May 6, 2024

Heatherwood Community Engagement Process

Meeting 3

Purpose

The Heatherwood Educational Advisory Team **will develop recommendations regarding future programming and educational experiences** for the school in response to declining enrollment. The Team is intended to provide a high level of accountability, involvement, and communication with the Heatherwood and Boulder Valley School District communities to ensure stakeholders are engaged and their values and priorities are reflected in decision-making. The Team is advisory in nature and approval for programmatic changes remains with District staff and the Board of Education.

Tonight's Agenda

- Welcome
- Purpose
- Public Comment
- Connection
- Intro to Surveying-Ryan Winger
- Design Thinking process:
  - Collaboratively create survey
- Next steps for May 20th
  - Updates on transportation, boundaries, PK and SAC
  - Communication and promotion of Heatherwood

Public Comment

Overall Goal

- Increase and stabilize Heatherwood's enrollment to at least 2 rounds (300 students) in order to provide a thriving, well-resourced educational environment for students and staff
  - Capture a larger percentage of neighborhood students (currently 66%)
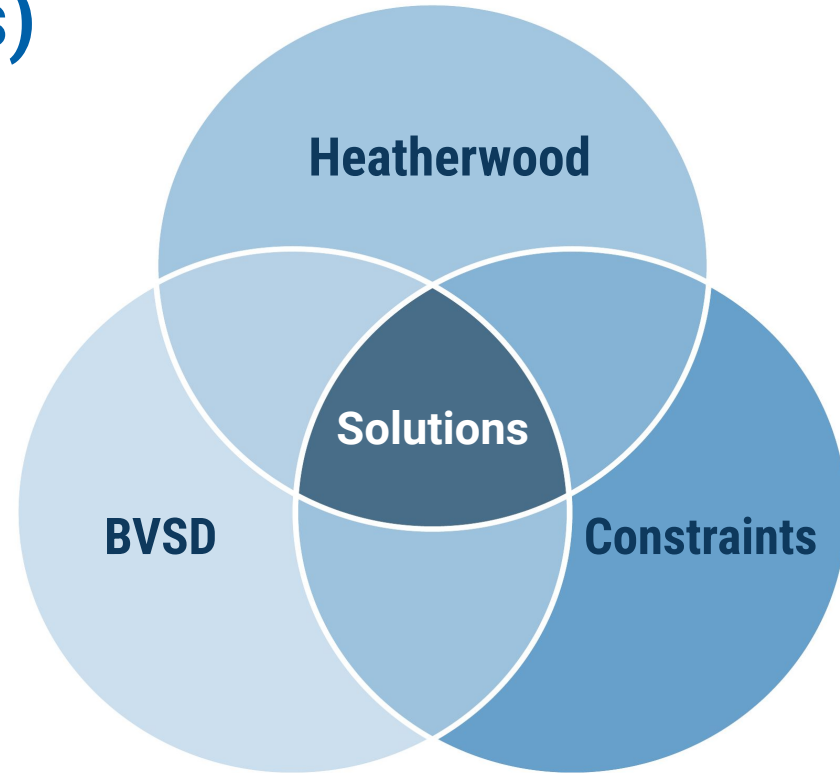 - Attract out of district students

Community/User Survey

- Collaboratively create survey
- Magellan - Ryan Winger

Finding the Solution(s)

Heatherwood

Solutions

BVSD

Constraints

Who is the audience?

Demographics to collect

- Age, race, income
- Other?

Choosing a School

- Current families - Why Heatherwood?
- If not, why?

Choosing a School

- If other BVSD, why?
- If private, home school, out of district, why?

Other questions to ask

- What other factors might impact your decision about enrolling at Heatherwood?

Program Options

- Accelerated - GT/rigor
- STEM/Eco-Science
- World Language

Wrap Up

- Magellan create survey
- Staff feedback
- Survey launch

May 20th

- Update on survey
- Outstanding questions
  - Transportation
  - Boundaries
  - Preschool
  - Childcare/SAC
- Communication & Promotion

Final Thoughts