

SCHOOL BOARD COMMUNICATION WORKSHOP

July 10, 2019

Board Members: Kenny Rotner, Tom Newkirk, Denise Day, Brian Cisneros, Al Howland, Dan Klein, Michael Williams

Administrators: Superintendent Morse, Todd Allen, David Goldsmith, Jay Richard, Sue Caswell, Todd Allen, Suzanne Filippone, Josh Olstad

Suzanne Filippone discussed adding the CBE into the webpage. She added that this is a work in progress.

Learning and engagement is now under the high school link. This is in an effort to make it more interactive. She added that the twitter feed will be here as well.

CBE: Some embedded links will also be included for further reading if desired.

There will also be a CBE resource bar with categories available.

Terms and Definitions:

21st Century Learning Expectations

ELOs: This needs to be promoted further.

Supported Learning and what types of supports that we offer for students

Schedule and Flex time purpose

Suzanne added that this is a beginning point for people to start and then use embedded links to find further information and resources.

Suzanne noted that athletics is the most popular quick link right now and CBE will be added in as a quick link to draw more attention to it.

The Board agrees that this is a great start in the effort for communication. The goal would be for the high school website to be ready for the start of school in the fall.

Superintendent Morse noted that the website needs to be kept updated and current at all times. He is recommending an additional stipend for Josh Olstad to work on this. Every year we have improved our communication efforts. He is also recommending contracting a writer to sit with the administrators monthly and determine the stories that we want to tell. He is recommending Casey Conley for this stipend. This process builds our resources in a flexible

manner. Al Howland encouraged Superintendent Morse to ensure that these articles will be distributed to other medias in addition to newspapers.

There is a dedicated group of people in the District that are not parents or guardians that need to be reached and part of the Friday updates. The Board agreed that this is a reasonable approach. Denise Day thinks this is imperative and necessary for informing people about the Middle School.

School Board Blog: Tom feels that this would take a great deal of time. Michael Williams mentioned that right now people are going to Dean's Blog to find out what's going on in the District because the Board doesn't have a blog. Al noted that we have created a void that Facebook currently fills. Kenny Rotner feels that a School Board Blog would be incredibly useful.

Denise Day is in favor of contracting with Casey Conley and using the Celebrate Durham blog to try it out. Al Howland added that there are currently 900 people on the Celebrate Durham blog.

Competency Based Education Overview: Al Howland feels that as part of a multi-year plan to see the different media channels that these articles are going to. He feels that we are not connecting to the community in the right way and we need to use different media channels to hit as big a target audience as possible.

Next Steps:

Tom Newkirk feels that we should pick two or three objectives that we can do out of this list. This would be a manageable amount of objectives that we can use to be accomplished and successful. Brian Cisneros feels that the team is being stretched very thin with all these different objectives. Dan Klein thinks that if this list can get refined in an efficient way that it is could ultimately save time for the administrators. Superintendent Morse is trying to make sure that these objectives could be accomplished without hiring additional staff. If it is determined that we don't have enough resources, then we would need to examine bringing in other resources.

Superintendent Morse will be sending out information to the Board and will look for their response and feedback on which objectives they would like to

prioritize. He would like to see two or three done well then, several that would not be done as well.

Dan Klein added that there is a lot of micro communication that goes on and there is a lot of variety. If we could ideally identify a single standardization platform that would be ideal. Todd Allen noted that it is where they are headed with Schoology. This will be happening over time and is a product of growth. The middle and high school level rollout will happen faster than the elementary schools.