Friday Memo to the Board
Superintendent’s Highlights
for the Week of December 14-20, 2019

Safe & Welcoming: This week I visited West Seattle Elementary (WSE). They have spent a great deal of time over the last few years, under Principal McCowan - Conyer’s leadership, building strong relationships with students and their families. The staff has bridged gaps between the school and community by hiring from the community, as well as deploying family advocates to work as ambassadors for the school.

The WSE staff involves students in creating a safe environment for each other. The school utilizes “Essential Learning Skills” like stamina, collaborative learning and advocacy as part of their tier 1 SEL instruction. All the classrooms use this language and expectations when working with students.

Student leaders are creating Black Lives Matter events for Feb. and a yearlong anti-bullying campaign. There is a lot going on at WSE!

3rd Grade Reading: The WSE team is all about the data. DATA! DATA! DATA! There are data walls that show the current reading level of every student at WSE. Students know their current reading level, their goal for the month and have a written plan to achieve their goal. Did you know that WSE black/African American students outperform the district on ELA SBA by 17.2% and 27.4% on the math SBA? They do. Their intentional focus on data shows positive student outcomes for WSE students.

I observed 2 third grade classrooms during a writing lesson. Writing is used to support students’ reading goals. Students demonstrated their stamina in this lesson by writing a story using descriptive language.

Culturally Responsive Practices: Principal McCowan-Conyer has a team that embeds racial equity in everything they do. The teachers lead this work at WSE. The school has 11 STR trained staff who help lead this work. At the last Wed. PD day, staff learned about the history of Somalia. This learning was led by the Family Support Worker, who is from Somalia. He was able to share the history of his country and his lived experiences. This information is so powerful for a staff that serves over 70% Somali students and families.

Community and Partnerships:

- I met with Mayor Durkan and her team for our monthly meeting. We discussed TAF, Memorial Stadium and other work we are doing in partnership.
- Dr. Williams and I shared the work she and her team are launching to a packed room at Seattle Foundation. As always, a shout out to the Alliance for getting SPS in these spaces.
- I spent time this week walking around JSCEE wishing people a happy and restful break with a bowl of candy. The Small Cabinet sent out a webcast thanking and wishing everyone at JSCEE a peaceful break. Sherri and I took the Board and Supt offices to lunch at Derby. We attended the First Student/SPS, the Continuous Improvement/Schools and Facilities holiday gatherings. So much joy!!
- Our hopeful partners from TAF and I visited with families from Bailey Gatzert, Leschi and Thurgood Marshall. Thank you to the Directors who joined the meetings.
- My team met with the SCPTSA this week to discuss TAF, Ethnic Studies and Dyslexia. They are such important partners in our work and I’m thankful for their partnership.
- S. Lake High School is launching the process to rename the school after Al Sugiyama. They are aware of and following the Policy/Procedure to do so.

Please do take time to be with family and/or friends these next two weeks. Most of my team is out of the office resting and recharging. WE have a lot of work to do to ensure that Seattle Excellence comes to fruition. I look forward to doing this long overdue work in partnership with you so that we can be the District that loves Black boys and students furthest from educational justice!
Response to question from Board Director Leslie Harris regarding the funding source for the Let’s Go bicycle and pedestrian safety program.

The Let’s Go program is a partnership between Cascade Bicycle Club as service provider, Seattle Department of Transportation (SDOT) as funder, and Seattle Public Schools as educational agency. Let’s Go is an educational component of the Vision Zero program that has the goal to eliminate traffic-related fatalities in the city of Seattle. Vision Zero and its program, Let’s Go, are funded by the city’s School Safety Traffic and Pedestrian Improvement Fund. The School Safety Traffic and Pedestrian Improvement Fund (SSTPIF) is the new name of the School Zone Fixed Automatic Camera Fund. The School Zone Fixed Automated Cameras Fund (SZFAC), was created by Ordinance 124230, and began in 2014 to separately account for revenues generated by the school zone fixed automated cameras. In November of 2015, the Seattle City Council passed Ordinance 124907, which dedicated 10% of City revenues from automated traffic safety cameras (also known as red-light cameras) for pedestrian and traffic safety improvements in school zones and renamed the SZFAC to reflect this new revenue source. In November of 2016, the Council passed ordinance 125207 adopting the 2017 budget which increased the amount of red-light camera revenue dedicated to the SSTPIF fund from 10% of revenue to 20%.

In 2018 the revenue produced by the red-light cameras (20% SSTPIF) and school camera infractions to fund the SSTIF totaled $8,518,384.00. Of that total amount, 10% could be allocated to red light camera revenue and 90% was school camera infraction revenue. In 2018, the city of Seattle appropriated $6,764,647.00 of the SSTIF to fund operations, administration, and enforcement; capital improvements, and non-capital operation and maintenance. The remaining $1,753,737.00 went to the fund balance. $734,986.00 was allocated to non-capital operations and maintenance and that amount covers education and outreach, flashing warning beacon preventative maintenance and repair, and staff support to meet evaluation and reporting requirements of the school camera program as required by the State of Washington. The funding for the Let’s Go Program is a non-capital spending allocation from the SSTIF and is categorized as education and outreach.
Friday Memo to the Board
Equity, Partnerships and Engagement
For the Week of December 16 – 20, 2019

Schools and Community Partnerships:

- On 12/10, Community Partnerships Director James Bush and Partnership Data & Systems Manager Jennifer Chamberlin met with representatives at Highline School District to share and discuss data resources. Highline School District has received funding from the Gates Foundation to focus on their district data infrastructure and wanted to learn more about the data resources we have available for our Community Based Organizations (CBO), including Student-at-a-Glance and the Partnership Portal.

Family Partnerships:

- This Fall, fifteen (15) parents completed Family Connectors University in High Point, West Seattle. They came from Fairmount Park Elementary, Gatewood Elementary, West Seattle Elementary, Denny Middle School, West Seattle High School and Sealth High School. They were introduced to CSIPs (Continuous School Improvement Plans) with a focus on family engagement. They are working with Principals to identify opportunities for parent leadership.
Advanced Learning

High school Advanced Placement & International Baccalaureate programs:

Over the last 1.5 years, the Advanced Learning office has worked on creating more consistent and predictable practices across all comprehensive high schools that offer Advanced Placement courses and exams. Below are additional highlights of the work completed:

- 5,800 exams ordered for just over 3,900 students across 11 comprehensive high schools within the new College Board exam order deadline of Nov. 1, 2019
- Published a district-wide AP Testing Guidance Document, which includes standardized practices regarding registration and test administration
- Improved district-wide communication with staff, students and families regarding changes to AP Registration.
  - Communication to families included translated documents in the top 5 languages and/or in the primary language listed on the student’s district profile
- Built additional capacity of the AP Testing Coordinators by embedding racial equity training at monthly AP testing coordinator meetings to address inequitable registration and testing practices
- Eliminated AP testing minimum registration fees for students receiving FRL services district-wide
- Partnered with Nutrition Services to provide centralized communication to schools regarding students eligible for the AP Fee Waivers
- Established a standardized teacher rotation system in Spring of 2019 for high school teachers of AP courses to attend professional development sessions led by College Board Consultants in the summer
- Partnered with Communications team to develop and publish a district AP testing website (live by January 2020)
Friday Memo to the Board
Technology Services
Essential Information for the week of December 16-20, 2019

SPS Cyber Security receives reports of SPAM/Phishing emails on a regular basis. Here is what we do when we receive a report:

- Review the email to see what account it is coming from.
- Block that account from sending phishing emails to SPS accounts.
- Add key words and phrases to the SPAM filter so it can scan for and quarantine emails using similar wording.
- We ask customers to:
  - Report the message to Microsoft using the “Report Message” tool in Microsoft Outlook. This helps Microsoft better recognize new phishing campaigns. You can find the “report message” button in the top right corner of your Outlook menu bar;
  - Change passwords on any accounts where the customer may have used the same stolen password;
  - Avoid password reuse between accounts.

Even if clients report receiving a SPAM email, it is possible they will get another one. Often it is from a different compromised email account. Lately we have seen “bad actors” using a picture of the text rather than using text itself. This makes it more difficult to scan and intercept emails with malicious intent. The bad actors also may use non-English character sets that are still “readable” by a human but that can trick a SPAM control.

Bad actors have password lists from previous data breaches (Adobe, Collection #1, LinkedIn, etc.) and use that information to engage in social engineering with the recipient to make them think that it “must be real” – in most cases they are not and can be disregarded, however the risk associated with password reuse and use of passwords that are variations on old passwords is real.

In short, the bad actors are stepping up their game and it is becoming more challenging to filter valid email from SPAM/Phishing. Bad actors are constantly revising their strategy to circumvent technical controls, so it is challenging to get ahead of them. Education of users is our best strategy.
Friday Memo to the Board
Office of Public Affairs

Essential Information for the week of 12/14/19 – 12/20/19

Goal 1: Media Relations

- 12/18/19 Seattle Times “A STEM partnership that would blend gifted ed….”
  https://www.seattletimes.com/seattle-news/education/a-stem-partnership-that-would-blend-gifted-education-at-
  washington-middle-school-inches-forward-awaits-final-approval/
- 12/12/19 Seattle Times “Leschi Elem. Will be closed Friday after dozens are sickened with norovirus”
  https://www.seattletimes.com/seattle-news/education/leschi-elementary-closed-friday-after-more-than-100-
  students-and-staff-come-down-with-a-stomach-bug/
- 12/12/19 KING 5 “Norovirus closes Leschi Elementary”
  https://www.king5.com/article/news/local/seattle/leschi-elementary-school-norovirus-outbreak/281-
  fc2a160f-dade-4d01-939e-cc5441fc54e8
- 12/12/19 KIRO 7 “Norovirus outbreak closes Leschi Elementary School”
  school/I33GXN2AC67G5SKVQ6JDZEFILA/?_website=cmg-tv-10090

Goal 2&3: District Messaging – Outbound Communications, Customer Service

- You can see the latest stories of Seattle Excellence, view engagement opportunities in the district, and
  get operational updates throughout the year by following us on Facebook and Instagram
  @SeattlePublicSchools and Twitter @SeaPubSchools. You can also click on #SPSConnects and
  #SeattleExcellence in our posts or search them on Facebook, Twitter, and Instagram to join
  conversations across the district. Currently, 10,696 like our Facebook page, 24,633 follow us on Twitter,
  and 3,114 follow us on Instagram. This year, on average, we posted seven times a week on Facebook
  and Twitter and one to two times per week on Instagram, reaching an average of about 2,500 people per
  post on Facebook. You can help us reach even more students, families, and staff by sharing our content
  on Facebook, Twitter, and Instagram. By tagging us in your district-related posts and sharing SPS
  content, board directors and the district can work together to spread important district messages. For any
  help regarding sharing and amplifying district social media, please reach out to
  vasommerman@seattleschools.org and CC Carri Campbell and Superintendent Juneau.
- Seattle Super Readers (SSR), the district’s early literacy campaign, began with focus groups of
  students at John Muir and Broadview Thomson, and a student-approved logo and branding elements
  were chosen. From there, the Public Affairs team created and distributed SSR-branded banners, flyers,
  bookmarks, and stickers to schools, staff, students, families, and community partners. Distribution of
  materials ranged from direct delivery to schools, shared during summer and start-of-school family
  activities, and presented at meetings with community partners, such as the Chinese Information Center,
  El Centro de la Raza, and Somali Mothers Night Out, and were translated into the district’s top 7
  languages. A video (+ translated versions) was also created by SPSTV and was distributed on social
  media using the hashtag #SeattleSuperReaders, and played before movies at local theaters and on
  SPSTV. In partnership with Seattle Public Library, additional flyers were created which promoted
  support services for student readers. Next steps include creating additional content with SPL to
  distribute to families (+ a 2020 summer reading campaign). We will also be partnering with Seattle
  Housing Authority to promote Seattle Super Readers. Finally, the Public Affairs team has committed to
  promoting the early literacy work across our district and schools on our website via monthly feature
  stories and additional videos, which will also be shared in our e-newsletters and on social media.
Safe and Welcoming School Environments: A priority goal of the District’s new strategic Plan, Seattle Excellence, is to ensure students furthest from educational justice feel safe and welcome at school.

- The Social Emotional Learning (SEL) and Positive Behavior Intervention and Support (PBIS) teams are partnering with families, staff and students to develop a Pre-K – 12th grade Social Emotional skill framework that centers racial equity, is evidence based, and provides the training and materials needed for implementation. Click here to read more about SEL skill development at Sand Point Elementary.

- A cross-departmental team has begun to review and revise the student climate survey to better align with the new strategic plan, targeting January 31st to have a draft completed.

- Representatives from Seattle Public Schools have met with the Office of the Superintendent of Public Instruction (OSPI) to review and refine plans of support for schools identified for the Comprehensive Coordinated Early Intervention and Support Plan (CCEIS) to address disproportionate discipline.

- A group of cross-departmental central office leaders and community partners have met to analyze areas of inequitable access to services impacting students furthest from educational justice, how inequities will be addressed, and how to measure success.
CURRICULUM, ASSESSMENT AND INSTRUCTION

Let’s Go Program Board Action Report Follow-up

Regarding how schools sign up for participation:
Each spring, in partnership with Cascade Bicycle Club, we send a teacher survey to all of the elementary physical education specialists in the district. The survey asks the specialists to give their top three choices for the times they would like to offer the Let’s Go unit during the next school year in their school. We do our best to offer the first-choice timeframe. If the teacher is not given their first choice, we ensure that they are on the priority list for the following year to receive their requested time choice.

Classroom sets of bicycles that are delivered and picked up by Cascade every few weeks from our schools do not have space in the community to house the bike trailer, so bikes are then secured in the gym/space until the return pick up is made to move in the trailer to the next school. We currently have eight classroom sets of bikes and eight trailers to transport that we are using in the elementary program currently in Seattle Public Schools. We will start the middle school Let’s Go program with one classroom set of bikes and one trailer to support four schools until the remainder of this school year, then expand to the 21 middle school programs.

The final schedule for each year is published every August. All students in grades three, four, and five currently participate in the Let’s Go program. If approved, this program expansion into middle school will begin with four middle schools, identified by the Seattle Department of Transportation as the highest need for safety. The program will then expand next school year to reach all students in grades six, seven, and eight, including our students furthest from educational justice.

Regarding helmet safety and Harborview partnership program:
Helmet safety, and safety in general, is a large part of the Let’s Go program. The program has a specific lesson on helmet fit in the elementary program and will expand in the middle school program. Helmets are part of the equipment that is supplied to the schools when the Let’s Go program is taught. We are currently not working with Harborview directly. However, Seattle Children’s Hospital was a consultant in the design development of the Let’s Go program. Harborview, Seattle Children’s Hospital, and other community partners offer free or low-cost helmets throughout the school year for students, staff, and community members. We do our best to communicate and connect the resources.

Director Rankin asked if this program is connected with Bike Month in the spring:
Each school connects and celebrates Bike Month differently, and over the past years, we have celebrated a few different ways district-wide. Creating a Comprehensive School Physical Activity Program (CSPAP) is connected to School Board Policy No. 2185, and the Bike Month connection is an example of this program.

A part of our foundational physical education program in Seattle Public Schools is to teach students how to do an activity well so they can successfully enjoy the activity and continue to participate for their lifetime.

Director Mack asked if this was a grant and if we should be approving the grant as well as approving expansion of the program:
The Let’s Go Program was approved by the School Board in 2018. This action would increase the amount of the previously approved agreement to add the middle school program. The motion in this Board Action Report mirrors the language used in the previous approved Let’s Go program Board Action Report when the adaptive component to the agreement was added. When we view the funding situation here, it is most similar to a grant. However, the process to obtain the funding is atypical of grants, and the Seattle Department of Transportation (SDOT) has never referred to funding as a grant. The funding is viewed as a program of the department and we have developed a "partnership" using agreements between the three organizations to realize/support the goals of the SDOT program.