



**Operational Expectations Monitoring Document**  
**OE-7 Communicating with Village Residents and Public Audiences**  
(Revised November 2021)

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**Certification of the Superintendent: *With respect to Operational Expectation 7 (Communicating with the Public), taken as a whole, the superintendent certifies that the proceeding information is accurate and complete, and is:***

- In Compliance  
 In Compliance with Noted Exceptions  
 Not in Compliance

**Signed: Laurie Burgos, Superintendent      Date: September 26, 2023**

**Executive Summary**

The OE-7 Monitoring Document focuses on how the District works to maintain timely, two-way communication with Village residents and public audiences (OE-7.1), and the systems we have in place to ensure the public is informed about overall District administration and operations topics, and engaged in our equity mission.

Board Indicator 1 focuses on how the District utilizes its communications channels to reach residents and other public audiences (e.g. Shorewood Today, social media, website, school/district/alumni newsletters, etc.), and there are no significant differences in satisfaction with communications and opportunities for feedback based on respondents' race, ethnicity, gender, or other available identity grouping. Board Indicators 2, 3, & 4 focus on the timeliness of communications, how communications translate to support, and opportunities for input/feedback.

Reaching Village residents and others who do not have students enrolled in the District remains a challenge, but there have been improvements in terms of School Perceptions survey results.

The Superintendent's Entry Plan Report will identify external communications priorities, and these are some topics that will be areas of focus in 2023-2024:

- We have an important responsibility to report on the District's use of referendum funding, and use of the Village Manager's memo and other channels that reach beyond District constituents will be key to fulfilling this commitment;
- The District will update the website to improve navigation and the organization of key information;
- The District will target efforts on creating quality content/promoting the District's distinctive educational approach and student results through a themed communications effort (Excellence Means More Here), with special emphasis on Shorewood Today magazine, newsletters, and website;

- The District will also focus on engaging families new to the community, and those with students enrolled in other districts or private schools, through the Excellence Means More Here campaign; and
- Lastly, the District will work to engage alumni in the 2023-2024 school year through alumni reunions, tours, and quarterly alumni newsletters.

As the data shows, there are many reasons to celebrate in this report as well as opportunities to learn and improve.

**Disposition of the Board: *With respect to Operational Expectation 9 (Communicating with the Public), the Board:***

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

**Summary statement/motion of the Board:**

**Signed:** \_\_\_\_\_, **Board President**                      **Date:**

**OE-7 Communicating with Village Residents and Public Audiences**

The Board values an informed and engaged public. The Superintendent shall ensure that the public is adequately informed about the condition and direction of the District, and there are no significant differences in responses to satisfaction with communications and opportunities for feedback based on respondents’ race, ethnicity, gender, or other available identity grouping.

Superintendent Interpretation

- **Public:** Village residents who do not have students enrolled in the district, the business community and other public audiences.
- **Adequately informed:** Public understands the activities in the District.
- **Condition:** Information about the organization’s academic results, honors, awards and recognition, educational environment, financial status, and other aspects of the District’s health.
- **Direction:** Communication about the District’s strategic action plan, programs, innovations, operational goals and intended Results for Student Achievement.

<p><b>OE-7.1:</b></p> <p><b>Ensure the timely flow of accurate information, appropriate input, and strategic two-way communication between the District and the public that builds understanding and support for District efforts, and that meets the needs of stakeholders from multiple cultural and linguistic backgrounds and is accessible to the public regardless of special needs or physical limitations.</b></p>	<p><u><b>Superintendent</b></u></p> <p><u><b>Compliant</b></u></p> <p><u><b>Compliant with Exceptions</b></u></p> <p><u><b>Not Compliant</b></u></p>	<p><u><b>Board</b></u></p> <p><u><b>Compliant</b></u></p> <p><u><b>Compliant with Exceptions</b></u></p> <p><u><b>Not Compliant</b></u></p>
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Superintendent Interpretation

The Board values an informed, involved community as a way to improve the system and check public perceptions of the system.

- **Timely flow:** Regular communications as needed through a variety of media throughout the year.
- **Appropriate input:** Thoughts, concerns, questions, and ideas from our parents, alumni, partners, and community members, with clear channels for input/feedback in place for our residents and other public audiences.
- **Strategic two-way communication:** We engage the public by delivering information and receiving feedback from community members in an organized, cyclical process around the District’s condition and direction to help build mutual understanding and relationships.
- **Builds understanding and support:** Our communication efforts help residents and other audiences stay closely informed about the district’s direction and progress, and develop and maintain a positive perception of the District.

<p><b>Board Indicator 1:</b></p> <p>The District develops an annual Communications Plan that includes opportunities for two-way communication between the District and Village residents/the public, a communications calendar, and goals for communication that are tied to the district’s strategic plan.</p>	<p><u>Superintendent</u></p> <p>Compliant</p> <p>Not Compliant</p>	<p><u>Board</u></p> <p>Compliant</p> <p>Not Compliant</p>
<p>Evidence: The District calendar, School Board meeting schedule and other key dates inform the annual communications plan. <i>Shorewood Today</i>, the Village Manager’s Memo, social media and events are the most effective tools for communicating with residents and public audiences.</p> <p>The District’s April 2023 operating referendum communications plan provided some unique opportunities for direct communication with Village residents. In addition to three direct-mail referendum information pieces, a number of informational, Q&amp;A sessions were held throughout the community in the months before the election.</p> <p>The District’s partnership with the Village is also key to sharing District initiatives, goals and financial stewardship information with the public. Information about school funding was mailed with tax bills to property owners again in December 2022, and the District provides School Board meeting notices and other information for posting with Village partners.</p> <p>Opportunities for two way-communication between the District and our resident and public audiences include:</p>		

- Email - contact information provided in the District website directory as well as at the bottom of every email message sent.
- Phone - numbers are provided in the District website directory and on the District calendar
- Social media - direct messaging is available through all District/school social media channels
- Website - there are several feedback options, including the Contact Us page and Submit a Question/Concern page
- Newsletters - the District submits content for the VMM each week & provides contact information at the bottom of the District section; there is also a feedback portal link at the bottom of each District newsletter
- Linkages - participants may attend in person or virtually to provide feedback
- Shorewood Today magazine - District provides URLs to direct public to website/directory

The top three communications channels identified in the 2023 School Perceptions community survey (n=90, no students enrolled in the District) are:

- 1) Shorewood Today magazine (64%)
- 2) District/school Newsletters (64%)
- 3) District website (42%)

School Board agendas/minutes were fourth.

<p><b>Board Indicator 2:</b></p> <p>At least 70% of the respondents indicate the communications they receive via multiple channels has built their support of the District.</p>	<p><u>Superintendent</u></p> <p>Compliant</p> <p><b>Not Compliant</b></p>	<p><u>Board</u></p> <p>Compliant</p> <p>Not Compliant</p>
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Evidence:

Public (n=83, community member with no children in the district) survey responses:

- *Communication via multiple channels* has improved (46% in 2023, compared to 36% in 2022);
  - The number of respondents who answered “don’t know/doesn’t apply” was 35%, compared to 40% in 2022. Though the survey population is small, this is

positive, as between 40-50% of respondents have answered “does not apply” to this prompt annually since the survey was introduced in 2017.

- *The District’s communications have positively impacted by overall support of the School District* has also improved (37% in 2023, compared to 33% in 2022); “don’t know/doesn’t apply was 32%

Though improved, these and other School Perceptions results fall far short of compliance, which was revised from 80% in 2021, and also do not meet an alternative “majority” measurement.

<p><b>Board Indicator 3:</b></p> <p>At least 70% of the respondents indicate the District provides channels for input and feedback.</p>	<p><u>Superintendent</u></p> <p>Compliant</p> <p><b>Not Compliant</b></p>	<p><u>Board</u></p> <p>Compliant</p> <p>Not Compliant</p>
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Evidence:  
 Public (n=81, community member with no children in the district) survey responses:

*The District provides opportunities for input and feedback* improved (44% in 2023, compared to 35% in 2022).

Board Comments:

<p><b>OE-7.2:</b></p> <p><b>Prepare and publish, on behalf of the Board, an annual progress report to the public that includes the following items:</b></p> <ol style="list-style-type: none"> <li>1. Data indicating student progress toward accomplishing the Board’s Results policies.</li> <li>2. Information about School District strategies, programs and operations intended to accomplish the Board’s <i>Results</i> policies.</li> <li>3. Information about the District’s financial condition, including revenues, expenditures, and costs of major programs.</li> </ol>	<p><u><b>Superintendent</b></u></p> <p>Compliant</p> <p>Compliant with Exceptions</p> <p><b>Not Compliant</b></p>	<p><u><b>Board</b></u></p> <p>Compliant</p> <p>Compliant with Exceptions</p> <p>Not Compliant</p>
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#### Superintendent Interpretation

The Board values an annual summary of district performance to be developed and available to the public from the previous year and be presented as coming from the Board:

- **Publish:** make the “annual progress report to the public” available via print and online.
- **Data:** quantifiable and qualitative assessments summarizing student achievement towards the Board’s stated Results.
- **Information:** the administrative and staff work plans to achieve Results, including a summary of the budget and financial administration of the district.

<p><b>Board Indicator 1:</b></p> <p>The Annual report containing all required components is presented to the Board as evidence.</p>	<p><u><b>Superintendent</b></u></p> <p>Compliant</p> <p><b>Not Compliant</b></p>	<p><u><b>Board</b></u></p> <p>Compliant</p> <p>Not Compliant</p>
<p>Evidence:</p> <p>An Annual Progress report was not published due to the Superintendent transition at the end of the District’s fiscal year. On August 22, 2023, the District held its annual meeting and budget hearing. An overview of financial performance was provided, including all of the mandatory components required under state statute 120.10. Written materials and a presentation highlighted the District’s current financial position, including an overview of the previous year’s revenues and expenses, projected revenues and expenses, and fund balance</p>		

status. One notice of the meeting was published in the Milwaukee Journal Sentinel, as is also required in the state statute.

Annual Meeting materials, including a video of the proceedings, are located on the District website. All OE and Results reports are posted and maintained on the District website under Board of Education -> Board Reports.

Board Comments: