



Sun Prairie Area  
School District  
Futures depend on us...every child, every day.

2019-20 Department Level Scorecard and Action Plan

Department: Community Engagement	Director: Patti Lux-Weber
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Link to [District Scorecard](#)

**Community Engagement Scorecard**

**Community Engagement-Assure the timely flow of information, appropriate input, and strategic two-way communication between the district and the public that builds understanding and support for district efforts.**

**Parent Satisfaction-Help parents in their role as their child's first teacher through strong school to parent partnerships. Build parents' capacity to be accurate and enthusiastic school/district ambassadors.**

Summative Results Measures	Q1	MY	EOY
Increase overall community satisfaction from 3.93 to 4.09 (4%)			
Increase overall parent satisfaction from 3.62 to 3.76 (4%)			
Increase overall African American parent participation on the Parent Satisfaction Survey from 93 to 104 (12%)			

**Community Engagement Strategic Goal: Assure the timely flow of information between the district and the public that builds understanding and support for district efforts**

- *Summative Measure: Community Engagement Survey (Every Three Years)*
  - *Formative Assessment: Aggregate Exit Slips*

Strategy Map: Community Engagement	Balanced Scorecard		Action Plan			Q1	MY	EOY
Objectives	Formative Measurement	Target	Timeline (by when)	Supporting Initiative	Budget			
<b>Execute the new Communications Plan (Contributory)</b>	Year-1 Project Completion	Staff first. Parents, then community.	From July 2019 - June 2020	<a href="#">Stoplight of communications plan by semester.</a>				
<b>Execute post referendum communications plan</b>	Year-1 Project Completion	Staff first. Parents, then community.	From July 2019 - June 2020	Stoplight of referendum communications plan				
<b>Communication Consistency of Sites and Departments</b>	Site Rubric Dept Rubric	Staff first. Parents, then community.	From July 2019 - June 2020	What's Our Story Training  Site Rubric  Dept Rubric				
<b>Brand Refinement and Consistency across School District (Contributory)</b>	Site Communication Rubric	100% completion of rubric at all sites	December 2019 - June 2020	Training with Brand Folder, Communicating Brand through site Social Media, S'Mores Monthly Newsletter Training, etc.				
<b>Communications and Engagement Collaboration (Contributory)</b>	Partnerships Established	100% of partnership meetings complete	July 2019 - June 2020	Support communications plan and brand standards through the use of the Key Communicators Network  Facilitate the Service Excellence Team				

**Community Engagement Strategic Goal: Assure appropriate input, and strategic two-way communication between the district and the public that builds understanding and support for district efforts**

- *Summative Measure: Aggregate Exit Slips at Community Events*

Strategy Map: Recruit/Retain	Balanced Scorecard		Action Plan			Q1	MY	EOY
Objectives	Formative Measurement	Target	Timeline (by when)	Supporting Initiative	Budget			
<b>Support Post-Ref Committee Work</b>	Minutes	Staff first. Parents, then community.	July 2019-June 2020	Updated website				
<b>Community Engagement thru Showcasing Board Workshops</b>	Board Minutes	Staff first. Parents, then community.	Monthly schedule	Monthly marketing toolkit for each showcase.				
<b>Facilitate Coffee with the Superintendent meetings (Contributory)</b>	Attendance/Exit Slips	Parents, then community.	Quarterly	N/A				
<b>Support the School Board with its Community Connections Plan (Contributory)</b>	Board Minutes	Staff first. Parents, then community.	Monthly, according to Board's Work Calendar	Monthly marketing toolkit for each showcase.				

<b>“What’s the Buzz in the Community?” at Community events (e.g., Rotary)</b>	Themes analysis at Cabinet	Inform Communication Plan	July 2019- June 2020	Cabinet notes				
<b>Communication with a Focus on our Diverse Community (Contributory)</b>	Click-thru rate on ECED Newsletter  Attendance at Davis Group engagement meetings	Distribute newsletter widely  AAPN distributes widely	July 2019-June 2020	Support facilitation of Stan Davis Group Engagement Plan  Facilitate disaggregated analysis of community-wide engagement survey  Ensure representation on committees and in materials that reflect our diverse community				

**Parent Satisfaction Strategic Goal: Parent Satisfaction-Help parents in their role as their child's first teacher through strong school to parent partnerships.**

*Summative Measure: Increase overall parent satisfaction from 3.63 to 3.76 (4%)*

*Summative Measure: Increase overall African American parent participation on the Parent Satisfaction Survey from 93 to 104 (12%)*

<b>Strategy Map: Community Engagement</b>	<b>Balanced Scorecard</b>		<b>Action Plan</b>			<b>Q1</b>	<b>MY</b>	<b>EOY</b>
<b>Objectives</b>	<b>Formative Measurement</b>	<b>Target</b>	<b>Timeline (by when)</b>	<b>Supporting Initiative</b>	<b>Budget</b>			
<b>School-wide strategy for engaging parents (Flexed, Identical)</b>	Site Dipstick	100% site participation	From July 2019 - June 2020	Flexed for site development, but could include resources from: “Beyond the Bake Sale,” “101 Ways to Create Real Family Engagement” (Domain 2 and 3), etc.				

				Continue Math/Reading nights, ALP, AVID, Jump Starts, student orientations, code meetings, etc.				
<b>Positive Teacher-based/ Parent Interactions to Support Learning (Flexed, Identical)</b>	Facilitate disaggregated analysis of Parent Satisfaction survey	Site specific	From July 2019 - June 2020	Flexed for site development but could include resources from: "101 Ways to Create Real Family Engagement" (Domain 4)  Other site based approaches such as classroom Facebook pages, Seesaw, Class Dojo, Positive notes home, good news notes, etc.				
<b>Establish Site Councils of Diverse Parents (Flexed, Identical) (PEG-PASS)</b>  <a href="#">*project template</a>	Councils Established	Three meetings completed	July 2019 - June 2020	Meeting 1: Sharing and analysis of disaggregated results of parent satisfaction survey  Meeting 2: Brainstorm and plan for 1 event to engage diverse families (e.g., Read-Your-Heart-Out, Neighborhood Picnic, etc.)  ----Hold Event----  Meeting 3: Debrief event and plan for next year  Resources: "Beyond the Bake Sale," "101 Ways to Create Real Family Engagement"				
<b>Engage parents and children through expanded Community Schools</b>	Number of parents/guardians participating in programming	Participants in programs are representative of the population at each site	July 2019 - June 2020	Flexed for site development				

**Parent Satisfaction Strategic Goal: Build parents' capacity to be accurate and enthusiastic school/district ambassadors.**

*Summative Measure: Increase overall parent satisfaction from 3.63 to 3.76 (4%)*

*Summative Measure: Increase overall African American parent participation on the Parent Satisfaction Survey from 93 to 104 (12%)*

Strategy Map: Recruit/Retain	Balanced Scorecard		Action Plan			Q1	MY	EOY
Objectives	Formative Measurement	Target	Timeline (by when)	Supporting Initiative	Budget			
<b>Execute New Communications Plan (Contributory)</b>	Overall and disaggregated % of parent satisfaction survey	3.76% Overall Parent Satisfaction	July 2019 - June 2020	Strategies from Communications Plan				
<b>Regular Front Office Staff Training and Communication</b>	Monthly Minutes	100% Site Participation	July 2019-June 2020	Monthly meetings, shared communication goals, customer service, etc.				
<b>Parent Satisfaction with a Focus on our Diverse Community (Contributory)</b>	Parent participation in the Parent Satisfaction Survey	Increase overall African American Parent Participation on the Parent Satisfaction Survey from 93 to 104 (12%)	July 2019 - June 2020	<a href="#">ECED Newsletters</a> Support Community Liaison-Stan Davis Group Plan Present at the Latino and Hmong Family Nights Support and Collaborate with the AAPN Support district-wide African American History Month collaboration				