

Date: September 29, 2016
To: Dr. Larry Nyland, Superintendent
From: Carri Campbell, Chief Engagement Officer
Re: Friday Memo for September 30, 2016

Website Updates and Improvements:

The communication department is continuing to improve the usability of the website. This summer, the communications department added a group of buttons to the home page, which feature links to key resources and SPS messaging such as bell times. Mid-September the links were changed to feature Growth Boundaries and the School Board pages.

The communications team is monitoring website engagement to determine effectiveness. The bell times home page and calendar was viewed over 88,000 times using this new strategy.

We are now in the process of developing a new button and content that will highlight the Eliminating Opportunity Gap and four signature strategies – positive beliefs, positive relationships, positive learning and positive partnerships. It will be launched in the next couple weeks.

Making SPS Leadership Visible:

One of our team's goals is to support increased transparency and accountability to our community. In support of this goal the team also added a new page on the website under the District navigation link to feature senior staff and district leadership. The new page features the board, superintendent and executive staff with corresponding links to department or executive director of schools' webpage. This page also features a news feed that pulls senior staff related news stories that appear on the district home page.

<http://www.seattleschools.org/cms/One.aspx?portalId=627&pageId=13894745>

Our hope is that this added feature and improved website content supports improved communication with our families and other stakeholders regarding our key initiatives.

Community Engagement – Taskforce and Internal Training

Taskforce: On Thursday, September 29 Director Harris and Carri Campbell chaired the second Community Engagement taskforce. The purpose of the task force is to help the district refine the Community Engagement model and provide recommendations on culturally responsive engagement strategies that result in representative feedback from SPS families and stakeholders, increased transparency, better decision making, and increased trust.

At the meeting the task force did the following:

- Developed task force norms.
- Reviewed the task force charter.

- Used the selected community engagement model/tools and provide recommended adjustments.

Next Steps: Our next meeting will be on **Monday, October 17**. At this meeting the task force will be introduced to data that will help inform future recommendations.

If you are interested in tracking our progress or attending one of the public meetings, we will be posting information to the official task force page on our website:

<http://www.seattleschools.org/cms/One.aspx?portalId=627&pageId=12142479>

Information from this week's meeting will be posted by next Friday.

Training: On Monday, September 26 the Superintendent's Extended Cabinet received training on the Community Engagement model and process. This was an introductory training and focused on determining the "right" level of engagement for different types of decisions. Extended Cabinet members provided thoughtful feedback and questions and these will be brought back to the task force.