



June 17, 2024

Heatherwood Community Engagement Process

Meeting 6

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
- Digging Into Survey Results Data
- Processing the Data
- Potential Ideas
- Closing



Public Comment



Connection: Caption This!

- Introduce yourself to your table mates
- Pick one of the two photos, (which will be displayed shortly)
- You will have two minutes to pick your favorite caption for image.
- Example: “Girls just want to have sun.”



Connection: Caption This!

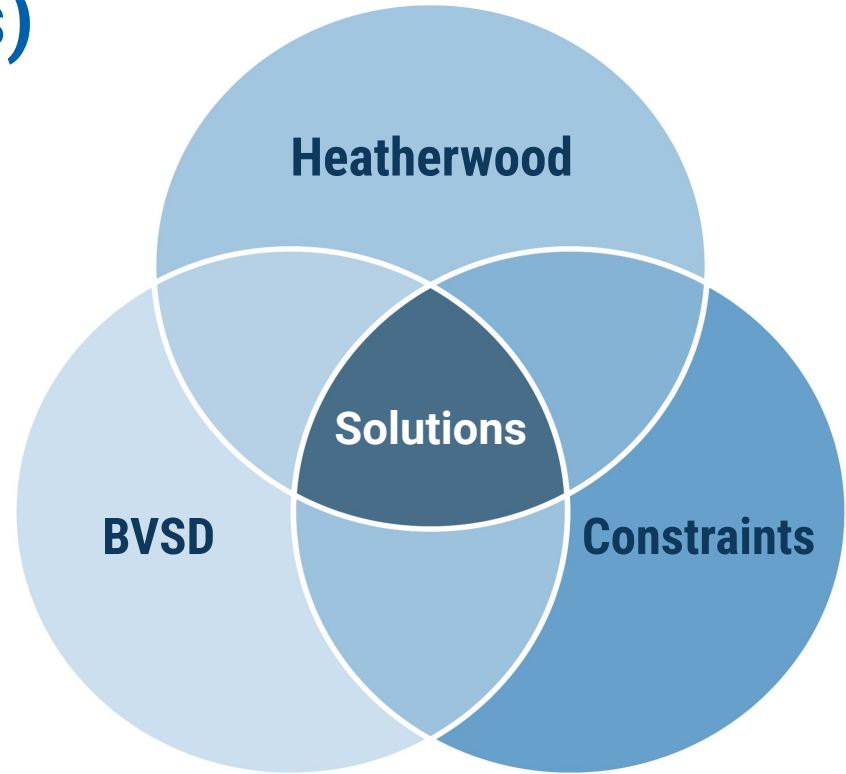
1.



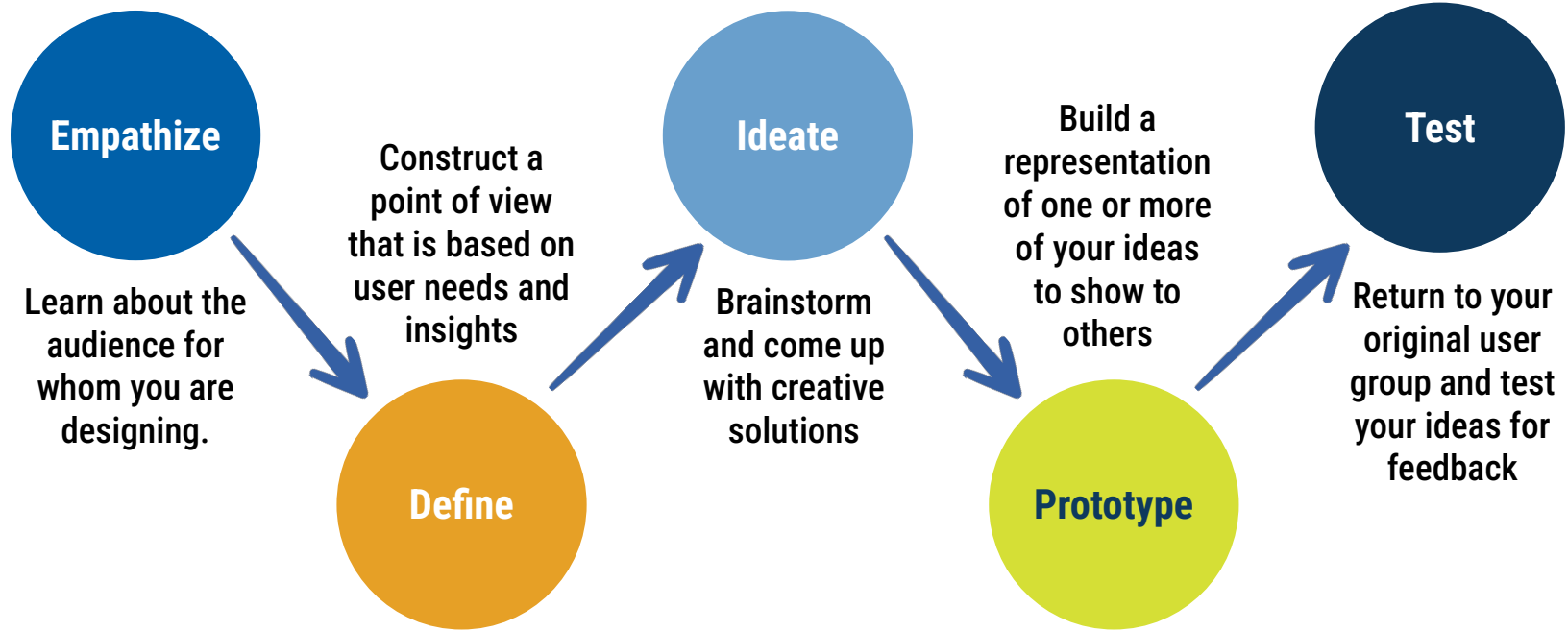
2.



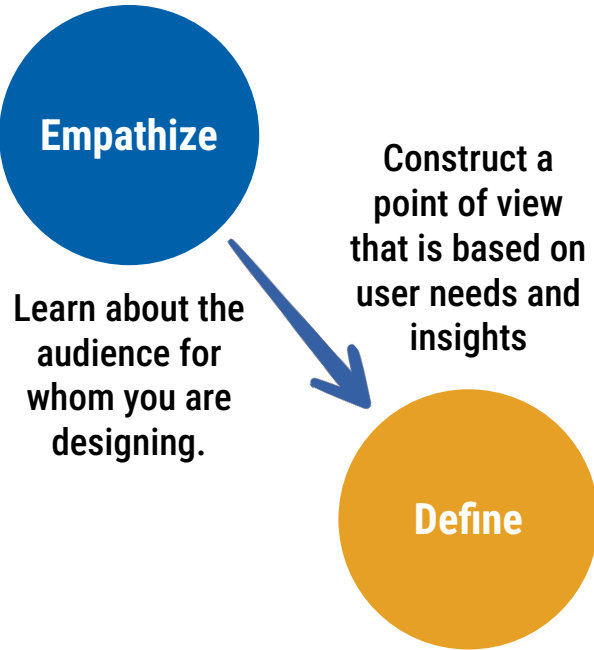
Finding the Solution(s)



Design Thinking Process



Design Thinking Process



What have we learned from all the feedback that can help us construct a point of view on user needs?

... and what would influence users to choose Heatherwood?



Digging into Survey Results Data

- Program overviews with numbers of respondents
- Break down by Heatherwood Future (OE out) - be more specific with data
- More detail with slide 12
- Those who could attend and those who do attend - what's the alignment of programs



Survey Results

Current Heatherwood Families

UNMET NEEDS

-

PERCEPTIONS

-

PROGRAM PREFERENCES

-

Potential Heatherwood Families

UNMET NEEDS

- After school care
- Preschool close to home
- Bilingual education
- What else?

PERCEPTIONS

- Open concept is unsafe and distracting

PROGRAM PREFERENCES

- STEAM
- World Language



Emerging Potential Strategies - Overall

- SAC
- Customer service/building experience
- PR campaign/promotion



Processing the Data

- Silent solo...You will spend 10 mins looking closer at the data. What do you notice specific to program options? What are those who are not currently attending Heatherwood saying?
- At your table, spend 15 mins discussing what you notice? What trends do you see?



Processing the Data

Change groups.

- At your new table, spend 15 mins discussing...Based on all the data, what program(s) ideas do you think we could propose to bring forth and bring back more information about in August? What questions would you need to be answered about the proposal?
- On chart paper, chart your top 2 program proposals. Add any questions or areas of information that you would still need.



Emerging Potential Strategies - Program Ideas

- Each table group have one person share out their top 2 program idea/proposals.
- Group discussion...what, if any, are common ideas between groups?
What program ideas/proposals (top 2) would we like to get more information about to discuss in more detail in August?



Next Steps

- August 5 - Ideation on Programming
- August 19 - Feedback from Staff/Community, Draft Proposal
- September 9 - Finalize Proposal
- September 23 - Communication/Promotion Plans (Showcase Oct. 9th)



Final Thoughts

