



9/10/2024

**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 10, 2024

**Executive Summary:**

The following Operational Expectations have been monitored and reviewed in an effort to establish and maintain communication with the Public that is conducive to making reasonable progress toward the Board's Student Results Policies and the District's Vision 2025 Strategic Plan:

- Proactively share District information and provide a way for the public to provide input (two-way communication) about the district's direction
- Annually prepare and make publicly available information about the District's progress towards accomplishing Results policies

**Summary of Compliance Status:**

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 and school administration and operations.

Board Indicator 1 focuses on how the District utilizes its communications channels to reach residents and other public audiences. Board Indicators 2, 3, & 4 focus on the timeliness of communications, how communications might garner support, and create opportunities for input/feedback.

The [Superintendent's 100 Day Report](#) identified community engagement as an area of focus and development for the 2023-24 school year and beyond. In addition to electronic communications, the District focused on in-person listening sessions with the Superintendent as well as a "Let's Talk About" community engagement series on topics identified by families and community members as priorities, including instructional technology, new elementary math curriculum, and the budget. As a result of public input, the District also made more detailed budget information available on the website.

**Areas of Focus for Continuous Improvement:**

- Continue shifting the mindset from communication as an afterthought to a core function of our schools;
- Develop strategies to grow advocates across the District and Village of Shorewood;
- Revise Board Indicator 2 on this report to monitor overall satisfaction with District communication rather than the use of multiple communication strategies to increase public support.
- Revise Board Indicator 3 on this report to provide evidence of communications strategies to monitor opportunities for feedback rather than depending on responses to a single survey question.

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

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

**Summary Statement/Motion of the Board:**

The District will revise Indicators 7.2 and 7.3 in accordance with the Continuous Improvement summary. The Board will discuss other District recommendations, Board revisions discussed last year, and other content for OE 7 (Communicating with Village Residents and Public Audiences) - and the companion OE 3 Report (Treatment of District Families and Caregivers, Students and Staff) - in a Board workshop to be scheduled.

Commendations: The School Board commends the Superintendent on the publication of the 2023-2024 Annual Report and the level of communications achieved and maintained over the past year.

**Signed:** Emily Berry, Board President

**Date:** September 10, 2024

**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.

OE-7.1:	<u>Superintendent</u>	<u>Board</u>
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.	<u>Compliant</u>	<u>Compliant</u>
	<u>Compliant with Exceptions</u>	<u>Compliant with Exceptions</u>
	<u>Not Compliant</u>	<u>Not Compliant</u>

#### 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.

<b>Board Indicator 1:</b>  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.	<u>Superintendent</u>  Compliant  Not Compliant	<u>Board</u>  Compliant  Not Compliant
<p>Evidence: The District prioritized communication and community engagement during the 2023-24 school year.</p> <p>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>In addition, listening sessions were a key component of the Superintendent's Entry Plan and the District's "Let's Talk About" community engagement series provided some unique opportunities for direct communication with Village residents and families.</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 2023, 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> <ul style="list-style-type: none"> <li>• Email - contact information provided in the District website directory as well as at the bottom of every email message sent.</li> <li>• Phone - numbers are provided in the District website directory and on the District calendar</li> <li>• Social media - direct messaging is available through all District/school social media channels</li> <li>• Website - there are several feedback options, including the Contact Us page and Submit a Question/Concern page</li> <li>• Newsletters - the District submits content for the Village Manager's Memo each week &amp; provides contact information at the bottom of the District section; there is also a feedback portal link at the bottom of each District newsletter</li> </ul>		

- Linkages and Superintendent Listening Sessions - participants may attend in person or virtually to provide feedback
- *Shorewood Today* magazine - District provides URLs to direct public to website/directory

The District has provided opportunities for public input regarding communications through the School Perceptions Survey and other email channels.

The top three communications channels identified in the 2024 School Perceptions community survey (n=431, students enrolled in the District) are:

1. Email (91.4%)
2. Automated phone/text notifications (55.2%)
3. Meetings with teachers and administrators (52%)




The top three communications channels identified in the 2024 School Perceptions community survey (n=52, no students enrolled in the District) are:

1. Emails (55.8%)
2. School and District Newsletters (55.8%)
3. District website (42.3%)

The District created a newsletter that is published on the S'more digital platform. Over the course of the 2023-24 school year, the District created six newsletters and shared the public links on the District website, Facebook page, and in the Village Manager's Memo. Collectively, the newsletters received over 7,400 views.

<b>Board Indicator 2:</b>	<u>Superintendent</u>	<u>Board</u>
At least 70% of the respondents indicate the communications they receive via multiple channels has built their support of the District.	Compliant	Compliant
	Not Compliant	Not Compliant
2024 Parent & Community Member Survey		






**The District is effective in providing timely communications via multiple channels. (n=517)**

Strongly agree (5)	166	32.1%	
Agree (4)	260	50.3%	
Disagree (2)	44	8.5%	
Strongly disagree (1)	20	3.9%	
Don't know/doesn't apply (0)	27	5.2%	

**AVG: 4.04 SD: 1.03**

82.4% of survey respondents agreed or strongly agreed that the District is effective in providing timely communications via multiple channels.


**District Communications from the school has positively impacted my overall support of the school district. (n=517)**

Strongly agree (5)	110	21.3%	
Agree (4)	234	45.3%	
Disagree (2)	70	13.5%	
Strongly disagree (1)	29	5.6%	
Don't know/doesn't apply (0)	74	14.3%	

**AVG: 3.74 SD: 1.18**

66.6% of survey respondents agreed or strongly agreed that District communications have positively impacted their support.

**Overall Satisfaction with Communication:**
**Overall, how would you rate communications from school? (n=506)**




Great (4)	145	28.7%	
Good (3)	235	46.4%	
Fair (2)	88	17.4%	
Poor (1)	26	5.1%	
Don't know (0)	12	2.4%	

**AVG: 3.01 SD: 0.83**

While the District did not meet expectations with regard to the data point identified as Board Indicator 2, overall satisfaction with District communications shows that 75.1% of respondents (n=506) rate communications from school as good or great.

	<u>Superintendent</u>	<u>Board</u>
<b>Board Indicator 3:</b>  At least 70% of the respondents indicate the District provides channels for input and feedback.	Compliant  <b>Not Compliant</b>	Compliant  Not Compliant

**I have opportunities to provide feedback to the school/teachers. (n=478)**

Strongly agree (5)	111	23.2%	
Agree (4)	219	45.8%	
Disagree (2)	77	16.1%	
Strongly disagree (1)	20	4.2%	
Don't know/doesn't apply (0)	51	10.7%	

**AVG: 3.76 SD: 1.16**

69% of survey respondents agreed or strongly agreed that the District provides channels for input and feedback.

**Additional evidence of channels for input and feedback:**

- Linkages and Superintendent Listening Sessions
- Let's Talk About Community Engagement Sessions
- Let's Talk About Budget Series
- Budget Workshop

Board Comments:

<b>OE-7.2:</b>	<b><u>Superintendent</u></b>	<b><u>Board</u></b>
<b>Prepare and publish, on behalf of the Board, an annual progress report to the public that includes the following items:</b>	<b>Compliant</b>	<b>Compliant</b>
1. Data indicating student progress toward accomplishing the Board's Results policies.	<b>Compliant with Exceptions</b>	<b>Compliant with Exceptions</b>
2. Information about School District strategies, programs and operations intended to accomplish the Board's <i>Results</i> policies.	<b>Not Compliant</b>	<b>Not Compliant</b>
3. Information about the District's financial condition, including revenues, expenditures, and costs of major programs.		

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.

<b>Board Indicator 1:</b>  The Annual report containing all required components is presented to the Board as evidence.	<u>Superintendent</u>  <b>Compliant</b>  Not Compliant	<u>Board</u>  Compliant  Not Compliant
Evidence: The District published the first Annual Report in May. This was shared electronically on the District website, in District and school newsletters, and in the Village Manager’s Memo and <i>Shorewood Today</i> . Paper copies were also available to the public at the District office and at the 2024 Annual Meeting. View our Annual Report <a href="#">here</a> .		
Board Comments:		