



SACRAMENTO CITY UNIFIED SCHOOL DISTRICT BOARD OF EDUCATION

Agenda Item# 8.3

Meeting Date: March 17, 2011

Subject: Coherent Governance Operational Expectations (OE) Policy 9 –
Communicating with the Public

- Information Item Only
- Approval on Consent Agenda
- Conference (for discussion only)
- Conference/First Reading (Action Anticipated: _____)
- Conference/Action
- Action
- Public Hearing

Segment/Department: Office of the Superintendent

Recommendation:

Approve reasonable interpretation of Operational Expectations 9.

Background/Rationale:

On May 20, 2010, the Board passed coherent governance, Board Governing Policies that establish and govern the Board's culture and its relationship with the Superintendent. As part of this model, the Superintendent and staff will make regular presentations regarding predetermined desired Results of various aspects of district administration. A work plan/schedule for these presentations has been developed by staff to ensure a thorough and detailed process. This presentation is regarding "Communicating with the Public."

Financial Considerations: None

Documents Attached:

1. Operational Expectations 9 – Communicating with the Public

<p>Estimated Time of Presentation: 5 minutes</p> <p>Submitted by: Jonathan P. Raymond, Superintendent</p> <p>Approved by: N/A</p>
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Sacramento City Unified School District

OE-9: Communicating with the Public

March 17, 2011

I certify that the information in this report is true.

Signed: _____ Date: _____

Jonathan P. Raymond, Superintendent

Disposition of the Board

Date for Monitoring: June, 2011

- Compliance
- Not in compliance
- Compliance with Exception

Signed: _____ Date: _____

Gustavo Arroyo, Board President

Comments:

OE-9: Communicating with the Public	Superintendent		Board of Education	
<i>The Superintendent shall assure that the public is adequately informed about the condition and direction of the district.</i>	In Compliance	Not in Compliance	In Compliance	Not in Compliance

Interpretation:

I interpret "public is adequately informed" to mean that employees, parents, students and community members receive regular and continual communication in a variety of formats and in all threshold languages throughout the year; have opportunities to share feedback, ideas, questions and concerns; and also have opportunities to engage staff in two-way dialogue on matters related to the district.

Further, I interpret information about the district's "condition" to mean information about SCUSD's finances, operations, academic results, climate, awards and honors. I interpret information about the district's "direction" to mean communication about *Strategic Plan 2010-2014; Putting Children First*, School Development and Improvement Plans (SDIP), district and site goals, upcoming programs, changes to existing programs and continuing innovations and improvements.

OE-9.1	Superintendent		Board of Education	
<i>The Superintendent will assure the timely flow of information, appropriate input and strategic two-way dialogue between the district and the public that builds understanding and support for district efforts.</i>	In Compliance	Not in Compliance	In Compliance	Not in Compliance

Interpretation:

I interpret “timely flow” to mean that district stakeholders hear, read or otherwise see emergency information as quickly as possible and hear, read or see information in all threshold languages about the district’s condition and direction in advance of decisions, if possible, and in time to share feedback and ideas when appropriate.

Further, I interpret “assure...appropriate input” to mean that the district will provide a clear means for hearing the thoughts, concerns, questions and ideas of district employees, parents, students and community members.

I interpret “strategic two-way dialogue” to mean that the district routinely engages stakeholders in regular conversations around the district’s condition and direction, as demonstrated by the indicators for compliance listed below.

I interpret “builds understanding and support” to mean that our communication efforts help our community become knowledgeable and well-informed about the district direction and its quality will lead to a long-term, positive perception of the district.

Indicators for Compliance:

- eConnection/e-newsletter content
- Website postings
- Superintendent’s weekly letter to staff and Board Update distributed broadly
- Media outreach
 - Press releases
 - Media-generating events
 - Newspaper op/ed pieces
 - Press conferences
- Social media postings
- Community forums/meetings
- Connect-Ed phone calls
- Issue-specific communication templates for school sites, community groups and parent organizations
- Posters, brochures, marketing materials
- Cable access TV show
- Annual Back-to-School newsletter

- Surveys

OE-9.2	Superintendent		Board of Education	
<i>The Superintendent will prepare and publish, on behalf of the Board, an annual progress report to the public that includes the following items:</i>	In Compliance	Not in Compliance	In Compliance	Not in Compliance
<i>a) Data indicating student progress toward accomplishing the Board's Results policies.</i>				
<i>b) Information about school district strategies, program and operations intended to accomplish the Board's Results policies.</i>				
<i>c) Revenues, expenditures and costs of major programs and a review of the district's financial condition.</i>				

Interpretation:

I interpret this to mean that the district will communicate the following information to the entire community at least once a year:

- Test results and other evidence (i.e. graduation rates, drop-out rates, college-readiness rates) of student achievement advancement towards meeting the Board's mission statement and the Board's values regarding the knowledge, habits and skills SCUSD students will need to be globally competitive lifelong learners.
- Regular updates on how schools and the district are working to meet the Board's expectations regarding student academics, life skills and citizenship.
- Regular updates on the district's budget such as interim reports and regular budget revisions.

Indicators for Compliance:

- Annual Monitoring Reports of the Board's Results policies
- Reports, press releases and Board presentations on test results and academic data
- Weekly Board Updates and Monthly Strategic Plan Updates, posted to the website and distributed to local media outlets
- Regular budget presentations and annual Budget Community Forums
- Annual Budget Priorities Survey
- Measures and key performance indicators on the Data Dashboard
- School Quality Reviews
- An annual SCUSD Progress Report of qualitative and quantitative indicators based on *Strategic Plan: Putting Children First.*