



# **Yamhill Carlton School Board Retreat Agenda**

**August 2nd, 2018 8:00am to 12:30pm**

**District Office Boardroom**

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- 1. Welcome**
- 2. The Year in Review 2017-2018**
  - a. Highlights and low points**
- 3. 2017-2018 Data Review**
- 4. Discussion of Communication Plan**
  - a. What should area of focus be?**
  - b. How will we develop the resources to get the plan implemented?**
- 5. School Security**
- 6. Set District Goals**
- 7. Set Superintendent Goals**
- 8. Set Board Goals**

Yamhill Carlton Elementary School							
Month	17/18 Count	16/17 Count	15/16 Count		17/18 ADA%	16/17 ADA %	15/16 ADA %
September	352.5	366	379		96.76	96.65	95.64
October	342.5	364	380		94.48	94.88	94.3
November	344.25	364	382		94.09	93.79	92.87
December	344.25	363	379		94.61	91.97	94.6
January	347.75	357	385		91.91	92.63	93.34
Febuary	345.25	357	381		96.55	93.65	91.9
March	343.25	354	378		92.48	94.17	93.15
April	346.25	352	379		94.31	93.23	93.33
May	344	351	376		93.69	94.34	93.09
June	346	346	376		95.4	94.97	93.86
Average	345.6	357.4	379.5		94.43	94.03	93.61

Yamhill Carlton Intermediate School							
Month	17/18 Count	16/17 Count	15/16 Count		17/18 ADA%	16/17 ADA %	15/16 ADA %
September	323	317	327		95.65	96.8	94.86
October	321.5	320	325		95.32	94.63	93.9
November	318.5	319	324		93.68	93.9	92.24
December	314.5	318	321		93.9	92.19	94.48
January	315	313	321		92.99	93	93.3
Febuary	310.5	313	323		94.39	93.54	91.86
March	309.5	314	323		92.48	94.1	92.41
April	308.5	312	322		93	93.08	92.89
May	303.5	311	317		93.39	93.83	92.92
June	300.5	311	316		92.92	94.48	94.09
Average	312.5	314.8	321.9		93.77	93.96	93.30

Yamhill Carlton High School							
Month	17/18 Count	16/17 Count	15/16 Count		17/18 ADA%	16/17 ADA %	15/16 ADA %
September	312	326	360		95.75	94.53	93.5
October	307	325	361		93.95	93.53	92.85
November	305	325	360		92.35	92.25	90.99
December	304	322	356		93.18	90.33	93.3
January	303	318	352		92.64	92.84	91.79
Febuary	300	324	354		93.06	93.06	90.93
March	300	324	352		92.99	93.28	90.67
April	297	323	346		92.89	91.34	91.07
May	292	318	341		94.24	92.56	90.71
June	292	311	323		94.58	94.51	92.92
Average	301.2	321.6	350.5		93.56	92.82	91.87

**Yamhill Carlton Alliance Academy**

Month	17/18 Count	16/17 Count	15/16 Count		17/18 ADA%	16/17 ADA %	15/16 ADA %
September	67.5	50	39		N/A	N/A	N/A
October	64	49	38		N/A	N/A	N/A
November	70.25	49	37		N/A	N/A	N/A
December	70.25	48	38		N/A	N/A	N/A
January	75.25	49	42		N/A	N/A	N/A
Febuary	78.25	49	40		99.2	N/A	N/A
March	78.25	52	38		99.01	N/A	N/A
April	77.25	52	39		99.01	N/A	N/A
May	78.5	62	37		98.79	N/A	N/A
June	78.5	61	37		100	N/A	N/A
Average	73.8	52.1	38.5		99.20	N/A	N/A



**Yamhill Carlton School District**  
**Discipline Summary by Grade**  
 09/05/2017 - 06/13/2018

Year: 2017-2018  
 Report: IDS601

Description	KG			01			02			03			04			Total
	Female	Male	Total	Female	Male	Total	Female	Male	Total	Female	Male	Total	Female	Male	Total	
Alcohol (A1)																
Arson (A2)																
Assault - Physical/Adult (A4)	1	15	16	1	3	4		1	1		3	3		1	1	25
Assault - Physical/Student (A5)		17	17		10	10	1	4	5	1	9	10	1	5	6	48
Assault - Sexual (A6)					1	1										1
Assault (A3)																
Behavior - Aggressive (B1)	1	20	21	1	13	14		4	4		7	7	1	7	8	54
Behavior - Disruptive (B2)		14	14		5	5		3	3		2	2	2	3	5	29
Behavior - Inappropriate (B3)		6	6		2	2		3	3				1	6	7	18
Behavior - Obscene (B4)								1	1							1
Behavior - Sexual/Non Violent (B5)					2	2				1	1	2		1	1	5
Behavior - Violent (B6)		1	1								1	1				2
Bias/Hate Crime (B7)																
Bomb Threat (B8)														1	1	1
Bullying (B9)		2	2	1	2	3		1	1	1	3	4		3	3	13
Burglary (B10)																
Cheating (C1)																
Coercion (C2)																
Defiance (D1)		23	23	1	8	9		2	2		4	4	3	7	10	48
Disrespect (D2)		14	14	1	1	2		2	2		2	2	1	5	6	26
Dress Code (D3)																
Drugs (other than Alcohol/Tobacco) (D4)																
Drugs (paraphernalia) (D5)																
Electronic Devices (E3)																
Excessive Unexcused Absences (E1)																
Extortion/Blackmail (E2)																
Fighting - Non Violent (F1)																



**Yamhill Carlton School District  
Discipline Summary by Grade  
09/05/2017 - 06/13/2018**

Year: 2017-2018  
Report: IDS601

Description	KG			01			02			03			04			Total
	Female	Male	Total	Female	Male	Total	Female	Male	Total	Female	Male	Total	Female	Male	Total	
Fighting - Violent (F2)		1	1					1	1	1			1	1	2	6
Fire Alarm (F3)																
Fire Starting (F4)																
Forgery/Unauthorized Use/Possession of S																
Gambling (G1)																
Gang Related Activity (G2)																
Harassment - Racial (H2)																
Harassment - Sexual (H3)					1	1										1
Harassment (H1)		1	1	1	3	4		2	2	1	3	4	1		1	12
Harassment-Religion (H5)																
Harassment-Sexual Orientation (H4)																
Inappropriate Language (I2)		1	1		3	3		4	4		5	5	1	6	7	20
Inappropriate Technology Use (I1)					1	1										1
Inciting Violence (I3)																
Intimidation (I4)										1	1					1
Kidnapping (K1)																
Likely Injury To Self Or Others (SPED on																
Lying (L2)		1	1		1	1	1		1		2	2		3	3	8
Manufacture/Delivery of Controlled Subst																
Minor Referral (M3)																
Misc/Other (M2)		2	2											1	1	3
Misconduct (M6)		1	1					1	1		1	1				3
Missing Materials (M4)																
No Show for Detention (N1)																
Non-Compliance (N2)		5	5					1	1		1	1	1	2	3	10
Off Campus (O1)		2	2		1	1								1	1	4
Over the Counter Medication Violation (O																



**Yamhill Carlton School District  
Discipline Summary by Grade  
09/05/2017 - 06/13/2018**

Year: 2017-2018  
Report: IDS601

Description	KG			01			02			03			04			Total
	Female	Male	Total	Female	Male	Total	Female	Male	Total	Female	Male	Total	Female	Male	Total	
Parking (P1)																
Possession of Fire Starting Device (P2)																
Property Damage (P3)		4	4		2	2		2	2		2	2				10
Public Display of Affection (P4)																
Recklessly Endangering (R1)																
Refusal to Identify (R2)																
Robbery (R3)																
Serious Bodily Injury (SPED only) (S1)																
Skipping (S2)		2	2								1	1		2	2	5
Stolen Property Possession (S3)																
Tardies (T1)																
Theft (T2)		6	6		7	7	1	1	2							15
Threat (T3)		1	1		2	2		2	2		1	1	1	1	2	8
Threat of Bodily Harm (T4)		3	3	2		2		2	2							7
Tobacco (T5)																
Truancy (T6)																
Unlawful Interference (U1)																
Vandalism (V1)																
Weapons - Failure to Report (W1)																
Weapons (W2)		4	4													4
<b>Totals</b>	2			8			3			5			14			389
		146			68			37			49			57		
			148			76			40			54			71	



# Yamhill Carlton Intermediate School Discipline Summary by Grade

09/05/2017 - 06/21/2018

Year: 2017-2018  
Report: IDS601

Description	05			06			07			08			Total
	Female	Male	Total	Female	Male	Total	Female	Male	Total	Female	Male	Total	
Alcohol (A1)													
Arson (A2)													
Assault - Physical/Adult (A4)													
Assault - Physical/Student (A5)		1	1										1
Assault - Sexual (A6)													
Assault (A3)													
Behavior - Aggressive (B1)	2	9	11	1	9	10	1	6	7	1	1	2	30
Behavior - Disruptive (B2)					6	6		7	7		3	3	16
Behavior - Inappropriate (B3)	1	1	2		1	1					2	2	5
Behavior - Obscene (B4)													
Behavior - Sexual/Non Violent (B5)										1	1	1	1
Behavior - Violent (B6)											1	1	1
Bias/Hate Crime (B7)													
Bomb Threat (B8)								1	1				1
Bullying (B9)		1	1		1	1		2	1		3		5
Burglary (B10)													
Cheating (C1)							2	2	4				4
Coercion (C2)													
Defiance (D1)	1	33	34	2	30	32	4	23	27	4	39	43	136
Disrespect (D2)		2	2		2	2					2	2	6
Dress Code (D3)					1	1							1
Drugs (other than Alcohol/Tobacco) (D4)													
Drugs (paraphernalia) (D5)													
Electronic Devices (E3)											1	1	1
Excessive Unexcused Absences (E1)													
Extortion/Blackmail (E2)													
Fighting - Non Violent (F1)					3	3							3





# Yamhill Carlton Intermediate School Discipline Summary by Grade

09/05/2017 - 06/21/2018

Year: 2017-2018  
Report: IDS601

Description	05			06			07			08			Total
	Female	Male	Total	Female	Male	Total	Female	Male	Total	Female	Male	Total	
Fighting - Violent (F2)				3		3		2	2		1	1	6
Fire Alarm (F3)													
Fire Starting (F4)													
Forgery/Unauthorized Use/Possession of S													
Gambling (G1)													
Gang Related Activity (G2)													
Harassment - Racial (H2)													
Harassment - Sexual (H3)													
Harassment (H1)		2	2	2		2					1	1	5
Harassment-Religion (H5)													
Harassment-Sexual Orientation (H4)													
Inappropriate Language (I2)	2	5	7	9		9	5	5	1	10	11	32	
Inappropriate Technology Use (I1)	1	3	4	4		4	1	1		2	2	11	
Inciting Violence (I3)													
Intimidation (I4)													
Kidnapping (K1)													
Likely Injury To Self Or Others (SPED on Lying (L2)				1	2	3							3
Manufacture/Delivery of Controlled Subst													
Minor Referral (M3)	12	30	42	4	47	51	17	67	84	9	97	106	283
Misc/Other (M2)	1	3	4	2		2				1	2	3	9
Misconduct (M6)											3	3	3
Missing Materials (M4)													
No Show for Detention (N1)													
Non-Compliance (N2)		2	2	1		1				1	1	2	5
Off Campus (O1)													
Over the Counter Medication Violation (O													





Yamhill Carlton Intermediate School  
Discipline Summary by Grade  
09/05/2017 - 06/21/2018

Year: 2017-2018  
Report: IDS601

Description	05		06		07		08		Total
	Female	Male	Female	Male	Female	Male	Female	Male	
Parking (P1)									
Possession of Fire Starting Device (P2)									
Property Damage (P3)			1	1			1	1	2
Public Display of Affection (P4)									
Recklessly Endangering (R1)									
Refusal to Identify (R2)									
Robbery (R3)									
Serious Bodily Injury (SPED only) (S1)									
Skipping (S2)		1	12	12	7	2	9	2	24
Stolen Property Possession (S3)					1		1		1
Tardies (T1)					1		1	4	5
Theft (T2)									
Theft (T3)									
Threat of Bodily Harm (T4)									
Tobacco (T5)									
Truancy (T6)									
Unlawful Interference (U1)									
Vandalism (V1)	1		1	1	1	1			3
Weapons - Failure to Report (W1)									
Weapons (W2)									
Totals	21	93	8	137	35	118	17	174	603
		114		145		153		191	

589 actual

14 incidents  
have 2 descriptors



**Yamhill Carlton High School**  
**Discipline Summary by Grade**  
 09/05/2017 - 06/26/2018

Year: 2017-2018  
 Report: IDS601

Description	09			10			11			12			Total
	Female	Male	Total	Female	Male	Total	Female	Male	Total	Female	Male	Total	
Alcohol (A1)													
Arson (A2)													
Assault - Physical/Adult (A4)													
Assault - Physical/Student (A5)													
Assault - Sexual (A6)										1		1	
Assault (A3)													
Behavior - Aggressive (B1)													
Behavior - Disruptive (B2)	1	9	10	4	27	31	4	4	8		6	6	55
Behavior - Inappropriate (B3)					3	3		1	1				4
Behavior - Obscene (B4)								1	1				1
Behavior - Sexual/Non Violent (B5)	1		1					1	1		3	3	5
Behavior - Violent (B6)													
Bias/Hate Crime (B7)													
Bomb Threat (B8)													
Bullying (B9)	1		1							1	2	2	4
Burglary (B10)													
Cheating (C1)		1	1		5	5		2	2				8
Coercion (C2)													
Defiance (D1)		2	2	4	3	7	1		1				10
Disrespect (D2)					6	6		2	2		5	5	13
Dress Code (D3)													
Drugs (other than Alcohol/Tobacco) (D4)							1	1	2		2	2	4
Drugs (paraphernalia) (D5)							1		1				1
Electronic Devices (E3)	3	4	7	2	4	6	2	1	3	1	1	2	18
Excessive Unexcused Absences (E1)											1	1	1
Extortion/Blackmail (E2)													
Fighting - Non Violent (F1)													



**Yamhill Carlton High School**  
**Discipline Summary by Grade**  
 09/05/2017 - 06/26/2018

Year: 2017-2018  
 Report: IDS601

Description	09			10			11			12			Total
	Female	Male	Total	Female	Male	Total	Female	Male	Total	Female	Male	Total	
Fighting - Violent (F2)													
Fire Alarm (F3)													
Fire Starting (F4)													
Forgery/Unauthorized Use/Possession of S													
Gambling (G1)													
Gang Related Activity (G2)													
Harassment - Racial (H2)							1		1				1
Harassment - Sexual (H3)					1	1					2	2	3
Harassment (H1)	2		2		2	2		1	1				5
Harassment-Religion (H5)													
Harassment-Sexual Orientation (H4)													
Inappropriate Language (I2)		3	3		8	8		1	9	10	7	7	28
Inappropriate Technology Use (I1)		1	1		1	2		3	3		1	1	7
Inciting Violence (I3)													
Intimidation (I4)								1	1				1
Kidnapping (K1)													
Likely Injury To Self Or Others (SPED on Lying (L2)				2	1	3		1	1		2	4	8
Manufacture/Delivery of Controlled Subst													
Minor Referral (M3)													
Misc/Other (M2)	2	22	24	10	58	68	12	7	19	4	8	12	123
Misconduct (M6)					1	1							1
Missing Materials (M4)													
No Show for Detention (N1)													
Non-Compliance (N2)		1	1	2		2					1	1	4
Off Campus (O1)	2	5	7	1	10	11	4	3	7		2	2	27
Over the Counter Medication Violation (O													



**Yamhill Carlton High School**  
**Discipline Summary by Grade**  
 09/05/2017 - 06/26/2018

Year: 2017-2018  
 Report: IDS601

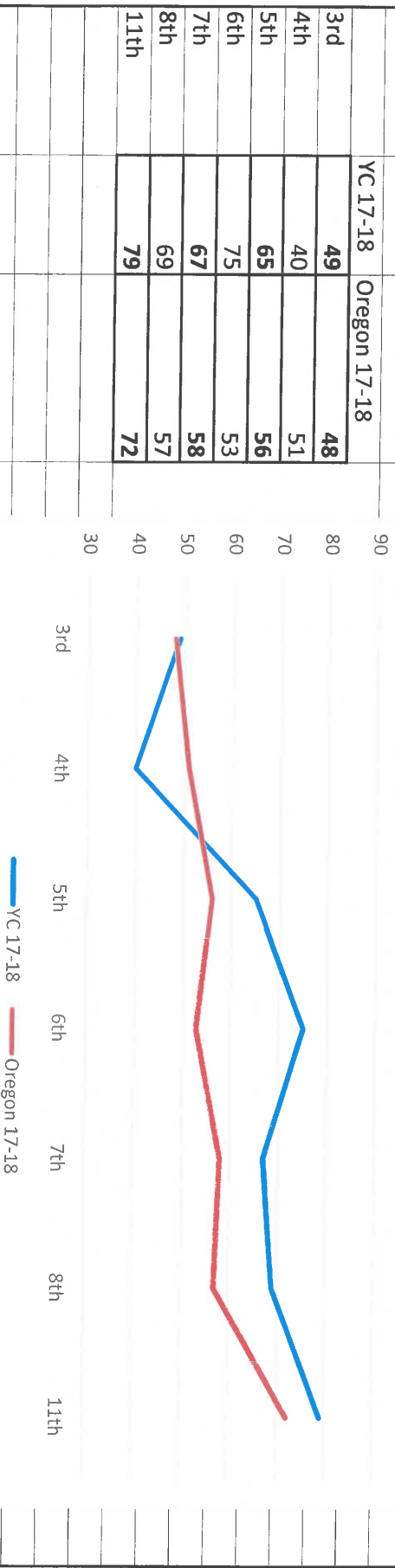
Description	09			10			11			12		
	Female	Male	Total	Female	Male	Total	Female	Male	Total	Female	Male	Total
Parking (P1)												
Possession of Fire Starting Device (P2)												
Property Damage (P3)		1	1		1	1						2
Public Display of Affection (P4)												
Recklessly Endangering (R1)												
Refusal to Identify (R2)												
Robbery (R3)												
Serious Bodily Injury (SPED only) (S1)												
Skipping (S2)		3	3	1	2	3	2	1	3	1		10
Stolen Property Possession (S3)												
Tardies (T1)							5	2	7	3	5	8
Theft (T2)		1	1									1
Threat (T3)		2	2				1		1			3
Threat of Bodily Harm (T4)		1	1					1	1			2
Tobacco (T5)												
Tuancy (T6)					1	1	2	2	2			3
Unlawful Interference (U1)							1	2	3			3
Vandalism (V1)												
Weapons - Failure to Report (W1)												
Weapons (W2)												
<b>Totals</b>	<b>12</b>	<b>56</b>	<b>68</b>	<b>27</b>	<b>134</b>	<b>161</b>	<b>43</b>	<b>43</b>	<b>86</b>	<b>11</b>	<b>49</b>	<b>375</b>
												<b>60</b>

# Yamhill Carlton School District 2017 - 2018 Oregon State Assessment Scores - Preliminary

Language Arts - SBAC Assessment									
	YC 14-15	Oregon 14-15	YC 15-16	Oregon 15-16	YC 16-17	Oregon 16-17	YC 17-18	Oregon 17-18	
3rd	34	47	48	48	40	46	49	48	
4th	35	51	42	51	51	48	40	51	
5th	71	55	70	57	49	54	65	56	
6th	76	54	81	54	77	53	75	53	
7th	51	57	73	57	84	57	67	58	
8th	66	58	68	58	79	56	69	57	
11th	56	69	78	71	81	72	79	72	

Language Arts 17-18

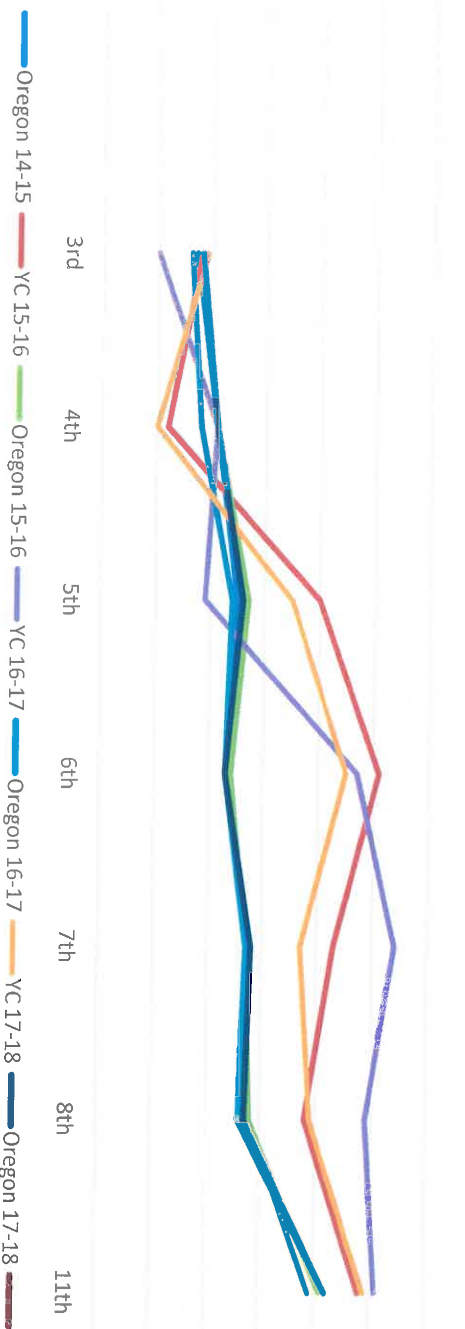
Language Arts Achievement 2017-18



Language Arts 2017-2018

	3rd	4th	5th	6th	7th	8th	HS
YC Schools	52%	42%	72%	78%	69%	71%	80%
YCSD	49%	40%	65%	75%	67%	70%	80%
State	48%	51%	56%	53%	58%	57%	73%

# Language Arts - Over Time

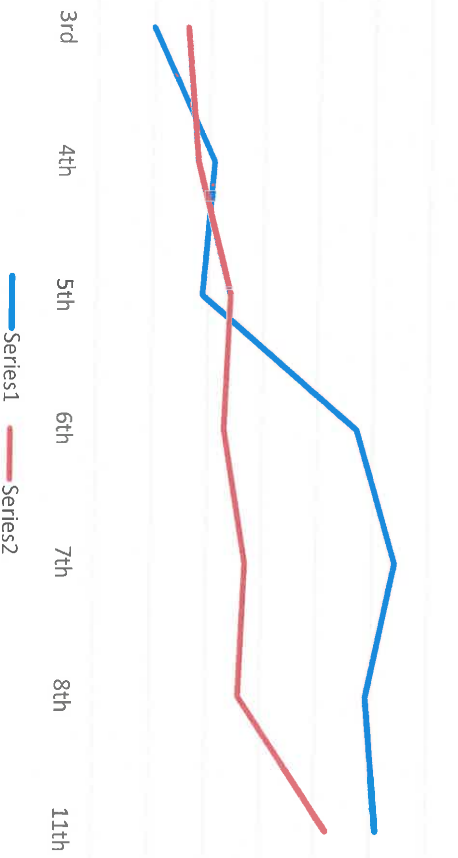


## Language Arts - SBAC Assessment

YC 16-17 Oregon 16-17

3rd	40	46
4th	51	48
5th	49	54
6th	77	53
7th	84	57
8th	79	56
11th	81	72

## LA Achievement 2016-17



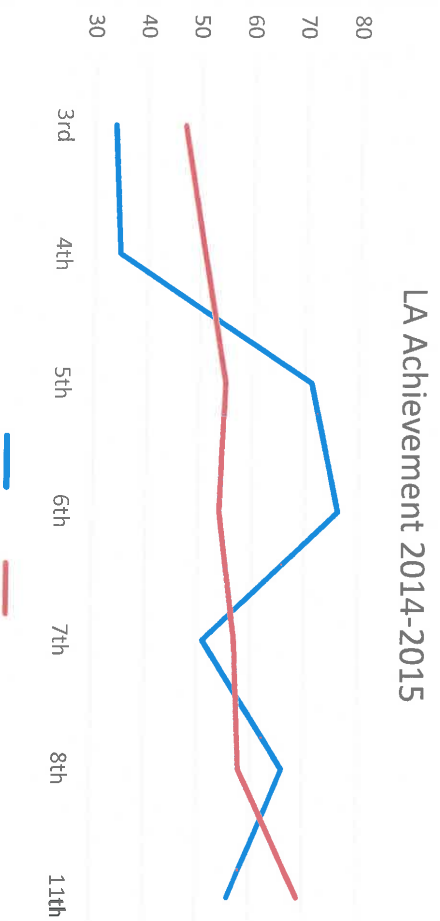
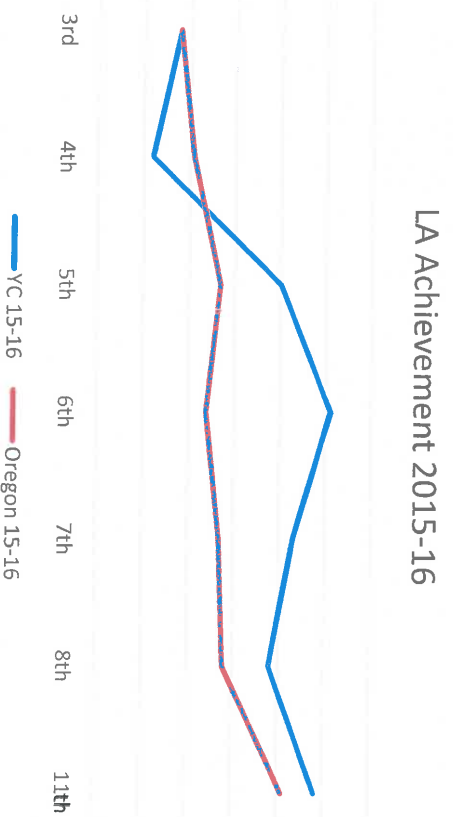
Language Arts - SBAC Assessment			
	YC 15-16	Oregon 15-16	
3rd	48	48	
4th	42	51	
5th	70	57	
6th	81	54	
7th	73	57	
8th	68	58	
11th	78	71	

LA Achievement 2015-16			
	YC 15-16	Oregon 15-16	
3rd	48	48	
4th	42	51	
5th	70	57	
6th	81	54	
7th	73	57	
8th	68	58	
11th	78	71	

LA Achievement 2014-2015			
	YC 14-15	Oregon 14-15	
3rd	34	47	
4th	35	51	
5th	71	55	
6th	76	54	
7th	51	57	
8th	66	58	
11th	56	69	

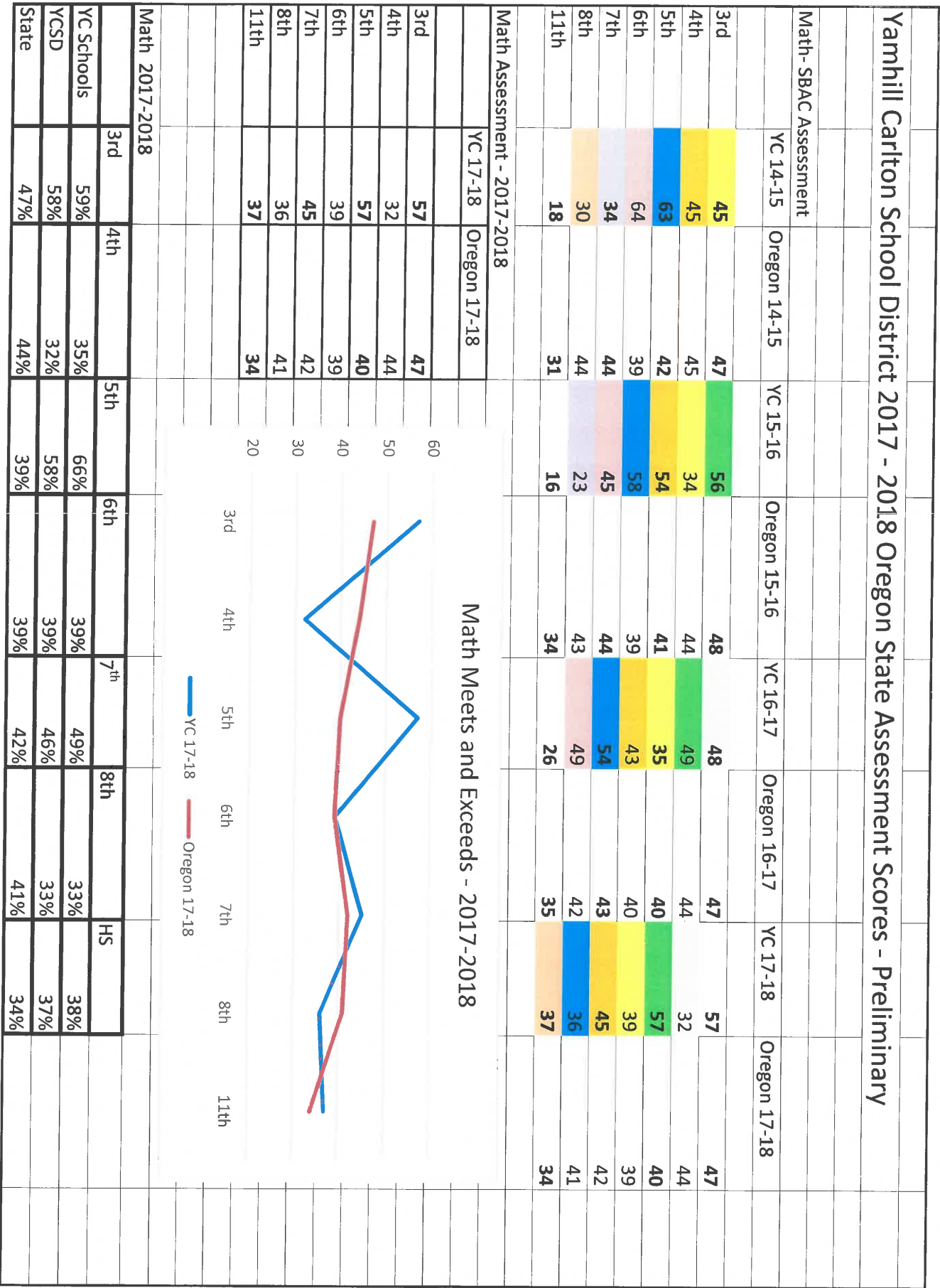




Yamhill Carlton School District 2017 - 2018 Oregon State Assessment Scores - Preliminary																																	
Math- SBAC Assessment																																	
	YC 14-15	Oregon 14-15	YC 15-16	Oregon 15-16	YC 16-17	Oregon 16-17	YC 17-18	Oregon 17-18																									
3rd	45	47	56	48	48	47	57	47																									
4th	45	45	34	44	49	44	32	44																									
5th	63	42	54	41	35	40	57	40																									
6th	64	39	58	39	43	40	39	39																									
7th	34	44	45	44	54	43	45	42																									
8th	30	44	23	43	49	42	36	41																									
11th	18	31	16	34	26	35	37	34																									
Math Assessment - 2017-2018																																	
	YC 17-18	Oregon 17-18																															
3rd	57	47																															
4th	32	44																															
5th	57	40																															
6th	39	39																															
7th	45	42																															
8th	36	41																															
11th	37	34																															
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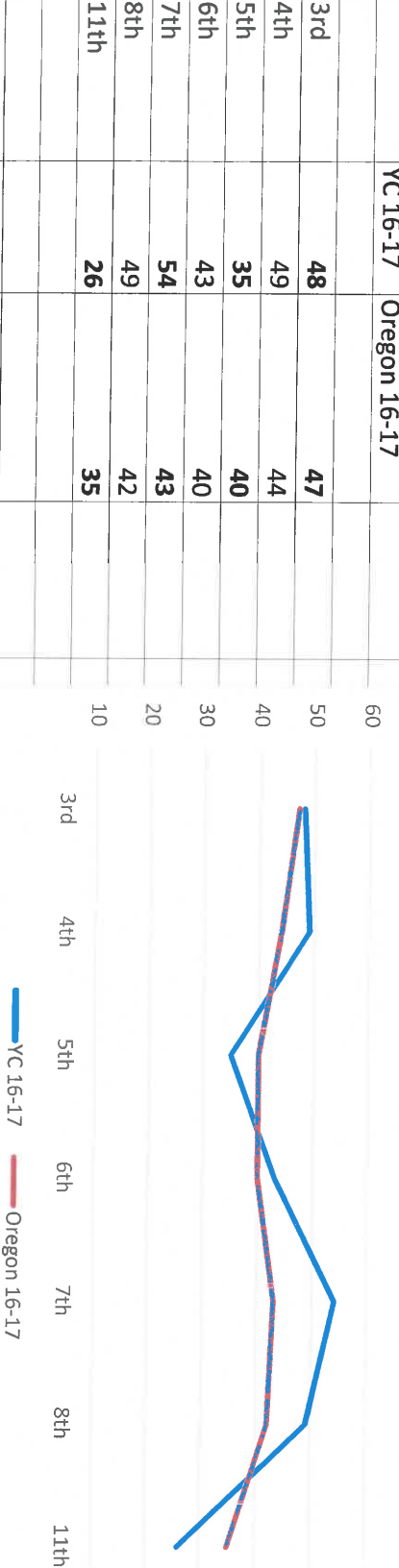
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# Math Assessment Over Time



## Math Achievement 2016-17

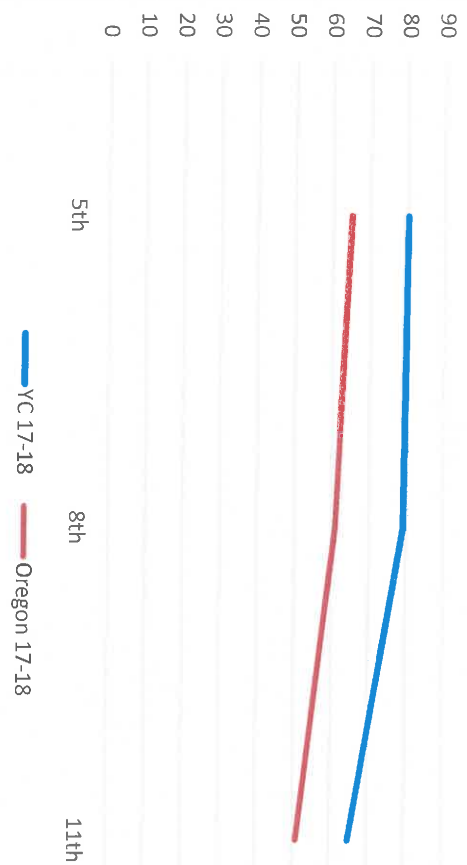


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# Yamhill Carlton School District 2017 - 2018 Oregon State Assessment Scores - Preliminary

Science - Oaks Assessment					
	YC 15-16	Oregon 15-16	YC 16-17	Oregon 16-17	YC 17-18
5th	93	66	81	66	80
8th	75	63	88	62	79
11th	35	55	52	53	65

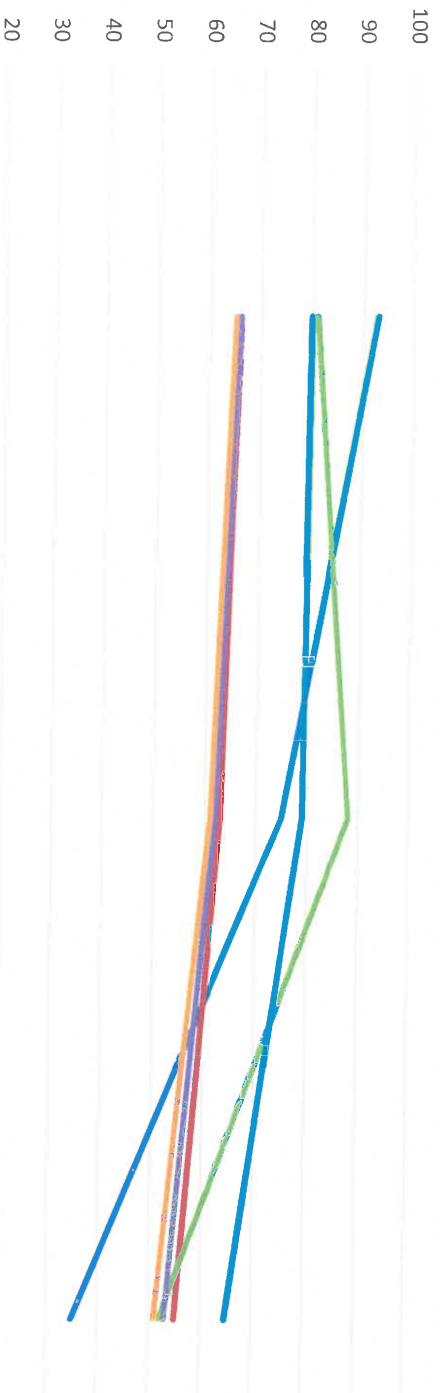
Science Meets and Exceeds 2017-2018



Science 2017-2018

	5th	8th	HS
YC Schools	86%	80%	65%
YCSD	80%	79%	65%
State	65%	61%	51%

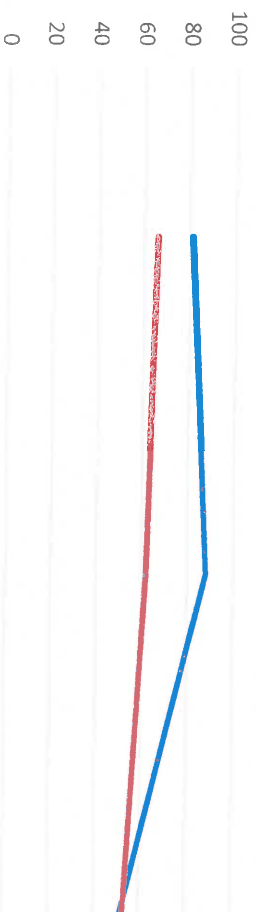
# Science Over Time



## Science - Oaks Assessment

	YC 16-17	Oregon 16-17
5th	81	66
8th	88	62
11th	52	53

## Science Achievement 2016-17





# **Yamhill Carlton School District**

## **Draft Communications Plan 2018-2019**

### **Based on Review**

#### **Goals & Objectives**

- Inform and educate parents, community and staff about your schools and district
- Engage parents, community and staff in your schools and district
- Build relationships and trust with your community and goodwill toward your schools

#### **Target Audiences**

- Students
- Staff
- Parents
- Community
- Media

#### **Key Messages**

- We offer innovative programs and prepare students well for success after high school -- whether it's college, vocational training or career.
- We work as partners with parents and community to provide a good education to our students.
- We appreciate and value the contributions of our community to our school district.
- We are good stewards of taxpayers' investment in our schools.

#### **Recommendations**

These recommendations are designed to help you build a comprehensive communications and engagement program for the Yamhill Carlton School District. It is understood that your ability to do them will depend in part on budget and staffing.

#### **Redesign your website**

Your website is the heart of your district communications. Having a solid website is critical not only in communicating with staff, families and community, but in projecting a good image to families looking to relocate. Your website is overdue for a major overhaul. If you do only one thing, redesigning and then maintaining your website is the one thing to do.

#### **Actions:**

1. Website will be redesigned in October. This is part of the service with our current company. Bids to move to a different vendor are cost prohibitive.
2. Each principal will have a goal as part of their evaluation to make sure that events and information are up to date on website.
3. Michelle and Tami will add an agenda item to the monthly secretary's meeting about website information.
4. Kristin Pond will be creating easy to read graphs and informational updates to publish on website and Facebook.
5. Our new five year plan publication will be put into an electronic format and put on the website.

#### **Enhance your mobile app**

Mobile apps are quickly becoming the preferred communication tool of parents and students.

#### **Actions:**

1. We currently do not have a mobile app. We will work with our current website provider to try to get one.



### **Hire a communications specialist**

In small districts like Yamhill Carlton, it often falls on the superintendent to handle communications. However, it's unrealistic to expect him to juggle all of the communications along with everything else he does.

#### **Actions:**

1. We currently do not have a communications specialist and have no funding to hire one. Our efforts to get an intern last year were not fruitful. We will try with George Fox and Linfield again this year.
2. We can utilize more staff members to engage in communications work.
3. A weekly block of time will be placed on the superintendent's and the Special Program Director's calendar to exclusively work on communication efforts.

### **Create a Superintendent's Advisory Council**

A Superintendent's Advisory Council is a great way to build relationships with parents and community members and be able to talk with them face-to-face to share information and dispel rumors and untruths. It allows you to seek advice on important topics before final decisions are made.

#### **Actions:**

- 1) The superintendent will gather a group of about 8 people and invite them to sit and talk with him once a month.
- 2) After four the meeting will be moved to once a quarter.

### **Break bread with staff**

Districts sometimes get so concerned about communicating with parents and community that they forget that the front line communicators are the staff. It's critical to take time to keep staff well informed and to build relationships with them. Each month, invite 10-12 staff members to meet with the superintendent for coffee and doughnuts before school.

#### **Actions:**

- 1) A monthly meeting will be established for the superintendent.
- 2) The district secretary will develop a random invite list.

### **Establish your brand**

Your brand helps set you apart from the crowd. Through branding, you constantly remind people who you are and what you represent.

#### **Actions:**

- 1) New logos have been created and will soon be distributed widely.
- 2) The five year plan has been put into an attractive publication and will soon be published both physically and electronically.

### **Communicate electronically**

In this era of instant communications, patrons expect to be notified immediately when things happen at their school or in their district. Ideally you should send out a newsletter every two weeks.

Actions:

- 1) If we are able to secure a communications intern, this will become his/her task.

### **Create a district "Pride" campaign**

Invite staff, parents and community in sharing what they like about the district and why they are proud to be part of it. This could be a Facebook campaign and could also link to your district website. It could culminate in a community event where there are interactive displays, musical performances, etc. showcasing some of the innovative programs and events in the district.

Actions:

- 1) Rather than creating a whole new event, this will be a matter of coordinating the events we already do under a YC pride theme.
  - a. Need a different theme than YC pride. i.e. Kids doing cool things, YC Achieves, YC in Action, Kids in Action, YC Performs
- 2) Kristin Pond will be hired to create an appropriate format for advertising the events.
- 3) All events at all schools must be advertised under this theme in the same physical and electronic locations.

### **Produce an annual report**

You still need to communicate with residents who don't have access to your website or electronic publications. You can accomplish that with an annual report that is mailed out at the end of each year to all of your postal patrons.

Actions:

- 1) An annual report can be created and sent out after the school report card is created.
- 2) Approximately, \$4000 to create and mail.

### **Create a district brochure**

In this era of school choice, schools need to market themselves so people are aware of what they have to offer. Create a professional brochure about the district, highlighting accomplishments, innovative programs in the schools, and special features, such as small size and personal touch. Post the brochure on your district and school website so that parents looking to relocate can easily find it. Also provide printed copies that could be available at city hall in both Carlton and Yamhill, Realtor offices and other places where prospective families might visit.

Actions:

- 1) Our new five-year plan publication has been created and can temporarily work for that.
- 2) Eventually a tri-fold can be produced that summarizes the district.

### **Meet regularly with local media**

The media is an important partner in helping you inform and educate the community about your school district. It's time well spent to build a relationship with the reporters and editors who cover the district through news articles and editorials. Set a regular time to meet for coffee -- perhaps once a month before or after a board meeting when you can review important items on the agenda and answer any questions. Also, send your local reporter a couple of story or photo ideas every week. The only way the newspaper can cover something is if it knows about it.

Actions:

1. We have a good relationship with the News Register. Each member of the administrative team will try to send story ideas. We will make it a fun contest with a traveling trophy for whoever has a positive article over a two week period.
2. The superintendent will make a monthly appointment with our local reporter to talk about the school district.

### **Provide communication training for staff**

Communications is the responsibility of all staff members. Surveys show, in fact, that the most trusted communications comes from front-line employees, including school secretaries, teachers and bus drivers. Orientation for new staff should contain a component on communications.

#### **Actions:**

1. Will work to find a communications person who can do some Introductory training on marketing for staff members.

### **Develop a district Facebook page**

Facebook is an ideal platform to reach parents with lighter information, such as photos of events and classroom activities, sports highlights and links to newspaper articles about the schools. A plus is that it allows for some dialogue, where parents can post comments in response. While that can be troublesome if someone turns negative, typically comments are fine and other parents help regulate any negative activity.

#### **Actions:**

1. Each school and the district have had Facebook pages for some time. Posting is currently inconsistent. A communications intern will take charge of this responsibility.

### **Tell your story...and tell it again and again**

In marketing, there's a "Rule of 7" that states you need to repeat a message at least seven times before it takes hold. You need to share it in multiple venues and multiple times. You can easily repurpose key messages developed for one audience or other audiences. A question to ask each time that you develop a story is, "How else can we use this story to reach more stakeholders?"

#### **Actions:**

1. Sharing a story more than once has been a problem in our district. It will take some effort, coordination, and discipline to change that.
2. Will add a communications review as a standard agenda item to Management meetings to ask team how many ways they have sent messages out.

### **Cultivate a relationship with local Realtors**

Your local Realtor can be one of your best friends when it comes to spreading the word about your district. Realtors are among the first people new families talk with when they are looking to relocate. And one of the first questions they get asked is, "How are the schools?" Borrow a technique that Realtors themselves use when showcasing a new listing -- an open house. Invite local realtors for coffee and pastries at one of your schools. Prepare a short program -- perhaps a Powerpoint or a short video -- highlighting the district. Take them on a short tour to showcase one or two of your programs, so they can see students and teachers in action. Be sure to highlight the special qualities that make your district unique -- small class sizes, friendly atmosphere, community support.

1. Hire a person to make a 1 minute video that highlights the district for the website.
2. Place marketing tri-folds at local businesses.
3. CBA is scheduled for a business after hours event at the Science/CTE building in October.
4. Attend quarterly CBA meetings to spread our story. Do the same in Yamhill if they develop some sort of business organization.
5. Organize a couple of meetings of realtors that work the local area. Present a powerpoint that highlights the bond work, academic work, test scores, and innovative programs.

### **Include employees in communications**

A good communications program starts with staff because they are the core of your organization. A weekly or bi-monthly electronic newsletter is easy to produce and is a good way to share information, offer kudos and keep staff connected to events and happenings in the district and at other schools.

Some things you might include in your staff newsletter:

- Summaries of board actions at School Board meetings
- New policies that impact staff and students
- Introductions to new staff or staff changes
- Updates on projects or programs
- List of upcoming events, both in the district and community
- Recognition of staff (awards, grants, etc.)

Actions:

1. This will be the responsibility of the communications intern. He/She will work with the District Secretary to gather information and distribute it.

## **Resources**

### **Constant Contact and MailChimp**

Both of these tools make it easy to send out electronic newsletters to parents and other patrons. Both Constant Contact ([www.constantcontact.com](http://www.constantcontact.com)) and MailChimp ([www.MailChimp.com](http://www.MailChimp.com)) offer a variety of templates and formats for sending electronic messages. One of the benefits of using these services is that you can track the number of people who open your email and even how many click on the links, so you can measure the effectiveness of your communications. Constant Contact will also suggest the most effective time to send your message, so you get the best results. The monthly fee for Constant Contact Connie Potter Communications - Feb. 5, 2018 7

(which starts at \$15) is based on the number of subscribers and allows you to send an unlimited number of newsletters. MailChimp is free if you have 2,000 or fewer subscribers and send less than 12,000 emails per month. There's an escalating fee, based on the number of subscribers, for those who need a higher volume.

### **HelpCounter**

HelpCounter is school volunteer software that replaces the old paper sign-in sheets. Volunteers just click on their name in the database to sign in, and their volunteer hours are automatically tracked and counted. One of the best parts of this system is that schools can email all of their volunteers with a click of a button to inform them about volunteer opportunities and send reminders about events. Also, volunteers can sign up for activities and update their contact information online, virtually eliminating paper volunteer interest forms. The yearly subscription fee is \$150 per school. Website: [www.helpcounter.net](http://www.helpcounter.net) For more info, contact Mark Myers, 971-338-9550.

### **Peachjar**

Peachjar is a digital system for delivering flyers to parents electronically. Paper flyers sent in backpacks often never make it home, or parents don't pull them out until after the fact. With Peachjar, flyers are

emailed to parents and also automatically posted on each school's website. There is no cost to schools. If you allow outside organizations to post flyers (such as youth sports groups, Scouts, etc.), they would pay a small fee. Typically the cost for organizations to post flyers is less than the cost of printing and labor in distributing them to the schools. Website: [www.peachjar.com](http://www.peachjar.com) For more info, contact Tabassum Bhaghani, 858-997-2117.



**In an effort to provide parents, schools and districts with information on steps for promoting school safety, we strongly recommend that all schools and districts have the following programs, policies, and procedures in place to prevent violence and promote safety in schools:**



1. Apply the U.S. Secret Service's seven major components and tasks for creating a safe/connected school climate (<https://www2.ed.gov/admins/lead/safety/threatassessmentguide.pdf>, Page 13):
  - 1) Assessment of the school's emotional climate;
  - 2) Emphasis on the importance of listening in schools;
  - 3) Adoption of a strong, but caring stance against the code of silence;
  - 4) Prevention of, and intervention in, bullying;
  - 5) Involvement of all of the members of the school community in planning, creating, and sustaining a culture of safety and respect;
  - 6) Development of trusting relationships between each student and at least one adult at school;
  - 7) Creation of mechanisms for developing and sustaining safe school climates.
2. Adopt a Safe Communities Safe Schools planning process which relies on adaptive leadership strategies ([www.colorado.edu/cspv](http://www.colorado.edu/cspv)) or the equivalent, and includes:
  - a. Building a foundation and identifying goals for school and community safety;
  - b. Collecting data on school climate, as well as student and staff needs;
  - c. Developing an individualized school action plan to address data-identified gaps and needs;
  - d. Implementing the plan, using evidence-based programs and practices; and
  - e. Evaluating the impact of the plan, using data.
3. Train staff on the red flags and warning signs for violence (e.g., social isolation, weapons fascination, anger problems, violent writings or drawings, disciplinary problems and non-compliance).
4. Implement hands-on training for students and staff on using an anonymous bystander reporting system to encourage the sharing of information and prevention of violence (e.g., Safe2Tell in Colorado).
5. Adopt a cognitive-skills based staff training program in threat assessment to provide a comprehensive safety and follow-up plan for students of concern, which follows the U.S. Secret Service and Department of Education's Threat Assessment in Schools (Fein et al., 2002) and has been empirically validated (e.g., Virginia-Student Threat Assessment Guide).
6. Install an evidence-based bullying prevention program whenever school climate data reveal bullying issues (see Blueprints Programs at <http://www.blueprintsprograms.com>).
7. Adopt an evidence-based suicide risk assessment tool (e.g., Columbia-Suicide Severity Rating Scale) and response system.
8. Complete a school safety audit to evaluate the physical and non-physical aspects of campus security and student and staff safety, including lockdown and lockout drills, target hardening, and reunification planning (e.g., Standard Response Protocol: <http://www.iloveguys.org/srp.html>).
9. Adopt a Crime Prevention Through Environmental Design (CP-TED) approach to physical safety to deter criminal behavior through environmental design.
10. Follow the Colorado Attorney General's Opinion No. 18-01 on Family Educational Rights and Privacy Act (FERPA) guidelines for information sharing and complete an Interagency Information Sharing Agreement with law enforcement, mental health, social service, court, and corrections agencies to detail information to be shared and not shared (e.g., Colorado legislation: CRS 22-32-109.1(3), CRS 19.1.303 and 304; see also <https://coag.gov/node/617>).