



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

**2018-19 Department Level Scorecard and Action Plan**

**Department: Community Engagement**

**Director: Patti Lux-Weber**

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	Q3	EOY
Establish a baseline for Community Engagement	Overall satisfaction (Satisfied and Very Satisfied): 77.5%			Overall satisfaction (Satisfied and Very Satisfied): 77.5%
Increase overall parent satisfaction from 3.68 to 3.83 (4%)				Overall satisfaction: 3.63
Increase overall African American parent participation on the Parent Satisfaction Survey from 56 to 63 (12%)				A.A. Parent satisfaction survey participation 91(62% increase)

**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: Establish a baseline for Community Engagement*

Strategy Map: Community Engagement	Balanced Scorecard		Action Plan			Q1	MY	Q3	EOY
Objectives	Formative Measurement	Target	Timeline (by when)	Supporting Initiative	Budget				
<b>Execute the final year of the Communications Plan (Contributory)</b>	Project Completion	Access significant sample of population	From July 2018 - June 2019	District-Wide Calendar, District-Wide Newsletters, Radio Program podcasts, Cabinet representation of local committees, strategic social media posts, and new district website					<a href="#">Communications Plan</a>
<b>Facilitate the Communications Plan Refresh (Contributory)</b>	Project Completion	Project complete by June	From December 2018 - July 2019	Partnerships with Barb Nicol Public Relations					<a href="#">New Communications Plan</a>
<b>Brand Refinement and Consistency across School District (Contributory)</b>	<a href="#">Site Communication Rubric</a>	100% completion of rubric at all sites	December 2018 - June 2019	Brand-Standards Guide training, District-Wide Promotional Video #2, High-Profile Programming Brochure, Annual Report, PPT template, letterhead					
<b>Communications and Engagement Collaboration (Contributory)</b>	Partnerships Established	100% of partnership meetings complete	July 2018 - June 2019	Support communication plan execution and brand standards thru initial external cascade to 4K Partners, the Business Education Partnership, Early Childhood, Sun Prairie Education Foundation, Community Schools, and The Star					

				Support communication plan and brand standards through the use of the Key Communicator Network  Facilitate the Service Excellence Team					
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**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: Establish a baseline for Community Engagement*

Strategy Map: Recruit/Retain	Balanced Scorecard		Action Plan			Q1	MY	Q3	EOY
Objectives	Formative Measurement	Target	Timeline (by when)	Supporting Initiative	Budget				
Community Engagement Framework in significant district-wide decisions (SSSPC) (Contributory)	Meeting-Specific Feedback Surveys	Project Completion Survey	Project Specific	Project Specific					
Facilitate Coffee with the Superintendent meetings (Contributory)	Rounding Themes	Inform communication plan	One per semester	Rounding form					

<b>Support the School Board with its Community Connections Plan (Contributory)</b>	Unanimous vote to approve plan and Board member reporting	Board reporting in minutes	July 2018 - June 2019	School Board Community Connections Plan					Link to Board Meeting
<b>Rounding at Key Communicator Network events (Contributory)</b>	Rounding Themes	Inform Communication Plan	July 2018 - June 2019	Rounding form					
<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	October 2018-April 2019	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 3.68 to 3.83 (4%)*

*Summative Measure: Increase overall African American parent participation on the Parent Satisfaction Survey from 56 to 63 (12%)*

Strategy Map: Community Engagement	Balanced Scorecard		Action Plan			Q1	MY	Q3	EOY
Objectives	Formative Measurement	Target	Timeline (by when)	Supporting Initiative	Budget				
<b>School-wide strategy for engaging parents (Flexed, Identical)</b>	Site Dipstick	100% site participation	From July 2018 - June 2019	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 2018 - June 2019	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, Class Dojo, Positive notes home, good news notes, etc.					

<p><b>Establish Site Councils of Diverse Parents (Flexed, Identical)</b></p> <p><a href="#">*project template</a></p>	<p>Councils Established</p>	<p>Three meetings completed</p>	<p>July 2018 - June 2019</p>	<p>Meeting 1: Sharing and analysis of disaggregated results of parent satisfaction survey</p> <p>Meeting 2: Brainstorm and plan for 1 event to engage diverse families (e.g., Read-Your-Heart-Out, Neighborhood Picnic, etc.)</p> <p>----Hold Event----</p> <p>Meeting 3: Debrief event and plan for next year</p> <p>Resources: "Beyond the Bake Sale," "101 Ways to Create Real Family Engagement"</p>					
<p><b>Engage parents and children through expanded Community Schools</b></p>	<p>Number of program participants both students and youth</p>	<p>Participants in programs are representative of the population at each site</p>	<p>July 2018 - June 2019</p>	<p>Flexed for site development</p>					

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

*Increase overall parent satisfaction from 3.68 to 3.83 (4%)*

*Increase overall African American parent participation on the Parent Satisfaction Survey from 56 to 63 (12%)*

Strategy Map: Recruit/Retain	Balanced Scorecard		Action Plan			Q1	MY	Q3	EOY
Objectives	Formative Measurement	Target	Timeline (by when)	Supporting Initiative	Budget				
<b>Execute the final year of the Communications Plan (Contributory)</b>	Overall and disaggregated % of parent satisfaction survey	3.83% Overall Parent Satisfaction	July 2018 - June 2019	School website reboots with staff training School SCO meetings with Superintendent KWKT on School Signs Blackboard Connect use for KWKT Standardization of messaging in school newsletters Standardization of use of social media by sites					
<b>Welcome Center Standardization (Contributory)</b>	Project completion	100% of school welcome centers training	July 2018 - June 2019	Development of a clear definition of welcome centers in SPASD Training for welcome center staff in common pillars					All Schools except CHUMS had representation
<b>Customer Service Training for Front-Line Staff (Contributory)</b>	Project completion	100% of front line staff trained in customer service (completed May 2019)	July 2018 - June 2019	100% trained in Verbal Judo 100% trained in cultural responsive customer service by Stan Davis 100% trained Basics of Customer Service					

<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 56 to 63 (12%)	July 2018 - June 2019	<a href="#">ECED Newsletters</a>  Support Community Liaison-Stan Davis Group Plan  Present at the Latino and Hmong Family Nights  Facilitate the Superintendent's Diversity Council  Support and Collaborate with the AAPN  Support district-wide African American History Month					
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