

Engaging the Public in Support of Student Achievement

Increased stakeholder feedback and expansion of public engagement for stakeholders have occurred in the following ways:

Districtwide Survey: In 2005, there were 5,518 survey participants, comprised of 1,356 teachers, 598 classified staff, 2,572 parents, 89 school administrators, and 903 in the “other” category, which includes business community members, central office employees, Greenwood employees and operations complex employees.

There were 6,393 participants in 2006, comprising 1,547 teachers, 728 classified staff, 3,508 parents, 108 school administrators, and 507 in the “other” category, which includes business community members, central office employees, Greenwood employees and operations complex employees.

Calendar Survey: For the first time, CMCSS and the CMCEA Professional Council created a statistically valid way to collect feedback in designing a three-year school calendar. Nearly 8,000 parents and staff responded to the survey, based on a calendar designed with input from teachers, parents, students, classified staff and administrators. The total overall support for the calendar was 84%.

Board Hosted Public Engagement Focus Groups: School Board members hosted six public engagement opportunities at each of the six high schools. The groups included parent and community representatives from the schools within each high school’s feeder group. The Board is meeting January 16, 2007 to review the findings of the sessions in order to set goals for next school year.

Budget Summits: One elementary school chose to host a mini-budget summit at the beginning of the school year. Plans are in place to host a summit in January with representatives from the following communications and advisory groups: parents; teachers; and classified staff.

ConnectEd: This telephone notification system repeatedly comes up in surveys and focus groups as a valuable communications tool for school to home information. From the beginning of the school year through December 12, 2005, there were a total of 837 calls made from 29 of 30 schools. Of that total, the breakdown is as follows: 252 community outreach calls; 12 emergency communication calls; 573 attendance calls. During the same time frame in 2006, a total of 988 calls were made from 29 of 31 schools. Of that total, the breakdown is:

256 community outreach, 14 emergency communication calls, and 718 attendance messages. Although overall usage is on the rise, community usage and attendance messages have dropped considerably in handful of schools.

County Commission Linkage Meeting: The Senior Leadership Team and School Board members hosted a meeting in October in which feedback was collected from County Commissioners to better communicate budget information. A summary of comments follows this section. The information collected will be used to improve communication in the presentation of budget and capital project requests that go before the Commission.

News Coverage: From August 2005 through December 12, 2005, there were a total of 208 CMCSS related newspaper articles in *The Leaf-Chronicle*. Of the 208 articles published, 32 were directly related to academic accomplishments made by the district, individual schools, teachers, and students; 73 articles were related to student programs offered in the district and 103 were general articles about events or individual accomplishments made by students and employees of the district.

During the same time frame in 2006, there were a total of 276 CMCSS newspaper articles in *The Leaf-Chronicle*. Of the 276 articles published, 63 directly related to academic accomplishments made by the district, individual schools, teachers, and students; 103 articles related to student programs offered in the district and 110 were general articles about events or individual accomplishments made by students and employees of the district. The number of articles in 2005 and in 2006 do not reflect sports related activities.

E-Newsletters to Internal Stakeholders: There were 10 electronic newsletters sent to employees from June 2005 through December 12, 2005. Due to the increased volume of information, the frequency of electronic news has moved from twice per month to once per week. Seventeen e-newsletters have been sent to CMCSS employees from June 2006 through December 12, 2006. Newsletters are used as a form of communication to keep employees abreast of all news that pertains to the district and individual employee groups. It also is used as a tool to provide employees with feedback about decisions that have been made as a result of input provided directly from employees.

CMCSS Web News: From the end of the 2005 school year through December 2005 there were 25 news items listed on the front page of the CMCSS web site. Twenty-nine news items have been posted on the front page of the district web site since the end of the 2005-06 school year. The Web News is used as a form of communication to keep the public abreast of news that pertains to the district and individual students and employees. It also is used as a tool to provide the public with feedback about decisions that have been made as a result of public input.