


**Expectations of the Board through 3.A
Treatment of Students/Public**

To: Board of Education

From: Dr. Chris Fiedler, Superintendent of Schools

Re: Expectations of the Board – 3.A Treatment of Students/Public

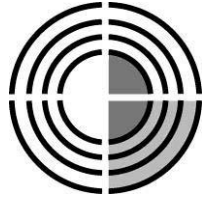
I hereby present the report on the Expectations of the Board in regard to Treatment of Students/Public, Executive Limitation 3.A, in accordance with the schedule as set forth in Board policy. I certify the information in this report is true.

Signed: 
Dr. Chris Fiedler
Superintendent, School District 27J

Date: May 22, 2018



SCHOOL DISTRICT 27J
GOVERNING POLICY OF
THE BOARD OF EDUCATION



Policy III.A – TREATMENT OF STUDENTS/PUBLIC

Date Adopted/Last Revised: January 27, 2009 Management Limitations

With respect to interactions with students and the public, the Superintendent will not cause or allow conditions or procedures that are unclear, unfair, unsafe, untimely, undignified or unnecessarily intrusive.

I interpret "students" to mean: all children and young adults served by staff and programs of School District 27J, including preschool children, students enrolled in kindergarten through twelfth grade programs, young adults ages 18 to 21 served in special education programs, and students who are seeking enrollment in district programs. In addition, "students" includes former students who were enrolled at one time who are seeking re-entry into School District 27J, including students who have completed an expulsion.

I interpret "unclear" to mean: published information or interactions which do not result in clearly defined expectations, opportunities or intent.

I interpret "unfair" to mean: unjust, inequitable, prejudicial, or discriminatory.

I interpret "unsafe" to mean: dangerous or insecure.

I interpret "untimely" to mean: longer than necessary for required or requested actions to be carried out.

I interpret "undignified or unnecessarily intrusive" to mean: disrespectful or unwarranted.

Data Reported:

During the cycle of this report, a complaint was filed with the Colorado Department of Education alleging a violation of a Free and Appropriate Public Education (FAPE) based on a lack of meaningful participation by the parents. That complaint is still under review by the Colorado Department of Education.

Safety and security are key considerations in the treatment of students and the public. Training programs, policies and procedures, and physical safety and security measures implemented in 27J help protect anyone at our sites. New and remodeled schools have received enhanced security systems, and existing schools will be getting improvements through bond funding.

New employees are required to have background checks conducted by the Colorado Bureau of Investigation as managed by the Colorado Department of Education. Daytime school volunteers are screened with Raptor, and after hour volunteers are screened online by HR via a commercial criminal background check. Procedures are in place to verify that contractors have appropriate background

checks and proper identification while working at district sites.

Access control at all school buildings includes use of a visitor screening and badging system. Heritage Academy and all elementary and middle schools have controlled entry systems operated during school hours that allow staff to view and talk to entrants before allowing access into the building during school hours. Brighton High School now has a security kiosk in the main lobby.

School Resource Officers (SROs) from local police departments are assigned to district secondary schools and play an important role in safety and security. Currently the district has officers from the Commerce City and Brighton Police Departments. Prairie View High School has an officer from each of those departments. Brighton High School, Heritage Academy and Prairie View Middle School have SROs officed at their schools, and one SRO supports Vikan and Overland Trail Middle Schools. A Commerce City SRO is officed at Stuart Middle School. The Thornton Police Department has identified and is providing one SRO to Riverdale Ridge High School and the district has formally requested SRO coverage for Roger Quist Middle School when that program moves into the new building. SRO costs are shared between the district and the cities.

High schools (except the alternative programs) have 27J employees in the role of campus supervisors. This provides additional monitoring and security presence at the schools to promote safety and security. Three middle schools had a campus supervisor for the 2017-2018 school year. These campus supervisors spent a full day, in January, training together to build skills in safety prevention, and crisis de-escalation.

There are many training programs that address school safety and security. Students learn standard emergency protocols – Evacuate, Shelter, Lockout and Lockdown – during routine all-hazard drills conducted by every school. Training on these protocols is also included in annual site-specific presentations provided to the schools for staff training. School Safety Team members are required to complete incident command training for schools (online FEMA module) in compliance with the School Safety Act. In 2016, 17 group sessions of Active Shooter/Control the Bleed training were held for school and district staff, with a make-up session in 2017. Platte Valley Ambulance donated trauma kits with tourniquets and other emergency supplies to stop bleeding to the district in 2016, and these are maintained in AED cabinets throughout the district.

During this school year, additional training programs provided to schools included Evacuation Assistance, campus supervisor training, summer custodian training and Psychological First Aid. The 27J All School Drill in October had schools practice several scenarios for evacuation assistance and use of the evacuation chairs in two-story schools. Agency observers are at most locations for the drill, and schools invite parents and guardians to observe the All School Drills.

The 27J interoperable radio system utilizing SchoolSafe technology is operational at all campuses, including Riverdale Ridge High School. Eagle Ridge Academy, Belle Creek Charter School and Bromley East Charter School accepted the district's offer to provide the technology to charter campuses. Adcom 911 and the Thornton Communications Center can bridge school radios to public safety, although this has not been utilized during an incident to date. District wide radio bridging is tested each month.

Schools continue to promote Safe2Tell with students, which provides safe, anonymous reporting for all types of school safety concerns and threats. School staff and parents and guardians have also

utilized the system. Tips are promptly dispatched by Safe2Tell, via text messaging and email, to police and school administration to address. Police departments continue to do an excellent job of responding overnight to urgent tips, such as suicide or security threats, to provide immediate intervention.

Administrators and mental health support staff are trained in the Adams County Threat Assessment Protocol. Every building has specific staff trained in threat assessment as well as in the ASIST suicide intervention model. In addition, staff have partnered with Community Reach to begin development of a district standard suicide prevention framework, similar to the model which currently exists for threat assessments.

Below is a summary of data collected. It also represents the continued work that 27J does to collaborate with various partners to protect and ensure student safety.

School District 27J Safety Assessments, Safe2Tell Tips, Law Enforcement Referrals and Arrests

Date of Report: May 17, 2018

Level	Child Abuse Referral	Suicide Assessment Screen	Threat Assessment	Threat Assessment Screen	Grand Total of Suicide, Threat assessment, and	Safe-to-Tell Tips as of February 21, 2018	Law Enforcement Referrals	Arrests
High Schools	27	5	6	15	53	83	177	12
Middle Schools	60	55	3	19	137	62	82	2
Elementary Schools	110	73	4	34	221	5	5	0
K-8 Charter Schools	0	0	1	0	1	18	7	0

27J also regularly tunes into student, parent, and teacher perception data around student safety, and all sources of data are used to guide school UIP planning each summer.

Conclusion: I report compliance.

The Superintendent will not:

1. Elicit information for which there is no clear business necessity.

I interpret “no clear business necessity” to mean requesting student information without a clear and reasonably articulated need to know the information in order to provide educational services according to current best business (educational) practices.

Data Reported:

Information about students elicited outside the regular enrollment procedures and instructional assessment needs are in compliance with superintendent policies governing education research (LC and LC-E Conduct Educational Research).

Superintendent Policy ILA-R Testing Programs strictly governs the administration of group achievement testing, but also includes language regarding the collection of survey information, specifically stating: *“Prior to the administration of any questionnaire, survey or examination which contains questions concerning parents’ or students’ beliefs or practices in sex, family life, morality or religion, written permission must be obtained from the parent or guardian of the student.”*

One request to conduct research in 27J was approved during the 2017-2018 school year. The request didn’t make requests of individual student data.

- Andrea Smith, Doctoral student at University of Northern Colorado:
“Effective Evaluation Practices and The Effects on Teacher and Student Performance”
The purpose of this study is to examine schools and school districts with high growth, as rated by CDE, and examine the evaluation processes of these schools. Trina Norris-Buck, the staff at Vikan, and Will Pierce were interviewed to discuss teacher evaluation systems, policies, and procedures. All individual names, schools, and school districts were given alternative identities in her dissertation.

Conclusion: I report compliance.

2. Collect, review, transmit, store or destroy student information in a manner that fails to protect against improper access to that information.

I interpret “collect, review, transmit and store” to mean the gathering and maintenance of electronic data.

I interpret “destroy” as causing the inability to utilize the resource.

I interpret “student information” to mean: information as defined in COLO> REV. STAT. §§ 24-72-201 et seq. (Colorado Public Records Act).

I interpret “improper access” as access to a resource that is not approved or allowed.

Data Reported:

State statute C.R.S. §§ 22-1-123 and C.R.S. §§ 24-72-201 *et seq.* (Colorado Public Records Act) and Superintendent Policies (JRA, JRA-E, JRA-R, JRC, JRC-E Student Records/Release of Information on Students) have provisions for collection and use of student information. Schools may disclose, without consent, directory information such as a student's name, address, telephone number, date and place of birth, honors and awards, and dates of attendance (*Source: The Legal Handbook for Colorado School Administrators.*) However, schools are required to inform eligible students about directory information and allow parents and eligible students a reasonable amount of time to request that the school not disclose directory information about them. Schools must notify parents and eligible students annually of their rights under FERPA 20 U.S.C. § 1232g (Family Educational Rights and Privacy Act of 1974). The actual means of notification (special letter, inclusion in a PTA bulletin, student handbook, or newspaper article) is left to the discretion of each school. Evidence of compliance of notification occurred at the beginning of the 2016-17 school year, as the information is contained in the Rights and Responsibilities of Students and Parents Handbook that is available on the 27J website.

Student information is maintained in Infinite Campus (IC), the district's student information database. Access to IC is restricted according to the job description of each employee and is password protected. Access to IC by parents is limited to the records of their own student and is also password protected. Electronic information is backed up offsite to IC's secure data center, this redundant system is also an indicator of compliance with the asset protection monitoring report.

Confidentiality of student records is guaranteed under several federal laws, most notably the Individuals with Disabilities Education Improvement Act (IDEIA) 20 U.S.C. §§ 1400-1487, FERPA (Family Educational Rights and Privacy Act) 20 U.S.C. § 1232g.

School District 27J is a signatory to the state archive standards which govern the length of time records are kept and the procedures around destruction of records.

Conclusion: I report compliance.

3. Operate without communicating to students and the public a clear understanding of what may be expected from District services offered.

I interpret "communicating" to mean informing by providing in a verifiable format.

I interpret "expected" to mean the intended outcome either of a product or of a behavior.

Data Reported:

Standards of student conduct and due process procedures are contained in the Student Code of Conduct and Handbook, which is posted on the District's website. School administrators are trained in due process procedures and documentation, and have access to written reference and guidance materials electronically, as well as through direct conversations with district legal and administrative staff.

Families of students receiving special education services are provided with an additional rights and responsibilities document that specifically describes their rights under special education law.

The above are provided routinely in English and Spanish and can be produced in other languages upon request through the services of a translation bank.

The content of the student handbook also is available online through the 27J website, www.sd27j.org, under “Student Code of Conduct and Handbook”. Much of the information provided is in summary form with quick links to entire policies or related guide documents for those wanting additional information about a specific topic.

Due process policies and complaint procedures are explained in the Student Code of Conduct and Handbook with attention to using easy-to-understand, non-technical language as much as possible.

The stated purpose of the Student Code of Conduct and Handbook is to clearly guarantee every student’s right to lawful, fair and professional treatment as a school citizen in the 27J schools; to outline the responsibilities of each student in order to maintain a safe and positive atmosphere in which learning may take place, and to provide a document for reference on all student policies.

The Handbook addresses topics including the most frequently utilized: admission; attendance and dismissal policies; student discipline, rights and responsibilities and due process; student health and immunizations; and other student policies. The handbook also contains the pupil nondiscrimination policy which applies to all areas of school operations, including all school-sponsored programs and activities.

Individual schools have the discretion to create informational handbooks in addition to the Student Code of Conduct and Handbook. However, the need for consistency of message and practice is stressed to schools to avoid misinformation or misunderstanding. Handbooks are based upon district policies and are incorporated into both the policies of the Student Code of Conduct and Handbook.

The School District 27J Annual Report is available online through the www.sd27j.org website, in compliance with the Colorado Department of Education requirements

Information on the District Mission and Belief Statement are on the website in the “Superintendent” section.

Student Achievement data and information is located on the district website with information on the following topics: 27J Instructional Model, Federal Programs, Curriculum, Instruction, Assessment, and Gifted and Talented.

Other information on the website is provided to support students and parents. This information includes Special Education, Child Find, Preschool Programs, and transition services.

The School District 27J Communications Department continues to evolve in its communication efforts. The Public Information Officer continues to provide timely information to parents and makes this information available online at www.sd27j.org, Facebook, and Twitter. The Public Information Officer plays a key role in crisis communications between schools and families, and works with local, regional, and even national media (this year) with news releases. A complete list of the changes and improvements to our communication services is available in the supplement offered at the conclusion of this monitoring report.

Conclusion: I report compliance.

- 4. Operate without informing students or the public, as appropriate, of this policy, and without providing a complaint response process to students and/or the public who believe they have not been accorded a reasonable interpretation of their protections under this policy.**

I interpret “informing” to mean communicating by providing in a verifiable format.

I interpret “complaint response process” to mean a clearly communicated, published and articulated set of procedures which one can access to seek a resolution.

I interpret “protections” to mean those rights defined through state and federal legislation.

Data reported:

The policies and complaint procedures are published annually in electronic format in the Student Handbook in English and Spanish and in Policy JII, Student Complaints and Grievances, and are accessible to all parents and students online in the Superintendent’s Policies. The online student handbook provides summarized versions Superintendent’s Policies with the option to link to the entire policy.

The procedures ensure that complaints are impartially and thoroughly investigated and that confidentiality is maintained to the extent possible. This year an addition has been made to the policies that assure clarity of the appeal process for discipline, in Policy JKD.

Standard correspondence regarding due process notification in student expulsion matters has been centralized and is managed by the Director of Intervention Services.

The pupil nondiscrimination policy applies to all areas of school operations, including all school-sponsored programs and activities and is printed on page four of the student handbook. This policy clearly delineates the contact person within the organization who will investigate a complaint. As of the date of this monitoring report no reports of discrimination have been lodged.

The district website was constructed to allow maximum benefit to our external customers. The website can be translated into Japanese, Korean, French, German, Italian, Portuguese, Spanish, and Russian to meet the unique linguistic needs of our families. The flag icons at the bottom of the web page are the links to translation.

Conclusion: I report compliance

Communication Highlights:

In February of 2017, a new Public Information Officer was hired and in July of 2017 Marketing Technician position was added to the department. This newly created position focuses on the following areas: graphics, website and social media.

Social Media (Facebook/Twitter/Instagram)

Over the past year, we have increased our followers on all three social media platforms we use. Most notably:

- Facebook followers/likes went from 5,449 to 6,538 (an increase of 1,089)
- Facebook accounts for 94% of social media referrals to www.sd27j.org.
- Since August 2017, 5,275 users have been referred to the district website through social media channels, an average of over 750 referrals a month.

Some social media highlights over the past year include:

- Preschool Registration Facebook boosted post/advertisement which targeted men and women, 18-45 in Brighton, Henderson, Commerce City, and Thornton; Generation X or Millennials and new moms or moms of preschool kids.
- The post reached 9,405 people, elicited 430 engagements including 341 links clicks (to preschool program webpage) and had 63 likes, 14 comments and 31 people shared the post.
- Due to this posting and other marketing efforts, the Program reached capacity at all locations for 2017-2018.

Another example of the effectiveness of targeted social media campaigns includes our efforts on behalf of Human Resources and Work@27J. The following positions were posted to Facebook and had enormous reach.

- Brantner Principal (2,711 Reached)
- Child Care Program Leader (2,855 Reached)
- Grant Accountant (2,121 Reached)
- Rodger Quist Middle School Principal (1,460 Reached)

The Communications Department has partnered with Nutrition Services to highlight menu options and healthy food choices through the #27JEATS campaign. Weekly posts highlight the programs and menu options provided by Nutrition Services.

Communications works closely with Human Resources to advertise open positions and their annual Job Fair in April. This partnership has been most beneficial in helping to fill hard to place positions due to the increased outreach a social media campaign provides.

Communications actively monitors individual postings from parents and/or the community providing answers to questions and removing inappropriate comments. Communications also frequently scans partner organizations social media to stay on top of issues concerning the

district and sharing information with our followers, when appropriate.

Mill Levy Override (MLO)

An FAQ page was created and updated to answer questions and provide factual information and used social media to tell our story and share media coverage.

A targeted letter and fact sheet, from Principals, was sent to every parent. Communications worked with schools, Principals, the print shop and a group of volunteers to get the letters on official school letterhead and get electronic signatures from Principals. Working with the Print Shop, copies were printed and separated by language (ENG/ESP) and mailing area. Volunteers, working alongside Communications, assisted in stuffing envelopes.

Communications created a special insert for the spring newsletter called the District Report Card. This insert focused on information about the district, our needs and how the MLO money would be put to use. Communications also designed an election guide oversized postcard that was mailed to all 27J families highlighting how 27J would implement the MLO funds, arguments for and against the MLO, BOE candidates, ballot language and dates to remember.

MLO media coverage:

- The Brighton Blade, Denver Post, Westword, Rocky Mountain PBS, Univision, Telemundo, Denver 7 (ABC), FOX 31, 9 News (NBC), Channel 4 (CBS).

Four-Day Student Contact Week

A special insert ran in the winter edition of the District Educator focusing on late starts and other information we had at the time that was helpful to educating parents and the community.

The department advertised community forums through social media/website/Peachjar, created an FAQ webpage highlighting information and Q/A which is updated weekly.

The department created an informational newsletter targeted towards parent and guardians to announce the roll-out of this change, issue a press release to alert the media and community partners and engage in a social media campaign to educate and help deflect some of the negative feelings towards this change. This document has been viewed over 20,000 times.

Four-day media coverage:

- The Brighton Blade, the Northglenn Thornton Sentinel, Denver Post, Westword, Rocky Mountain PBS, Univision, Telemundo, Denver 7 (ABC), FOX 31, 9 News (NBC), Channel 4 (CBS), and Next with Kyle Clark.

Website/Blackboard

The hiring of a Marketing Technician has enabled Communications to assign a point person to manage and maintain the site.

- We are also actively working with designated web managers at each school site to give them training, when necessary, and support.
- We have held individual trainings with school-based staff at various schools and two, 2-hour trainings with Blackboard for our school-based staff (Managing the Section

Workspace and Subsite Director Training). Each of the Blackboard trainings had approximately 25 attendees.

- Based on the positive response we received, we are planning to hold trainings at the start of the 2018 school-year so that all schools are up to speed and comfortable using the platform.

Peachjar

In August of 2018, Communications added a new application to enhance the district's outreach to parents and staff. Peachjar delivers timely information about important school-approved programs like soccer, Girl Scouts & college savings plans! Parents receive digital flyers via email and can also view them on their school website. The programs these flyers advertise help instill critical values like teamwork, confidence and motivation, and can help improve performance in school. Schools are provided a large catalog of templates they can use to create their own school-based flyers.

- 14,422 subscribers have used the application
- 738 flyers have been uploaded from schools and community groups
- 810,231 sheets of paper have been saved
- 97.23 trees have been saved

Crisis Communications

When a crisis situation arises, Communications works to get all the necessary information to assist in messaging (InTouch/social media/website). There are times schools do their own messaging, but more often than not they seek the advice of Communications when crafting messaging.

We also work with the media to get them factual information and assist when they want to come on campus or speak with a district representative.

Media Relations

Communications has worked hard to grow their relationships with media outlets. The last we send press releases and media advisories to continues to grow. Highlights from 2017 include:

- Second Creek's *No Tardy November* which was highlighted on Denver 7's morning broadcast in November
- Several videos appearing on 9News with Kyle Clark and articles in The Denver Posts – Your Hub.

District Educator

In an effort to reduce costs and find better ways to reach our audiences, Communications printed their final District Educator and has transitioned to an online, magazine-style publication. This product will cut costs significantly and place the production and design in-house. This tool will allow Communications to make the publication more dynamic allowing us to include photo galleries and hyperlinks to additional information.

2015 Bond Program

The Communications Department has spearheaded special event coordination for

groundbreaking and ribbon cutting ceremonies at schools to mark bond project milestones. This past year, Communications staff has planned four community events attended by citizens, students, School District Board members and district leaderships as well as local mayors and other elected officials.

Here is a list of events that were organized related to bond projects:

- Groundbreaking ceremony for Vikan Middle renovations and additions, held in March 2017.
- Ribbon cutting ceremony for Reunion Elementary School, held in August 2017.
- Ribbon Cutting ceremony for the completion of Brighton Heritage Academy renovations, held in September
- Ribbon Cutting ceremony for the completion of Brighton High School's renovations and remodels in October

Coming up, three more events will be scheduled this spring and fall

- Groundbreaking - Northeast Elementary/Overland Trail Middle expansions/renovations.
- Ribbon cutting - Riverdale Ridge High
- Groundbreaking – Rodger Quist Middle

In October we partnered with the City of Brighton to produce an 11-minute video highlighting the bond projects along 8th Avenue (BHA, BHS and Vikan). The video is viewable on the City of Brighton's YouTube page as well as, the Districts' YouTube page and was posted to social media and the bond webpage.

In January of 2018 we ran a campaign to promote the two-year anniversary of the Bond Program (Bondiversary/#27JBondTurns2). The campaign included:

- eight social media posts over seven days
- 12,207 people reached
- 157 reactions (like, love, etc.) and 25 shares.
- Projects highlighted through this campaign included: Brantner Elementary, Brighton Heritage Academy, Reunion Elementary, Riverdale Ridge High, Brighton High, the SD27J Construction Team, Vikan Middle and Charter Schools.

Moving forward in 2018

The Communications Team is constantly striving to make improvements and infuse new, cutting edge techniques into the communications process. In 2018 we hope to:

- Tighten up supervision and regulation of social media accounts across the district
- Redesign the district website
- Equip schools with the tools, resources and training to effectively manage the websites
- Continue to build community partnerships (Tracy is currently a member of the Leadership Commerce City Class of 2017-2018)
- Redesign district logo
- Focus on incorporating more video into our marketing efforts
 - Tell stories through video
 - Purchase video equipment or outsource services

- Designate space as a “studio” to conduct interviews with staff and students