



May 20, 2024

Heatherwood Community Engagement Process

Meeting 4

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
- Update on Survey
- Transportation
- Boundaries
- Preschool
- School Age Care



Public Comment



Connection



Heatherwood Then & Now



[Link to Video](#)

What connections do you see between the video and our future work?

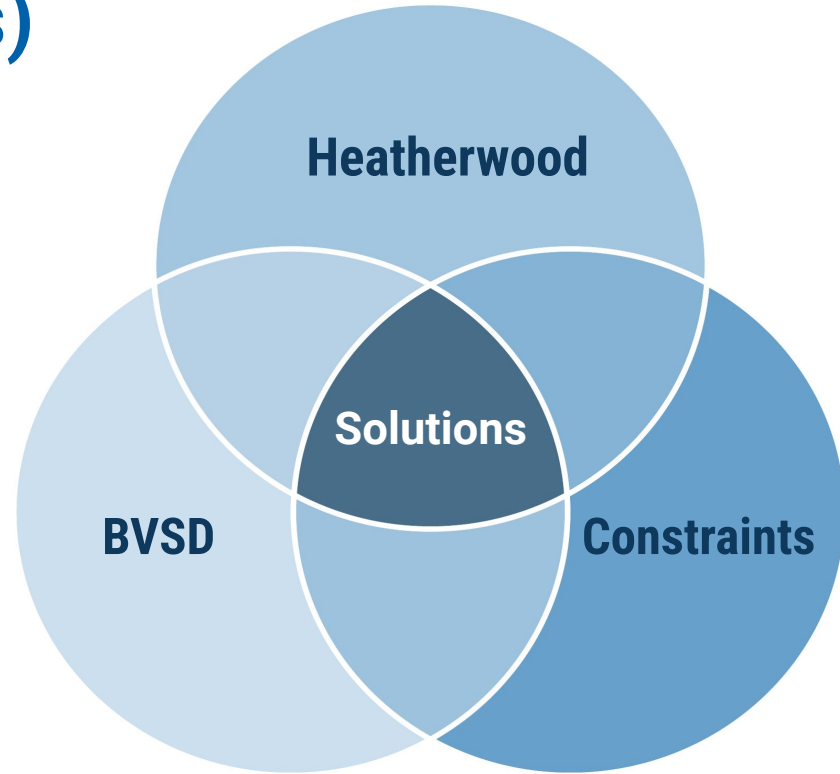


Update on Survey

- May 15th - 29th
- Distribution
 - Registered voters in Heatherwood attendance area via text
 - Email to Heatherwood families
 - Posted on Heatherwood website
- 145 respondents as of May 20 AM



Finding the Solution(s)



Opportunities/Constraints

- Transportation - Amy Thompson
- School Age Care - Emerald Murphy
- Changing Boundaries - Glen Segrue
- Preschool - Dr. Emma Herzog



School Age Care

- Available Monday-Friday from 2:50p-6:00p
- Current capacity for 30 students at Heatherwood



Changing Boundaries

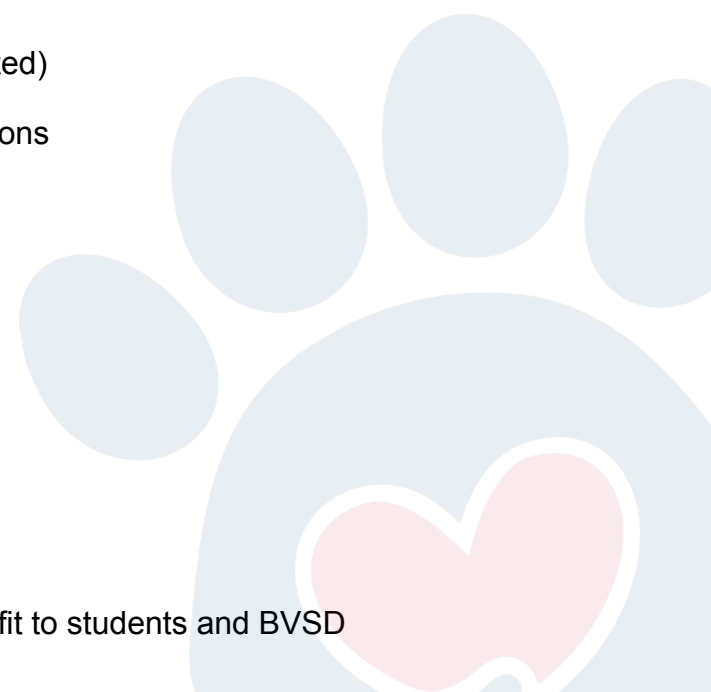
- Background

- Used sparingly in the past, at least since the 1980's.
- Open enrollment (1990's) has often balanced enrollments in past, especially for crowded schools.
- Mostly used for new schools and to fix minor impracticalities. Requires Board Approval.
- Last major attempt in 2007 to better balance populations in Louisville, Superior, and Lafayette.
 - Neighborhood backlash – withdrew proposal
 - Did identify two small changes identified by residents in Boulder Canyon and Marshall.
- PROS: better balance base populations
- CONS: open enrollment, grandfathering, creates perceived winners and losers, can pit communities against one another.



Changing Boundaries (cont.)

- Process
 - Spring 2025 (after Redistricting)
 - Establish base student populations per Att. Area (existing/projected)
 - Assess discrepancies and imbalances between schools populations
 - Assess other considerations
 - Transportation considerations
 - Varying school capacities
 - Community connections
 - Adjacent attendance area student population
 - Open enrollment and Focus/charter dependencies
 - Ultimately assess whether change demonstrates a defined benefit to students and BVSD



Preschool

- **Relevant context**
 - CDEC, not CDE
 - Bridgecare
 - Special Education inclusion
 - Licensing (DELLA)
 - Model this year and next year
- **Heatherwood Preschool**
 - Enrollment for 2023-24
 - Current enrollment for 2024-25
 - Qualitative feedback
 - Social media campaign





BOULDER VALLEY
SCHOOL DISTRICT

Communications | May 20, 2024

District Communication Resources for Schools

Meet the team

Communications@bvsd.org

Randy Barber

Chief Communications
Officer

Media Requests

Erin Rain

Communications
Deputy

Crisis Communication
Editorial
BVSD.org website

Alejandra Corchado

Digital Communication &
Engagement Specialist

Social Media questions
Parent Engagement

Jade Cody

Graphic Designer &
Brand Management

Graphic design
Brand utilization
Photography for select
school events

Maria Mondragón

Communications
Coordinator

Website Issues



A photograph of two young girls sitting at a table, engaged in drawing. The girl on the left is focused on her work, holding a marker. The girl on the right is smiling and looking towards the camera. The image is overlaid with a semi-transparent blue filter and several diagonal blue stripes running from the top right towards the bottom left. The text "The Basics" is centered in white.

The Basics

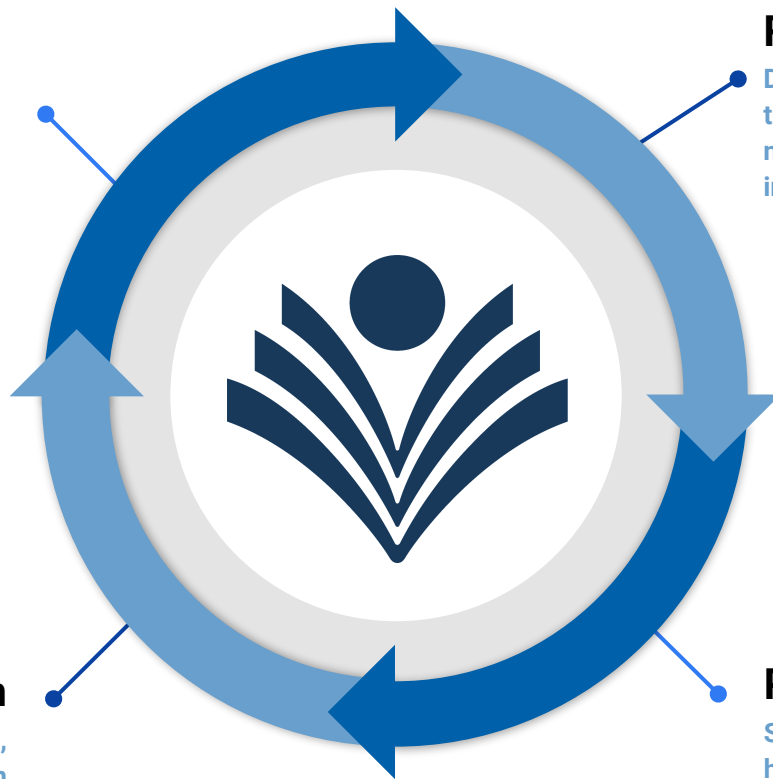
RPIE

Evaluation
Gather information and determine the impact of what you've done and what you can do differently in the future or new

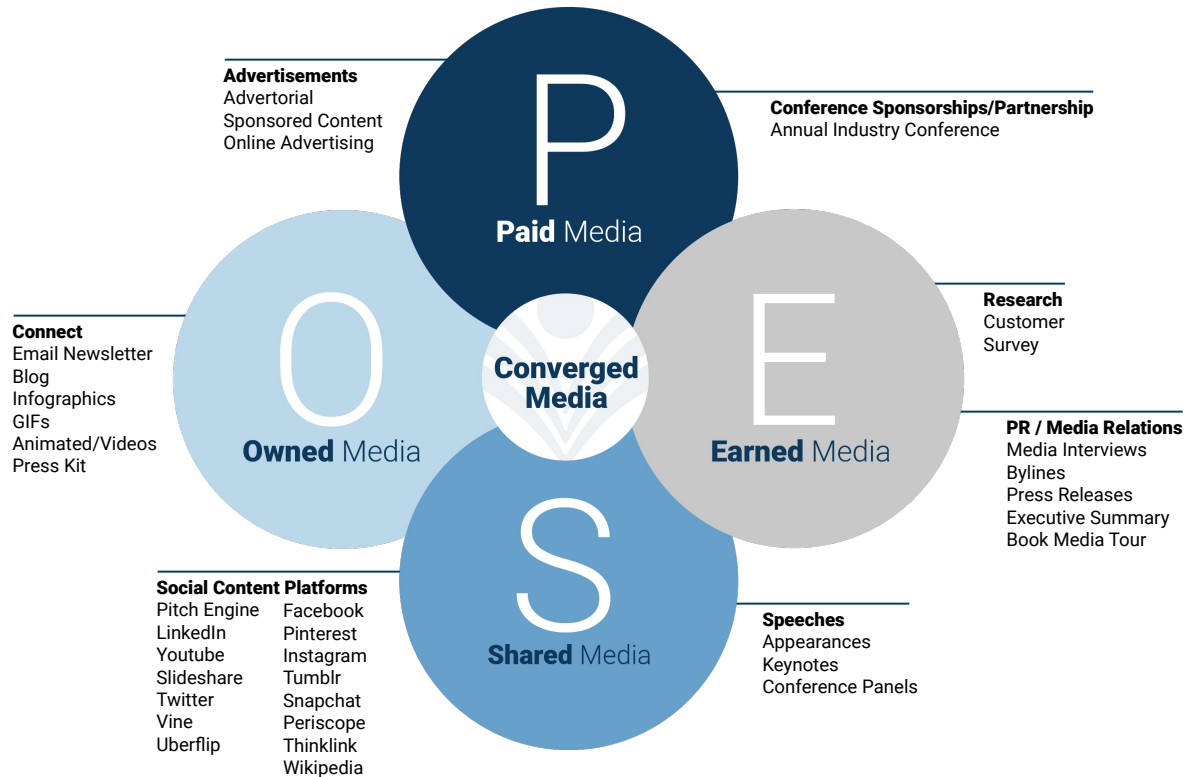
Research
Define the issue, understand the audiences and their needs by collecting information

Planning
Set measurable goals and then determine how to reach them through objectives, strategies & tactics

Implementation
Communicate, using your plan



PESO Model

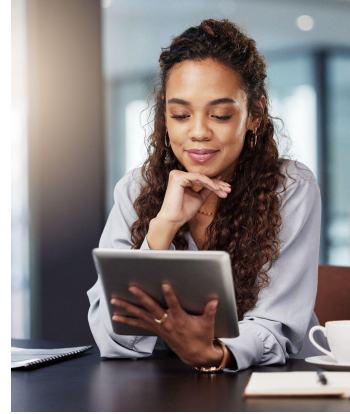


Dos and Don'ts



Do

1. Be your school's cheerleader
2. Capture and share the awesomeness
3. Think outside the box



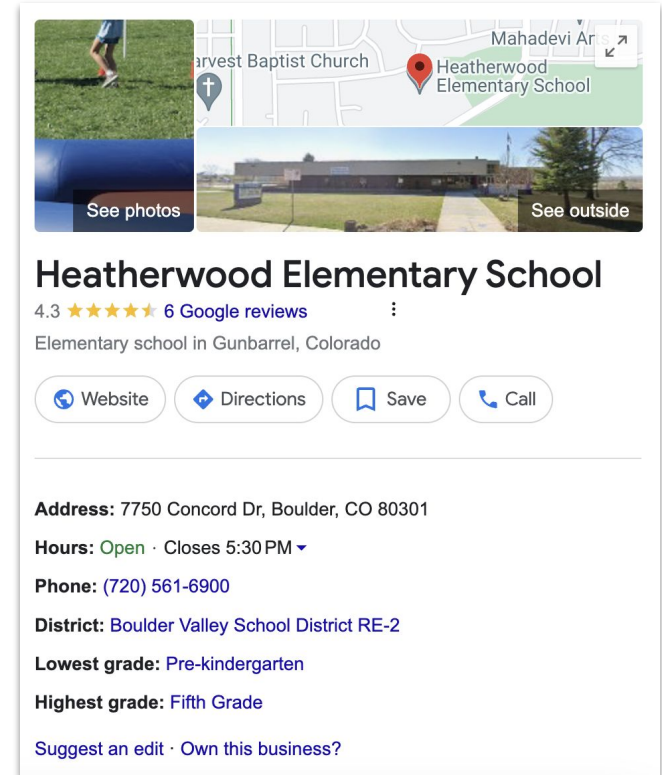
Don't

1. Go beyond the school's boundaries
2. Be a poor sport




Advertising Tactics

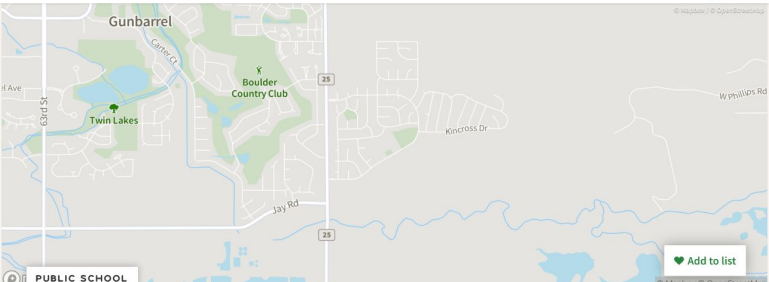
- Data clean up (google)
- Physical advertising in the neighborhood
 - Printed yard signs, banners



Advertising Tactics

NICHE  Find a school or district ... In Denver Area Log In Sign Up

School Search School Rankings Schools Near You ... Write a review



Public School


Heatherwood Elementary School ✓
#126 in Best Public Elementary Schools in Colorado
Overall Grade • Public • PK, K-5 • BOULDER, CO • ★★★★★ 2 reviews

- Report Card
- About
- Rankings
- Academics
- Map
- Home Listings
- Living in the Area


Overall Niche Grade
How are grades calculated? Data Sources

A- Academics **B** Diversity
A- Teachers

Heatherwood Elementary School is a high-achieving public school located in BOULDER, CO. It has 261 students in

NICHE  Find a school or district ... In Boulder County Log In Sign Up

School Search School Rankings Schools Near You ... Write a review



SCHOOL DISTRICT

Boulder Valley School District ✓
#1 in Best School Districts in Denver Area
Overall Grade • BOULDER, CO • ★★★★★ 142 reviews


Enroll Now

- Report Card
- About
- Enrolling
- From the School
- Upcoming Events
- Rankings
- Map
- Home Listings


Overall Niche Grade
How are grades calculated? Data Sources

A Academics **B** Diversity
A Teachers **A+** College Prep
A- Clubs & Activities **B+** Administration

View Full Report Card ▾



View all photos



Add to list



Social Media

- Social Media Ads - **affordable & effective**
- What does your audience want/need to know? What do you want them to know?
 - Celebrations, awards, recognitions
 - Events & news
 - Share community or partner posts
 - Photo albums
- Tag and follow @BVSDcolorado and/or @BVSDenEspañol



flations_elementary ...

flations_elementary Yesterday, our kindergarten class had an interactive presentation from CU Science Discovery on the world's oceans. The kinders had a chance to see a shark jaw, puffer fish, and a sea turtle, all preserved for learning opportunities. They could also touch and explore sea stars, coral, sand dollars, and more. What a fun way to explore a small piece of a habitat that we won't find in Colorado.

#BVSD #BVSDistePlaceteBE #inspire

3w

Alicia Sanchez Elementary School
May 3 at 9:32 AM · 🌐

👏👏👏 ¡Nos divertimos mucho celebrando el Día de Rodar en Bicicleta a la Escuela la pasada! 🚲 Nuestros estudiantes pedalearon hasta la escuela con grandes sonrisas, firmaron nuestra pancarta, recogiendo pegatinas y disfrutando de manzanas frescas en el camino. ¡Incluso nuestra mascota Spirit se unió a la diversión! Gracias a todos los que participaron ayudaron a que este día fuera un éxito, ¡sigamos avanzando hacia un futuro más saludable juntos! 🌱

#Rod... See more

👏👏👏 We had so much fun celebrating Bike to School Day last week! 🚲 Our students to school with big smiles, signing our banner, picking up stickers, and enjoying fresh fruit. 🍏 Even our pet Spirit joined in on the fun! Thank you to everyone who participated and helped make this day a success. Let's keep moving towards a healthier and greener future together! 🌱

#RodarEnBicicletaAlaEscuela #ComunidadSaludable #VidaVerde #EspirituDeComunidad

#AliciaSa... See more

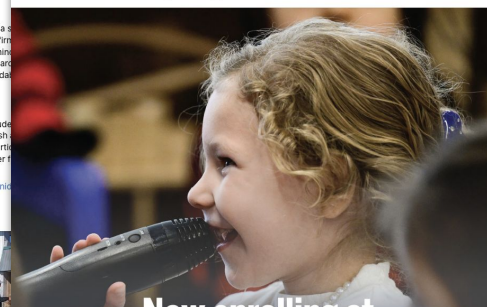
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Boulder Valley School District
Published by Alejandra Corchado · May 13 at 2:24 PM · 🌐

Now enrolling at Heatherwood Preschool, known as the Hidden Gem.

Heatherwood provides a safe, joyful environment where we educate the whole child, and children create life-long friends. Heatherwood's preschool teachers are highly trained, experienced educators that spark the fun and love of learning. Walk on over and check out your neighborhood school. Not too big or too small; it's just the right size for our community, and surrounded by beautiful views and trails. Make your family part of ours!



Now enrolling at
Heatherwood Preschool,
known as the Hidden Gem.

Find your
SPARK

BOULDER VALLEY SCHOOL DISTRICT
Preschool Learning
and Enrichment

ECE.BVSD.ORG
Now enrolling!
2024-25 Preschool Programming and Enrollment - Early Childhood Education

See insights and ads

13

4 comments

Like Comment Share

Comment as Boulder Valley School District



School Branding



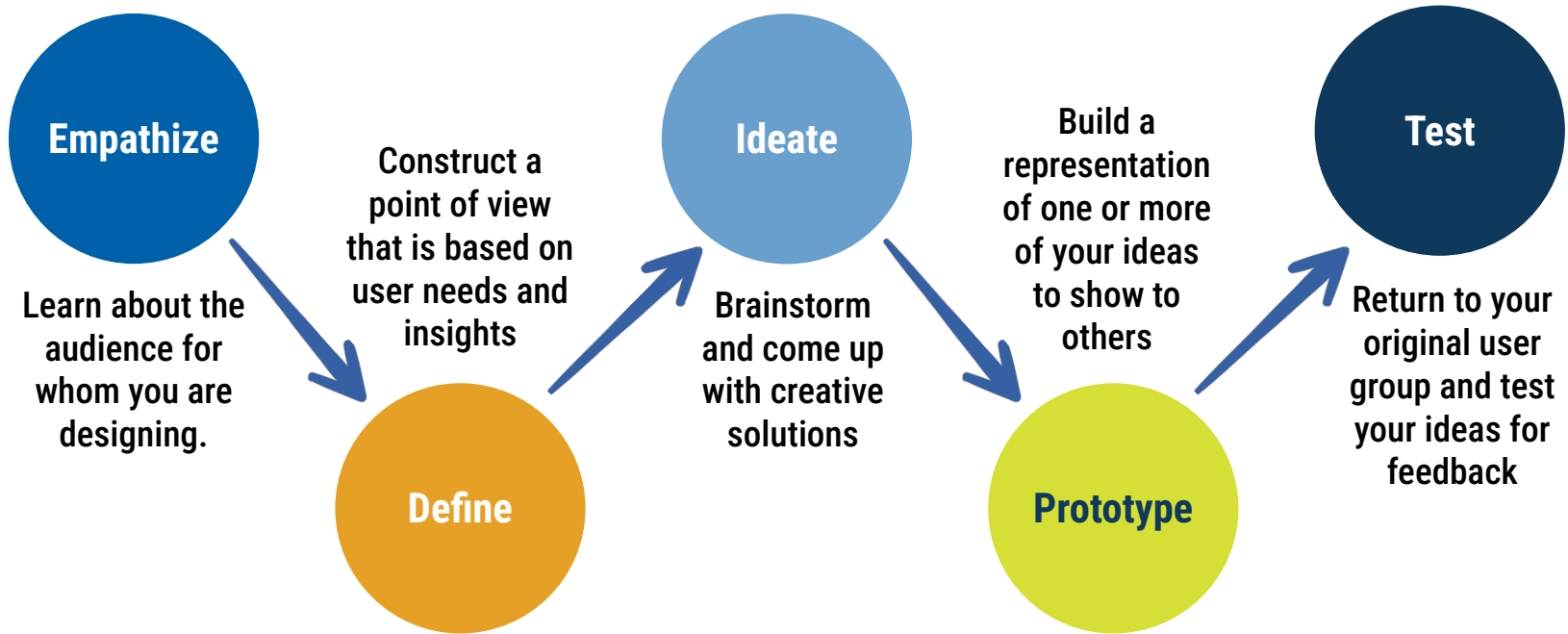
How to reach us

@ Email communications@bvsd.org to be routed to correct person

☎ Or call communications main line at **720-561-6224**



Design Thinking Process



Communication & Promotion

Based in the information that you just heard, what ideas do you have about how to best market Heatherwood to the broader community?

