



**OE-9 COMMUNICATING WITH THE PUBLIC
SUMMARY OF COMPLIANCE STATUS
APRIL 2023**

SUPERINTENDENT CERTIFICATION

With respect to OE-9 *Communicating with the Public* taken as a whole, the superintendent certifies that the proceeding information is accurate and complete, and the district is:

- In Compliance
- In Compliance, with Exception (as noted in the evidence)
- Not in Compliance

Summary Statement by Administration

Monitoring of operational expectations policies is part of the ongoing process of district performance evaluation and superintendent evaluation. This report includes a Data Analysis on page 2 presenting an administrative summary of the data and a Capacity Building/Recommendations section on the last page outlining new practice or protocol to be utilized for the next reporting timeframe. The Capacity Building/Recommendations section also documents suggested changes to Operational Expectations or Results policies and/or indicators and interpretations. This report addresses seven indicators of the superintendent’s responsibility regarding general operations. Six of the indicators were determined to be in compliance, with one indicator determined as in compliance, with exception. Reporting dates for this report are July 1, 2022 – June 30, 2023.

Signed: 
Superintendent

Date: 4/24/2023

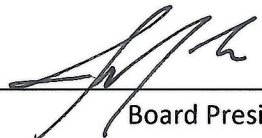
SCHOOL BOARD ACTION

With respect to OE-9 *Communicating with the Public*, the Board:

- Accepts the report as fully compliant
- Accepts the report as compliant with noted exceptions
- Finds the district to be noncompliant

Summary statement/motion of the Board

Motion by Mr. Eastgate to accept the OE-9 *Communicating with the Public* Monitoring Report as In Compliance, seconded by Mr. Hager. Motion carried.

Signed: 
Board President

Date: 4/24/2023

Data Analysis

The data points contained within this document describe the nature and frequency of communications between Bismarck Public Schools and various stakeholder groups, both internal and external. The district survey associated with this report provides valuable insight into stakeholder perceptions of the organization.

Some specific items in this report that merit attention:

- In the public survey associated with 9.1 Indicator 4, 81% of respondents voiced approval of the district's direction. The approval target set in this document is 70%.
 - The survey has seen more participants each successive year, with 545 additional responses during this reporting period.
 - Increases in favorability were seen in six out of eight categories, one category remained the same, and a slight decrease was seen in one area.
- Though fewer visitors to the website homepage were observed in some reporting periods, overall numbers were maintained and consistent with expectations, with an increase being seen on several other reporting dates.
- Please note that Bismarck Public Schools did not present an annual report to the School Board in the fall as targeted in 9.2 due to a need to include information (financial and student performance data) that was not yet available during this timeline.
- For indicator 5, parent involvement in the superintendent selection process was cited. It is worth noting that this is not the exclusive means by which Bismarck Public Schools fulfilled this expectation. Parent engagement continues to be a priority for the district. Other salient examples include Title I parent nights and the upcoming School Board Community Involvement Forum.
- Links to all relevant documentation can be found embedded within this report.

On the basis of evidence presented in this report, Bismarck Public Schools finds itself to be in compliance with the criteria for communicating in the public set forth by OE-9.

OE-9 Communicating with the Public

The Superintendent shall assure that the public is adequately informed about the condition and direction of the district.

Superintendent Interpretation:

- **Adequately** shall mean sufficiently but not exhaustively.
- **Informed** shall mean provide information in writing and verbally through a variety of communications channels.
- **Public** shall mean Bismarck residents, including parents, staff and other stakeholders.
- **Condition** shall mean the district’s finances, academic results, climate or honors.
- **Direction** shall mean the strategic goals and initiatives of the district.

The Superintendent Shall:

<p>9.1 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.</p>	<p>In Compliance</p>
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Superintendent Interpretation: BPS works to provide timely information to the public and provide opportunities for input to build understanding for district initiatives.

- **Timely** shall mean routine mechanisms are in place to inform the public and news media; mechanisms are also in place for communicating urgent, immediate issues such as emergencies.
- **Flow of information** shall mean the distribution and/or availability of information.
- **Appropriate input** shall mean useful ideas, thoughts, questions and concerns brought to the district through the established chain of command or another identified method.
- **Strategic** shall mean in relation to the vision, plans and challenges facing the district.
- **Two-way communication** shall mean disseminating and listening.
- **Understanding** shall mean fact-based knowledge about the district.
- **Support** shall mean general support for the district and agreement with the vision and strategic plan.

<p>Indicator 1: The number of visits to the district website’s home page will maintain or increase on an annual basis.</p>	<p>In Compliance</p>
<p>Evidence: OE-9 Communicating with the Public activity indicators.</p>	

<p>Indicator 2: The Community Relations Office will respond to standard media requests for information or interviews the same day but no later than 24 hours during the regular work week, with the exception of formal Open Records Requests which are subject to state law and handled by the Business and Operations Manager’s office. Evidence will be a list of all requests that were not completed within the stated timeline.</p>	<p>In Compliance</p>
<p>Evidence: OE-9 Communicating with the Public activity indicators.</p>	

<p>Indicator 3: The Community Relations Office will annually write, produce and email:</p> <ul style="list-style-type: none"> • A minimum of 35 Media Tip Sheets emailed to local news media with story ideas. 	<p>In Compliance</p>
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<ul style="list-style-type: none"> • A minimum of 35 Public Service Announcements to media regarding BPS events. • A minimum of 20 Intercom employee newsletters. • A minimum of 10 Chamber/BMDA newsletter or community publication contributions. • A minimum of 20 Friday Fliers to advertise youth events to K-8 grade parents. • A minimum of 8 district newsletter pages for school newsletters to all parents. • A minimum of 3 social media posts per school day. • A minimum of 12 emails to PTOs & Key Communicators during the school year. • Important district information or emergency information to parents via email, text and/or phone, as necessary. • Stories about student and staff awards/honors to news media, as applicable. 	
<p>Evidence: OE-9 Communicating with the Public activity indicators.</p>	

<p>Indicator 4: A survey to measure public support of the District with the goal of at least 70% of respondents expressing support for the direction of the District will be conducted annually.</p>	<p>In Compliance</p>
<p>Evidence: OE-9 Communicating with the Public activity indicators.</p>	

<p>Indicator 5: Each year, the district will hold at least one parent presentation or a School Board forum to gain public input on a topic of interest. Examples could include facility planning, boundary changes, bond elections, bullying, sexting, etc.</p>	<p>In Compliance</p>
<p>Evidence: OE-9 Communicating with the Public activity indicators. Parents were invited to serve on focus groups and be present for superintendent interviews. Other initiatives include Title I parent nights and the School Board Community Involvement Forum.</p>	

The Superintendent Shall:

<p>9.2 Prepare and publish, on behalf of the Board, an annual progress report to the public that includes the following items:</p> <ol style="list-style-type: none"> a. Data indicating student progress toward accomplishing the Board’s Results policies. b. Information about school district strategies, programs and operations intended to accomplish the Board’s Results policies. c. Information about the district’s financial condition, including revenues, expenditures and costs of major programs. 	<p>In Compliance</p>
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Superintendent Interpretation: Each year, BPS prepares and publishes an annual progress report to the public on the academic and financial status of the district.

- **Publish** shall mean to make available to the public.
- **Student progress data** shall mean the data outlined in the Board’s **Results** policies on Academic Achievement, Personal Development, and Citizenship.

- **District strategies, programs and operations** to accomplish the Board’s **Results** policies shall mean the operational plans created annually to address the strategic plan.
- **District financial condition information** such as revenues, expenditures and major program costs shall mean data such as state, local and federal revenues, as well as major expense categories such as salaries/fringe benefits, purchased services, supplies and materials, capital improvements, and utilities.

<p>Indicator 1: The district’s annual report is presented to the School Board by the spring. Print copies are available at each school and the district office. The full report is also available online and is inserted in the <i>Bismarck Tribune</i> for local subscribers.</p>	<p>In Compliance with Exception</p>
<p>Evidence: 2021-2022 BPS Annual Report Bismarck Public Schools completed the Annual Reporting process in February, due to a desire to include information that was not available during the targeted timeline, including certain key financial and performance data.</p>	

<p>Indicator 2: The annual budget is submitted to the School Board and posted on the district webpage. A synopsis of the budget is also contained in the annual report, which is posted on the district webpage and inserted in the <i>Bismarck Tribune</i>.</p>	<p>In Compliance</p>
<p>Evidence: FY 23 Annual Budget, 2021-2022 BPS Annual Report</p>	

Capacity Building/Recommendations

Capacity Building

Stakeholder input derived from the community survey referenced in indicator 4 of Item 9.1 will continue to be taken into account as BPS looks towards the future of communication. Moving forward, increasing stakeholder engagement will continue to be prioritized. In order to achieve this, a new publication schedule will be devised for the 2022-23 school year with communication targets that exceed the expectations outlined in this monitoring report. Additionally, while each iteration of the community survey has received a greater number of respondents, efforts will be made to increase engagement through the utilization of publicity and advertising focusing on key subgroups (senior citizens, for instance). Ultimately, the information within the report will be incorporated into the next revision of the district's communications plan.

Recommendations

No recommendations are suggested at this time.