

Building Excellence Spring 2017 Engagement Plan

Purpose

The purpose of the Phase III Spring 2017 engagement is to solicit feedback on the draft resources for *Building Excellence*. These include the *Guiding Principles*, *Periodic Table of Building Condition in MMSD* and the working-version of the *Building Excellence* website. This feedback will be used to make revisions to the resources so that they further reflect community perspectives and potential uses.

Guiding Principles

We have developed this plan based on a set of guiding principles that we created in the Spring 2016 to guide all engagement work. They are:

- *Keeping equity at the forefront* – As a core value for MMSD, equity with excellence undergirds every decision we make, including those around facilities. Throughout this process, we will, when necessary, intentionally identify and disrupt inequitable practices and policies related to facilities so all students can learn in the best possible environment.
- *Using a process grounded in qualitative research design* – The qualitative research process provides a more rigorous way of deciphering trends to ensure that the data, rather than impressions, drive the findings. We will use qualitative research methods and ground all engagement in the guiding questions, ensuring data that can be analyzed in the most rigorous way possible.
- *Giving voice to those most affected by decisions* – While we welcome input from all stakeholders, we also know that certain groups will experience our facilities most directly; as such, we want to be sure their voices are included.
- *Striving for representative feedback* – We are always looking to create input processes where the resulting information represents the entire community we serve; therefore, we offer opportunities for engagement in a variety of venues and target our outreach as needed.
- *Providing flexibility to make changes* – Qualitative research can be an iterative process, and we want to be sure that we can adapt the data collection and analysis methods as trends emerge and needs change.
- *Balancing quantity with quality* – To be sure we are discovering the most relevant findings, we want to work towards both breadth and depth in the input we analyze.
- *Paying attention to specialized knowledge* – Some facilities decisions can require an expertise in technical areas that only certain individuals may hold; therefore, we need to be sure to bring their voices into the process.
- *Asking questions that will lead to actionable answers* – Input only matters if it's used; as such, we want to be sure the questions we are asking will lead to actionable information in time for decision making and product creation.

Guiding Questions

The goal of the Spring 2017 engagement is to gather community feedback about the *Building Excellence* resources focusing primarily on the *Guiding Principles* and Building Assessment documents. To this end, our primary guiding questions for the Spring 2017 engagement are:

- What is the community's reaction to the *Guiding Principles* and the Building Assessment resources?

Data Collection

Data collection in Phase III will be conducted through an online webform. The webform will be located on the *Building Excellence* website where we will direct community members to access the survey. A targeted email will be sent to those who participated in the Spring 2016 and Fall 2016 focus groups and an announcement about the online input will be published in the principal bulletin, staff newsletter and family newsletter.

The webform will be modified with the following text:

Building Excellence needs your help! We have been working over the last year to create resources designed to drive decision-making for the next 20 years. We could use your voice to help refine these tools and make them reflect your experience.

We most recently created a draft of the *Guiding Principles for Building Excellence*, which we developed directly from community focus group input in the Spring and Fall of 2016. These are values that will underlie facility decision making. Your feedback will help us refine these guidelines in the coming months.

1. What values or ideas would you change in the *Guiding Principles*?

We have also created several resources to better understand the current condition of our facilities, including a periodic table of facilities (which lists facility grades for every building), an interactive version of the periodic table (which allows you to drill into specific locations and see the underlying reports), and an assessment of athletics facility needs. As you look at these resources, we'd love to know your reaction to them.

1. What are your impressions and reactions to these resources?
2. Do these resources reflect your experiences in MMSD buildings?

Products

- Final version of *Guiding Principles* created

Timeline

- Week of May 8 – Post revised resources and webform; targeted outreach via email and newsletters
- May – June – Monitor webform submissions; send reminders via email and newsletters
- June 9 – Webform closes; begin analysis and reporting
- Summer 2017 – Final version of *Guiding Principles* created