in the 2016-17 and 2017-18 school years. (attachment edited)

5. **BEX IV Learning Phase II: Authorize purchase orders, through Bid No. B06691 and RFP 03662, to Thornburg, Apple, B&H Photo Video, CDW Government and Troxell for purchase of Classroom Technology** - (Ops, Oct. 20, for approval)
Approval of this item would authorize the Superintendent to execute purchase orders with Thornburg, Apple, B&H Photo Video, CDW Government and Troxell for the amount of \$3,093,676.39 over the 2016/17 fiscal year.

D. Introduction Items

1. **Naming of Ingraham High School Basketball Court in Honor of Mr. Walt Milroy** - (Ops, Nov. 17 for approval) Approval of this item would approve naming of the Ingraham High School Basketball Court the "Walt Milroy Court."
2. **Amending Policy No. 2415, High School Graduation Requirements** - (C&I, Nov. 14 for approval) Approval of this item would amend Policy No. 2415, High School Graduation Requirements.
3. **Amending Policy No. 4237, Advertising & Commercial Activities** - (Ops, Nov. 17, for approval) Approval of this item would amend Board Policy No. 4237, Advertising & Commercial Activities.
4. **Approval of two 2016-2017 International Union of Operating Engineers (IUOE) Local 609 Nutrition Services Salary Schedules, one for 9/12016-12/31/2016 and one effective 1/1/2017** - (Exec, Dec 1, for) Approval of this item would approve the Nutrition Services Salary Schedules as negotiated with IUPE Local 609.
5. **Approval of Minimum Wage Adjustments** - (Exec, Dec 1, for) Approval of this item would authorize the Superintendent to take necessary action to implement the hourly rates effective January 1, 2017.
6. **Approval of a Contract to AudioEye, Inc. for Web and Technology Accessibility** - (Ops, Nov. 17, for approval) Approval of this item would authorize the Superintendent to execute a contract with AudioEye, Inc., in the amount of \$287,298 for Web and Technology Accessibility.
7. **Approval of the Annual SAP Software Maintenance and Licensing Agreement** - (Ops, Nov. 17, for approval) Approval of this item would authorize the Superintendent to execute a one-year agreement extension with SAP in the amount of \$284,761.98 to provide enterprise and Business Systems Incorporated (BSI) software support.
8. **Approval of the Student Assignment Plan for 2017-18** - (Ops, Nov. 17, for consideration) Approval of this item would approve the Student Assignment Plan, dated November 8, 2016.
9. **BTA IV: E.C. Hughes Elementary School Renovation Project: Value Engineering Report, State Funding Assistance** - (Ops, Nov. 17, for approval) Approval of this item would accept the Value Engineering Report dated May 9, 2016, and the Architect's Response and Recommendation Matrix for the E.C. Hughes Elementary School Renovation and Addition project.

10. **BTA IV: Award Contract K1267, for Master Planning Services, to Bassetti Architects, for BEX V Capital Levy Planning-** (Ops, Nov. 17, for approval) Approval of this item would authorize the Superintendent to execute a contract with Bassetti Architects for Master Planning Services for BEX V Capital Levy Planning, in the amount of \$921,611 plus reimbursable expenses of \$10,000.
11. **Extend Contract Terms and Amend Contract Amounts for Furniture Procurement for 2016, Bid No. B09501** - (Ops, Nov. 17, for approval) Approval of this item would authorize the Superintendent to execute the contract amendments that extend current contracts and amend the contracted amounts for an additional year for the Furniture Procurement for 2016 with 7 vendors.

IX. Adjourn - 8:00 p.m.

Calendar Reminders

- Board Special Meeting: Audit & Finance Committee, Thursday, December 08, 4:30-6:30pm, Board Conference Room, Stanford Center
- Board Special Meeting: Oversight Work Session: Business & Finance, Thursday, December 08, 6:30-7:30pm, Board Conference Room, Stanford Center
- District IV Community Meeting (Director Peters), Saturday, December 10, 11:00am-1:00pm, Magnolia Library, 2801 34th Ave. W.
- Board Special Meeting: Curriculum & Instruction Policy Committee, Monday, December 12, 4:30-6:30pm, Board Conference Room, Stanford Center
- Board Special Meeting: Audit & Finance Committee - Quarterly Audit Meeting, Thursday, December 13, 4:30-6:30pm, Board Conference Room, Stanford Center
- Board Special Meeting: Work Session: 2016-17 Board Goals; Work Session: 2016-17 Superintendent Evaluation Check-In, Wednesday, December 14, 4:30-7:00pm, Auditorium, Stanford Center
- Board Special Meeting: Operations Committee, Thursday, December 15, 4:30-6:30pm, Board Conference Room, Stanford Center
- Regular Board Meeting, Wednesday, January 04, 4:15-8:30pm, Auditorium, Stanford Center
- Board Special Meeting: Executive Committee, Thursday, January 05, 8:30-10:30am, Board Conference Room, Stanford Center

January 04, 2017 Regular Board Meeting

Agenda **DRAFT**

Regular Legislative Session

January 04, 2017, 4:15 p.m.

Board of Directors

2445 – 3rd Avenue South

Seattle, Washington 98134

206-252-0040

www.seattleschools.org

I. Call to Order - 4:15 p.m.

1. General Welcome Announcement to Audience
2. Roll Call
3. Pledge of Allegiance
4. Recognition

II. Student Presentations - 4:30 p.m. (Broadview-Thompson)

III. Superintendents Comments - 4:45 p.m.

- Native American Education Annual Report - Gail Morris

IV. Student Comments (Roosevelt)

V. Business Action Items - 4:55 p.m.

A. Consent Agenda

1. Minutes of the **Work Session** on November 16, the **Work Session** on November 22, the **Work Session/Executive Session** on November 30, the **Board Retreat** on December 3, the **Regular Board Meeting** on December 7, and the **Work Sessions** on December 14.
2. Personnel Report

B. Items Removed from the Consent Agenda

VI. Public Testimony - 5:30 p.m.

Members of the public who wish to address the board may do so by [e-mailing](#) the School Board Office or calling (206) 252-0040, beginning Monday, January 02, at 8:00am (even though the district offices will be closed). The public testimony list will be posted Tuesday,

January 03. For information on how the public testimony list is created, please visit the [Board's website](#). Thank you.

VII. Board Comments

VIII. Business Action Items (Continued) - 6:00 p.m.

C. Action Items

1. **Naming of Ingraham High School Gymnasium Court in Honor of Walt Milroy** - (Ops, Nov. 17 for approval) Approval of this item would approve naming of the Ingraham High School Basketball Court the "Walt Milroy Court."
2. **Amending Policy No. 2415, High School Graduation Requirements** - (C&I, Nov. 14 for approval) Approval of this item would amend Policy No. 2415, High School Graduation Requirements.
3. **Amending Policy No. 4237, Advertising & Commercial Activities** - (Ops, Nov. 17, for approval) Approval of this item would amend Board Policy No. 4237, Advertising & Commercial Activities.
4. **Approval of two 2016-2017 International Union of Operating Engineers (IUOE) Local 609 Nutrition Services Salary Schedules, one for 9/12016-12/31/2016 and one effective 1/1/2017** - (Exec, Dec 1, for) Approval of this item would approve the Nutrition Services Salary Schedules as negotiated with IUPE Local 609.
5. **Approval of Minimum Wage Adjustments** - (Exec, Dec 1, for) Approval of this item would authorize the Superintendent to take necessary action to implement the hourly rates effective January 1, 2017.
6. **Approval of a Contract to AudioEye, Inc. for Web and Technology Accessibility** - (Ops, Nov. 17, for approval) Approval of this item would authorize the Superintendent to execute a contract with AudioEye, Inc., in the amount of \$287,298 for Web and Technology Accessibility.
7. **Approval of the Annual SAP Software Maintenance and Licensing Agreement** - (Ops, Nov. 17, for approval) Approval of this item would authorize the Superintendent to execute a one-year agreement extension with SAP in the amount of \$284,761.98 to provide enterprise and Business Systems Incorporated (BSI) software support.
8. **Approval of the Student Assignment Plan for 2017-18** - (Ops, Nov. 17, for consideration) Approval of this item would approve the Student Assignment Plan, dated November 8, 2016.
9. **BTA IV: EC Hughes Elementary School Renovation Project: Value Engineering Report, State Funding Assistance** - (Ops, Nov. 17, for approval) Approval of this item would accept the Value Engineering Report dated May 9, 2016, and the Architect's Response and Recommendation Matrix for the E.C. Hughes Elementary School Renovation and Addition project.

10. **BTA IV: Award Contract K1267, for Master Planning Services, to Bassetti Architects, for BEX V Capital Levy Planning-** (Ops, Nov. 17, for approval) Approval of this item would authorize the Superintendent to execute a contract with Bassetti Architects for Master Planning Services for BEX V Capital Levy Planning, in the amount of \$921,611 plus reimbursable expenses of \$10,000.
11. **Extend Contract Terms and Amend Contract Amounts for Furniture Procurement for 2016, Bid No. B09501** - (Ops, Nov. 17, for approval) Approval of this item would authorize the Superintendent to execute the contract amendments that extend current contracts and amend the contracted amounts for an additional year for the Furniture Procurement for 2016 with 7 vendors.

D. Introduction Items

1. **Annual Approval of Schools** - (C&I, Dec. 12, for) Approval of this item would
2. **Yearbook Contract** - (C&I, Dec. 12, for) Approval of this item would
3. **Seattle Housing Authority** - (A&F, Dec. 8, for) Approval of this item would
4. **Amending Policy No. 3422, Student Sports - Concussion and Head Injuries** - (Ops, Dec. 15, for) Approval of this item would amend Board Policy No. 3422, Student Sports - Concussion and Head Injuries.
5. **Approval of Transportation Services Standards for 2017-18** - (Ops, Dec. 15, for) Approval of this item would
6. **Inter-local Agreement with Department of Enterprise Services, Professional Facilities Division, Engineering and Architectural Services fro the Design and Construction of 4 Classrooms Using Cross Laminated Timber at Maple Elementary School** - (Ops, Dec. 15, for) Approval of this item would
7. **Approval of the Joint Use Agreement with the City of Seattle** - (Ops, Nov. 17, for) Approval of this item would allow Seattle Public Schools to enter into a Joint Use Agreement with the City of Seattle.
8. **BEX IV: Board Acceptance of the Building Commissioning Report for Cedar Park Elementary School Renovation Project** - (Ops, Oct. 20, for) Approval of this item would accept the Final Building Commissioning Report for the Cedar Park Elementary School Renovation project.
9. **BEX IV: Final Acceptance of the Public Works Contract P5042 with Bailey Construction, Inc., for the Cedar Park Elementary School Project** - (Ops, Dec. 15, for) Approval of this item would
10. **BEX IV: Approval of the GC/CM Negotiated Total Contract Cost for Loyal Heights Elementary School Modernization and Addition project** - (Ops, Dec. 15, for) Approval of this item would

11. **BTA III: Final Acceptance of Contract K5060, with Bayley Construction, Inc., for the North Queen Anne School Modernization Project** - (Ops, Dec. 15, for) Approval of this item would
12. **BTA IV: Magnolia Elementary School Renovation and Addition: Approval of Budget Increase** - (Ops, Dec. 15, for) Approval of this item would
13. **BTA IV: Award Contract K5073, for General Contractor Construction Manager Services (GC/CM) to () for the Daniel Webster School Modernization and Addition Project** - (Ops, Dec. 15, for) Approval of this item would

IX. Adjourn - 8:00 p.m.

Calendar Reminders

- Board Special Meeting: Executive Committee, Thursday, January 05, 8:30-10:30am, Board Conference Room, Stanford Center
- Board Special Meeting: Curriculum & Instruction Policy Committee, Monday, January 9, 4:30-6:30pm, Board Conference Room, Stanford Center
- Board Special Meeting: Oversight Work Session: Enrollment Services/Assignment, Work Session: Budget, Wednesday, January 11, 4:30-6:30pm, Auditorium, Stanford Center
- Board Special Meeting: Audit & Finance Committee, Thursday, January 12, 4:30-6:30pm, Board Conference Room, Stanford Center
- Regular Board Meeting, Wednesday, January 18, 4:15-8:30pm, Auditorium, Stanford Center
- Board Special Meeting: Operations Committee, Thursday, January 19, 4:30-6:30pm, Board Conference Room, Stanford Center
- Regular Board Meeting, Wednesday, February 1, 4:15-8:30pm, Auditorium, Stanford Center



Seattle School Board Retreat

Saturday, December 3, 2016 10:00 am - 3:00 pm
Auditorium, John Stanford Center

Agenda

- | | |
|----------|--|
| 10:00 am | WELCOME <ul style="list-style-type: none">• Welcome and Goals for the day |
| 10:15 am | BUDGET
(Discussion and/or action, 90 minutes) <ul style="list-style-type: none">• Recap of discussion and/or decisions (if any) to date• Compilation of recommendations from stakeholders and staff• Discussion of additional/new information• Recommendations and consensus for pessimistic and optimistic budget scenarios, pending legislative action for 2017-18 school year |
| 11:45 am | BREAK & LUNCH |
| Noon | ELIMINATING THE OPPORTUNITY GAPS (EOG)
(Discussion, 90 minutes) <ul style="list-style-type: none">• Progress and Movement of EOG• Discuss EOG Infrastructure• Collection of EOG Projects• What's Next |
| 1:30 pm | BREAK |
| 1:35 pm | COMMUNITY ENGAGEMENT
(Discussion and/or action, 75 minutes) <ul style="list-style-type: none">• Overview of the work completed by the Community Engagement Task Force• Recommendations of the Task Force including:<ul style="list-style-type: none">○ Revisions to the selected Community Engagement Model○ Resources○ Practices• Next steps and a request for guidance from the Board |
| 2:50 pm | 2017 BOARD COMMITTEE ASSIGNMENT PREFERENCES
(Discussion, 10 minutes) |
| 3:00 pm | ADJOURN |

* Start times for each topic are estimated. Discussion of the next topic will begin at the conclusion of the prior topic (with the exception of breaks).

DRAFT Process for 16-17 and 17-18 Superintendent SMART Goals

	16-17 Goals Check-ins/Evaluation	17-18 Goals Development
Dec. '16	12/14 Check-In Work Session: What has been done so far; RYG Baseline; \$11M update; Process/Documents for March & June	12/1 Executive Committee: Committee reviews DRAFT 17-18 selection process
Jan. '17		1/1-1/20: <i>Development/Collection of Proposed 17-18 Goal Ideas from Board and staff (through committee mtgs, emails to Board)</i>
Feb. '17		
March '17	3/8 Check-In Work Session: Progress since Dec; Updated RYG	3/4 Board Retreat: Review Board and staff proposals; Brainstorm any new ideas; Select Goal topics and Key elements
April '17		3/4-6/3 : <i>Budget Alignment</i>
May '17		
June '17	6/14 Work Session: 16-17 SMART Goals annual evaluation presentation	6/1 Executive Committee: 17-18 Goals BAR Placeholder
	June 2017: Superintendent Evaluation (Executive Committee to determine process and meetings needed)	
		6/3 Board Retreat: Finalize goal language, rubrics, baseline and targets; Budget
		6/21 Introduction
July '17		7/5 Action

Seattle Public Schools 2017 Executive Committee Work Plan

	January 5	February 2	March 2	April 6	May 4	June 1	July	August	September	October	November	December
Legislative Agendas for Review	Jan 18 & Feb 1	Feb 15 & March 1	March 15 & April 5	April 19 & May 3	May 17 & June 7	June 21 & July 5		August and 1st Sept meetings	2nd Sept and 1st October meetings	2nd October and 1st November meetings	2nd November and 1st December meeting	1st January meeting
Annual Report					Ensuring Educational & Racial Equity	Public Access to District Records Review of Required Reports						
Policy Review		1210 – Annual Organization Meeting/ Election of Officers										
Annual Items	March Retreat Planning Committee Annual Work Plan	March Retreat Agenda Approval	Board Evaluation Check-In	March Retreat Follow-Up June Retreat Planning	June Retreat Agenda Approval Board Meeting Calendar	2017-18 Conference Schedule Board Evaluation Check-In		June Retreat Follow-Up September Retreat Agenda Approval	Board Annual Evaluation Planning	December Retreat Planning	December Retreat Agenda Approval	Board Evaluation Check-In
Special Attention Items	TBD	TBD	TBD	TBD	TBD	TBD		TBD	TBD	TBD	TBD	TBD
Standing Agenda Items	Supt. SMART Goal Update Board Calendar Gov't Relations Community Engagement	Supt. SMART Goal Update Board Calendar Gov't Relations Community Engagement	Supt. SMART Goal Update Board Calendar Gov't Relations Community Engagement	Supt. SMART Goal Update Board Calendar Gov't Relations Community Engagement	Supt. SMART Goal Update Board Calendar Gov't Relations Community Engagement	Supt. SMART Goal Update Board Calendar Gov't Relations Community Engagement		Supt. SMART Goal Update Board Calendar Gov't Relations Community Engagement	Supt. SMART Goal Update Board Calendar Gov't Relations Community Engagement	Supt. SMART Goal Update Board Calendar Gov't Relations Community Engagement	Supt. SMART Goal Update Board Calendar Gov't Relations Community Engagement	Supt. SMART Goal Update Board Calendar Gov't Relations Community Engagement

TO BE PLACED:

NEW Language Access Policy and Procedure (preliminary draft anticipated to be available in March)
Ongoing Minutes Policy Discussion

FROM 2016 PARKING LOT:

0030 – Ensuring Educational and Racial Equity (from the C&I Committee Parking Lot)

Charter guided by Policy 1240, Committees & Policy 1010, Board Oversight of Management: • Provide leadership for Board activities • Develop the Board annual work plan and operation • Be a sounding board for the Superintendent • Draft Superintendent evaluation materials for the Board and manage the Superintendent evaluation process • Work with staff to develop a strategy and plan to address emerging priorities/issues, including identifying and referring to the appropriate committee • Develop and approve meeting and retreat agendas • Schedule work sessions and all other Board meetings • Work with the Superintendent to guide the preparation of Strategic Plan work sessions • Work with the Superintendent to identify the departments and major program areas to give Oversight Work Session presentations each year • Coordinate government relations for federal, state and local jurisdictions • Draft a legislative agenda for consideration and approval by the Board • Draft positions on State and City of Seattle resolutions, ballot measures and initiatives for consideration and approval by the Board • Interface with Washington State School Directors Association (WSSDA) and other school districts • Coordinate with government entities, other education advocacy groups and individuals • Coordinate the annual review of Board policies • Develop, review and recommend Series 1000 and applicable Series 0000 and 4000 policies for consideration by the Board • Ensure the leveraged use of Policy No. 0030, Ensuring Educational and Racial Equity • Make recommendations regarding action by the Board with respect to collective bargaining agreements and the academic calendar • Review and approve the list of annual program reporting requirements • Coordinate legal issues • Refer issues to the appropriate Board committee • In coordination with the Superintendent and lead committee staff, develop an annual committee work plan

Seattle Public Schools District and School Website User Requirements Discovery Report

Executive Summary

The **User Requirement Data Report** for the Seattle Public Schools website refresh project provides guidance to the planning, design and development phase of redesigning the district public website and school websites.

This report summarizes the ideas, comments and website data analysis generated through the user requirement discovery phase. The website refresh team and work group will use this information to assure user needs are met during the refresh development and design phase.

The research highlights the following key trends: users experience challenges with finding information and navigating through sites, the calendar and staff directory are both used frequently and present opportunities for improvement, search results are often not helpful because the high numbers of outdated documents available.

The major opportunities for web improvement fall into four categories:

- 1. Better Wayfinding**
Navigation and user interface informed by information architecture that balances user research data and district goals to aid information discoverability.
- 2. Better Popular Feature Performance**
Existing feature improvement with priority given to calendar (display and subscription), and staff and department directory.
- 3. Highlight Popular and Critical Messaging on Home Page and Dept. Landing Pages**
Home page and landing page layout improvements to increase opportunities to highlight critical content messaging elements and trending pages by user engagement.
- 4. Clean Up Outdated Content**
Content management and curation across all websites, pages and file folders to remove outdated content and documents.

Table of Contents

Summary	Page 1
Background	Page 2
Participant and Methods	Page 3
Community Engagement Feedback Common Threads	Page 4-8
Web Analytics Overview	Page 9-12
Findings and Recommendations	Page 13

Background

Although the migration to the new CMS interface in June 2015 made some visible changes to the websites' appearance, the information architecture (IA) and aesthetics remained unchanged and user experience challenges with navigation, information organization and information discoverability persisted.

The primary goal of the website refresh project is to create a more intuitive and friendly web experience for users. This research provides user experience data to help guide project decisions to create the necessary changes to improve user experience on the district and school websites.

The research is based on three methods of data gathering: an online survey; in person interviews, focus groups and survey canvassing; website usage analytics.

The website refresh project user requirements discover phase spanned from May 2016 through September 2016. More than 2,800 SPS website users participated in the web survey or in person interview between May through June. District and school websites have been analyzed to evaluate traffic from August 2015 through October 2016.

The district and school websites are foremost a tool for community members, staff, students and families. Serving their needs and interests is of primary importance. Website refresh priorities should be led by user requirement data, best practices in user experience website development, layout structure than enables district to share critical content messaging, followed by organizational needs.

Participants and Methods

Data sources:

- User feedback online survey
- In-person survey gathering at school and district events and user experience web editor focus groups and interviews
- Google Analytics data for public district website and school websites

Participants: Nearly 2,900 people participated.

- Online survey: 2,725 (English) 35 (languages other than English) respondents
- In-person survey: 68 respondents
- Web editor focus groups and school site interviews: 21 participants

Online Survey

The survey, published on Survey Monkey included translation to top 7 languages used by SPS families. The English version was open from May 9 - June 30. Translated versions were open from June 2 - 30.

Respondents included 69 percent family member of a student, 21 percent SPS staff, 6 percent students, 2 percent school partner or volunteers, 1.5 percent community members.

A breakdown of approximate participation by district regional clusters of online survey respondents:

- 523 Northeast
- 499 Northwest
- 430 Central
- 128 Southeast
- 379 West Seattle
- 90 Seattle Environs

In-person Survey Canvassing

Working with Racial Equity Teams, family events in school with historically underserved families were identified. Interview teams attended events during May and June 2016 at Leschi Elementary School, Rainier Beach High School, Thurgood Marshal Elementary School and Washington Middle School. Two events held at the central office were similarly canvassed, the SPED School and Family Partnership Meeting and a School Board meeting. Web survey links were distributed at each event.

There were 68 respondents, which included primarily family members and students, but also limited number of school staff.

User Experience Web Editor Focus Groups and Interviews

There were 11 focus group participants and 10 individual interviews carried out in May and June 2016. The focus groups were held at the central office and interviews at seven different SPS school sites, including: Greenwood ES, Hamilton MS, Viewlands ES, Highland Park ES. Invitations to participate by way of focus groups and interviews was emailed to web editors and promoted on the Schoology web editor group page.

Community Engagement Feedback Common Threads

Online Survey

Questions

What is the primary reason you visit our district and/or school websites?
Are you generally able to find what I'm looking for on the district and /or school websites?
What information, if any, have you had trouble finding on the district and/or school websites?
What new and/or current features would be most helpful our websites?

Common Threads for District Public Website

- The majority of users reported that while they are generally able to find what they are looking for on the district website, it requires a lot of effort and often causes frustration.
- There are a many suggestions for improvement. Several topics were repeated by responders including improving search, navigation and removing outdated content and documents.
- They also raised the importance for increasing findability of key programs, departments, testing dates and information, school boundaries and planning/reporting information. Dissatisfaction with lack of comprehensive staff or department directory. Users report broken links, outdated information, and seemingly buried information impede site performance.
- Approximately, 64 percent of respondents selected viewing calendars or upcoming events as a primary reason they visit the district website, followed by viewing The Source at 45 percent. Note, users were able to select multiple options.

Improving the district website selected comments

- **Need better menus, wayfinding, information architecture. “Too many clicks”**
 - “Very confusing hierarchy, too wordy, bad user interface, poor design, unnecessarily complicated to find one piece of information or for example register for kindergarten”
 - “Hard to navigate and find items when I want them”
 - “just about everything. Enrollment phone numbers. Working sites for the source and schoology. Information about program.”
- **Calendar – improve findability, clarity, sorting, details, synch to other calendars**
 - “subscribe to school calendar via ical interface, so that when the calendar is updated, it shows up on my calendar. The current ability to download ical files does not provide this functionality.”
 - “An interactive calendar that I can link with my phone such as iCal”
- **Improve search and content (too many results, outdated info, and broken links) and**
 - “The search engine is horrible. It only locates PDFs of what I type in”
 - “Most everything, the search function rarely works, the links and page set ups do not make sense and do not follow logical flows”
 - “Content is too complicated, especially messages from the superintendent. For example, the growth boundaries message or emails from advance learning.”
- **Clean look, less junk or noise on the pages. simpler to navigate with a search feature that will return relevant answers**
 - “Using the search feature for anything [difficult to use]. Out of date materials should be removed”
 - “Eventually I have found the info but the search feature doesn’t always yield desired results.”

Q1 What is the primary reason you visit our district website?

Answered: 2,327 Skipped: 398

Departments Student Resources Forms Reasons
Teacher Job Email Events
Advanced Learning Board Meetings
Policies Curriculum District Staff Portal
School Contact Info Look Special Education
Schoology HCC Access Status SPS Waitlist
Enrollment Bus Info Testing

Q3 What information, if any, have you had trouble finding on the district website?

Answered: 1,464 Skipped: 1,261

Confusing Lunch Menus Phone Numbers Think Job
Able Programs Employee
Advanced Learning Not Easy Contact
Trouble Finding Calendar
Difficult to Navigate School Hard to Navigate
Forms Resources Testing Special Education
Source Broken Takes Search Function Grades
Special ed Info Access

Common Threads for School Websites

- The majority of users report that they can generally find what they are looking for. However, there is uneven content management on the school websites.
- More than 80 percent of respondents selected viewing calendars or upcoming events at the primary reason they visit the school websites.
- More than 50 percent selected viewing school staff contact information. Note users were able to select multiple options.

Improving the school websites selected comments

- **Staff contact page (photos, title, grade level, improved search within the page)**
 - “Incomplete contact info for staff and admin. They have a name, but no job title or contact info.”
 - “The support staff on our website don’t have titles associated with them. I had trouble figuring out who the school counselor was to contact her.”
- **Calendar – improved clarity, sorting, more details, synch to other calendars**
 - “Specific details for evening events start/end times, what to do if it rains, etc.”
 - “There is no iCal calendar subscription feed for school calendar, like last year. The download process is manual and inconvenient. Please bring back the iCal feed for calendar.”
- **Content curation and updated information**
 - “Sometimes out of date information is still posted.”
 - “There’s huge variation from school to school. Enrichment opportunities are rarely mentioned, or difficult to find.”
 - “Everything useful is on the PTA website”

Q5 What is the primary reason you visit our school website(s)?

Answered: 2,037 Skipped: 688

Teacher Announcements Address Course Catalog
Activities Curriculum PTA Research Look
Calendar Forms Resources Schoology
Attendance School Access the Source
Student SPS Sports Reason Program
Homework Contact Academic Grades Class Info
Schedule

Q7 What information, if any, have you had trouble finding on the school website(s)?

Answered: 906 Skipped: 1,819

Outdated Hard to Navigate Special Volunteer Opportunities
Sports Field Bell Schedules Elementary
Not Updated Able Teacher Place
Staff Confusing School Clear
Calendar Organized Contact Info
Schoolology Testing Regarding
Upcoming Events Advanced Learning Forms Little Info
Start

Q8 What new feature would like to see on our website(s)?

Answered: 1,059 Skipped: 1,666

User Friendly Special Education Schedules New Feature
Menus Better Navigation Schoolology Staff Directory
Better Search Easy Access Teacher
Search Engine Calendar Contact Info
School Search Feature Easier Design
Source Content Search Function Pictures
Clear Section Ability Volunteer Opportunities Think
Organized

In-person Survey Canvassing

Questions

What is the primary reason you visit our district and/or school websites?

Are you generally able to find what I'm looking for on the district and /or school websites?

What information, if any, have you had trouble finding on the district and/or school websites?

What new and/or current features would be most helpful our websites?

Common Threads

- During in person survey gathering events approximately half of the responders cited they used the school and district website for links to the Source and Schoology.
- Nearly 25 percent said the calendar on the district and school website was a top reason to visit the websites.
- Many respondents noted content management is critical and needs attention.
- Improved search and ability to subscribe to the calendar came up repeatedly with respondents.

User Experience Web Editor Focus Groups and Interviews

There were 11 focus group participants and 10 individual interviews carried out in May and June 2016. The focus groups were held at the central office and interviews at seven different SPS school sites.

The information about the focus groups and interviews was emailed to web editors and promoted on the Schoology web editor group page.

The user experience focus groups and interviews highlighted several important issues.

- Calendar does not feature all events
- Need to prioritize links to key topics for families and students
- News feed not adequate to highlight key information
- Search feature needs improvement
- Need remove dead links
- PDF and documents needs clean up and be posted in one place
- Board pages need to be cleaned up
- Need more intuitive menus
- Editors request additional CMS training.
- Have buttons to translate languages to top languages in SPS on top of the site. Each participant either collaborated or individually to do card sort for IA structure research.

Google Analytics Data

Website user traffic for district site was evaluated from August 1, 2015 through October 31, 2016. School user traffic was evaluated from December 1, 2015 through October 31, 2016. The public district website and 11 school websites were evaluated. District and Aki Kurose are provided as representative analytics to these findings.

Top level directory pages, Main menu, Top landing page engagement

The district directory is overwhelming the top destination—primarily due to visit to the Student Portal, which is the quick link to The Source, Schoology and other important student resources, the department directory and the calendar. The Source, calendar, district department directory all need to be found easily from the home page.

The many of the most used pages are stable over the year. On the district website, pages such as calendar, student portal, jobs are consistently some of the top visited pages. Other pages usage depends on deadlines or critical topics. Ex.: admissions and waitlist pages, transportation, and growth boundaries.

Top search terms

The top search terms throughout the year on the district site include: variations of The Source. Schoology and calendar follow closely as most popular search terms. Searches for specific departments, topics or resources such as Advanced Learning, Transportation, lunch, open enrollment, volunteer, Typing Agent varies throughout the year.

Page not found

Although there has been a large reduction of page not found results since August 2015, there is considerable work to be done to update and remove outdated links.

Critical messaging elements and button experiment

Home page button district and school sites: Bell times button published in June 2016 offered easy access to key messaging. The News page (background and family resources) – 51,563 page views; the Calendar page (bell time schedule grid for all schools) – 63,201 page views.

Translation

Low engagement with language translations on district site and schools with large ELL populations.



Home (“/”), Admissions, Students, Schools (“directory”), Families and Communities, District, How do I (“FAQ”)

Page path level 1	Pageviews ▼ ↓	Pageviews	Contribution to total: Pageviews ▼
	9,345,819 % of Total: 100.00% (9,345,819)	9,345,819 % of Total: 100.00% (9,345,819)	
1. /district/	4,467,301	47.80%	
2. /	1,513,215	16.19%	
3. /students/	784,800	8.40%	
4. /admissions/	749,964	8.02%	
5. /directory/	562,985	6.02%	
6. /news/	542,868	5.81%	
7. /families_communities/	112,232	1.20%	
8. /contact/	94,509	1.01%	
9. /gateway/	68,759	0.74%	
10. /modules/	53,594	0.57%	
11. /familiescommunities/	35,126	0.38%	
12. /faq/	35,034	0.37%	

Page Title	Pageviews ▼ ↓	Pageviews	Contribution to total: Pageviews ▼
	9,345,819 % of Total: 100.00% (9,345,819)	9,345,819 % of Total: 100.00% (9,345,819)	
1. Home - Seattle Public Schools	1,482,583	15.86%	
2. Student Portal - Seattle Public Schools	1,254,698	13.43%	
3. Calendars - Seattle Public Schools	436,825	4.67%	
4. Job Opportunities - Seattle Public Schools	395,645	4.23%	
5. Schoology LMS - Seattle Public Schools	277,382	2.97%	
6. The Source - Seattle Public Schools	243,548	2.61%	
7. District Calendar - Seattle Public Schools	198,144	2.12%	
8. Search Results - Seattle Public Schools	175,034	1.87%	
9. Schools - Seattle Public Schools	166,641	1.78%	
10. Page Not Found	154,976	1.66%	



Aki Kurose Middle School
Peace, United and Soaring Together.



Home About▼ News▼ Academics▼ Student Activities▼ Staff School Involvement Services▼

Schools Main Menu – Home, About, News, Academics, Student Activities, Staff, School Involvement, Services

Page path level 1	Pageviews ▼	↓	Pageviews	Contribution to total: Pageviews ▼
	78,483		78,483	
	% of Total: 100.00% (78,483)		% of Total: 100.00% (78,483)	
1. /	61,831		78.78%	
2. /news/	6,741		8.59%	
3. /staff/	3,943		5.02%	
4. /about/	1,520		1.94%	
5. /student_activities/	1,006		1.28%	
6. /academics/	971		1.24%	
7. /services/	614		0.78%	
8. /school_involvement/	596		0.76%	
9. /gateway/	157		0.20%	
10. /administrate/	109		0.14%	
11. /modules/	63		0.08%	
12. /site_map/	43		0.05%	

Page Title	Pageviews ▼	↓	Pageviews	Contribution to total: Pageviews ▼
	78,483		78,483	
	% of Total: 100.00% (78,483)		% of Total: 100.00% (78,483)	
1. Home - Aki Kurose Middle School	61,726		78.65%	
2. Staff - Aki Kurose Middle School	3,945		5.03%	
3. Calendar - Aki Kurose Middle School	2,800		3.57%	
4. About - Aki Kurose Middle School	1,248		1.59%	
5. The SOURCE - Aki Kurose Middle School	774		0.99%	
6. Search Results - Aki Kurose Middle School	769		0.98%	
7. News - Aki Kurose Middle School	749		0.95%	
8. Athletics - Aki Kurose Middle School	645		0.82%	
9. School Involvement - Aki Kurose Middle School	592		0.75%	
10. Academics - Aki Kurose Middle School	395		0.50%	

Site search (district left; school right)

	160,313 % of Total: 100.00% (160,313)
1. source/	2,403 (1.50%)
2. schoology/	1,747 (1.09%)
3. the source/	1,485 (0.93%)
4. Source/	1,309 (0.82%)
5. advanced learning/	1,221 (0.76%)
6. calendar/	815 (0.51%)
7. The source/	774 (0.48%)
8. Schoology/	546 (0.34%)
9. bell times/	531 (0.33%)
10. waitlist/	529 (0.33%)
11. transportation/	521 (0.32%)
12. open enrollment/	514 (0.32%)
13. Calendar/	466 (0.29%)
14. typing agent/	445 (0.28%)
15. volunteer/	435 (0.27%)
16. lunch/	433 (0.27%)
17. Lunch menu/	423 (0.26%)
18. lunch menu/	410 (0.26%)
19. enrollment/	356 (0.22%)
20. Bell times/	342 (0.21%)
21. Lunch/	324 (0.20%)
22. Advanced learning/	319 (0.20%)
23. 2016-2017 calendar/	316 (0.20%)
24. special education/	304 (0.19%)
25. school choice form/	290 (0.18%)

	391 % of Total: 100.00% (391)
1. Summer school/	9 (2.30%)
2. Supply list/	9 (2.30%)
3. School supplies /	8 (2.05%)
4. school supplies/	8 (2.05%)
5. School supplies list/	6 (1.53%)
6. bell schedule/	5 (1.28%)
7. School supplies/	5 (1.28%)
8. Classes/	4 (1.02%)
9. school supply list/	4 (1.02%)
10. source/	4 (1.02%)
11. summer school/	4 (1.02%)
12. supply list/	4 (1.02%)
13. Bell schedule/	3 (0.77%)
14. Calendar /	3 (0.77%)
15. Calender/	3 (0.77%)
16. Grades/	3 (0.77%)
17. jnhbghg/	3 (0.77%)
18. phone/	3 (0.77%)
19. School start/	3 (0.77%)
20. supply/	3 (0.77%)
21. Wing luke supplies/	3 (0.77%)
22. 6th grades first day/	2 (0.51%)
23. After school program /	2 (0.51%)
24. Boys soccer/	2 (0.51%)
25. Dress code/	2 (0.51%)

Findings and Recommendations

The website refresh should focus on the following website aspects to improve user experience:

- Well-organized information architecture
- Navigation and site layout logic improvements
- Improved search functionality by reducing duplicate and out-of-date content (specifically PDFs) as well as increase of keyword rich headlines and metadata
- Improve popular features such as staff directory and calendar
- Prioritize links to popular tools such as The Source, Schoology, Calendar as made evident by search term usage and top page engagement
- Increase opportunities for district and schools to highlight critical content messaging elements that affect a large percentage of students and their families, such as growth boundary changes.
- Increase discoverability of translation function for top 5 or 6 languages.
- Add Call to Action and social sharing elements
- Make critical information and frequently used links more easily discoverable and improve user exp.
 - Teacher, staff and department contacts
 - Calendar
 - Lunch / breakfast menus
 - School year schedules
 - Important forms
 - Jobs

To achieve these recommendations, the following are recommended:

1. Develop website user personas and user scenarios to inform logical information architecture.
2. Dedicate additional funds for iCal feature development with vendor.
3. To improve search functionality address file management issues stemming from migration process that created multiple copies of PDFs and other documents in redundant folders.
4. Employ on-site and online user testing during beta development phase of refreshed web design to work out user goal challenges.
5. A dynamic plug in that highlights trending topics of search or top news items would be useful to help readers connect with key issues or resources.
6. Flexible design element to highlight key messaging and critical pages across district and school home pages. Ex.: a button that can be clicked on a school website that points back to the district page with district-wide information for families and students.
7. New design should provide buttons at top of site that provide quick translations to six top languages of SPS families.
8. Establish more opportunities for web editors to take CMS and web editing training.
9. Continue to work on Page Not Found results.
10. Implement working group with web team and stakeholder representatives to make recommendations to chief engagement officer who will advance recommendations to small cabinet.

Sarah

Perspective parent

Age: 37

Occupation: Environmental Health Specialist

Status: Married; one child 4.5 year-old Mason

Location: Wedgewood Neighborhood

Household income: \$120k

Education: BS in environmental science



Bio

- Sarah and her family moved to Seattle last summer from Portland, Ore.
- Mason has a hearing impairment and is in a neighborhood, co-op preschool.
- Does most research for schools during work commute on her phone.
- Is comfortable online and uses email extensively.
- Works on a PC at work and iPhone and iMac at home.
- On social media 1-2 hours a day and joined a Facebook group for parents of children with special education in Seattle.

Goals

Emily is starting to research how to enroll her son in kindergarten for next fall. She wants to learn about local school options both public and private. She is looking for a school with an inclusive climate with rigorous academics and a wide-range of extra-curricular options. She would like Mason's school to have a STEM focus and wants him to be included with his peers of all abilities in gen ed classrooms with additional special support services.

Needs

1. What services is my child eligible for?
2. What is the evaluation process?
3. What school should we select?
4. How do we enroll kindergarten? What forms are needed? What are the steps?
5. How do I compare the local schools?

Mike

Father of two

Age: 48

Occupation: maintenance technician

Status: married; two kids (1 high school, 1 elem)

Location: lives SE Seattle

Household income: \$70k

Education: high school diploma



Bio

- Mike has two kids. He and his wife have been a SPS family for 8 years.
- Not a frequent user of web; online about 1 hour after dinner or before bed.
- Has not provided email address to school district; depends on kid mail and phone calls from school for information.
- He has an android phone that has limited data access monthly.
- The family has a desktop computer that the kids use for school work and games.

Goals

Mike wants to help his high school student as she applies for college. He is a little anxious about because not familiar first hand with the process. He is also considering other after school child care options for his elementary school child because he is a little worried about the one they selected this summer. Last year's bell time change added household expense and concern for their youngest child who previously was watch after school by their older child

Needs

1. How do I help high school student apply for college, sign her up to take the SAT? What are the other steps?
2. Where is the link to The Source and school staff contact information?
3. What are our child care options for elementary school student?
4. Where is the school year calendar?

Ellen

Teacher looking for professional growth

Age: 33

Occupation: middle school teacher

Status: single; no kids

Location: lives in Renton; commutes to SW Seattle

Household income: \$57k

Education: BA in geography



Bio

- Ellen teaches science and language arts
- Teaches at school that at least 70 percent of students qualify for free and reduced price lunch
- Very dedicated to teaching; she often arrives before 7 a.m. and stays until after 6 p.m.
- Like the variety to working at a middle school
- She has been teaching for four years and looking for ways to advance her career
- Thinking about a master's in education or similar to become a principal
- Comfortable with technology
- Checks email a couple times a day but more likely after she gets home at night

Goals

Ellen wants to find ways to encourage her student's families to get involved in their children's education. Likes her current school, but open to new opportunities. She tries to stay up to date on current and upcoming school and district events and opportunities to share with her students and their families. She is seeking best path to advance her career.

Needs

1. How can I encourage families to get involved in their children's education?
2. I want to stay at current school to build seniority, but open to new opportunities.
3. Where do I find information about current and upcoming school and district events?
4. Where is information about district opportunities that will help her students and their families?
5. Where can I find more information on career advancement?