

SPRING 2024

PARK HILL SCHOOL DISTRICT ENGAGEMENT PLAN

Within our 2023-2028 Comprehensive School Improvement Plan (CSIP), the Culture objective includes a strategy around continuing to build community engagement.



STRATEGY 6

Develop and implement
a comprehensive plan to
increase community
engagement.

The following members of our engagement planning team helped develop this plan:

Elisha Smith, *Park Hill High School Assistant Principal*

Marcus Fryatt, *Director of Assessment*

Andrew Schuerman, *Coordinator of Educational Programs*

Amanda Benjamin, *Plaza Middle School Assistant Principal*

Rob Milner, *Walden Middle School Assistant Principal*

Dominic Martinez, *Renner Elementary Assistant Principal*

Marquis Hall, *Union Chapel Elementary Assistant Principal*

Vanna Easley, *Graden Elementary Principal*

Sarah Sieminski, *Southeast Elementary Assistant Principal*

Samantha Fitzgerald, *Marketing and Communication Specialist*

Traci Todd Murphy, *Communication Content Specialist*

Kelly Wachel, *Chief Communications Officer*

First, the team considered what engagement means to the Park Hill community.

The following considerations were identified:

- Desire for all people to be involved and connected to Park Hill School District, in a meaningful and authentic way.
- Need for two-way sharing, ensuring the feedback loop is used.
- Provide multiple avenues and opportunities for people to feel engaged in a way that works for them.
- Provide purposeful engagement focusing on an end goal or need.
- Capitalize on vested interests.
- Ensure the focus for engagement benefits student learning and their education.
- Consider events versus content/topics that drive different types of engagement.
- Consider barriers to participation and engagement, including language barriers.

Then, the team considered what an engagement plan would need to include.

The following considerations were identified:

- Identifying locations, venues, spaces for engagement.
- Identifying audiences.
- Having purpose and goal statements, as tied back to the CSIP.
- Implementing, deploying and communicating engagement opportunities.
- Considering how it looks different among grade levels (Pre-k-12).
- Accountability, measuring and reflecting on what works and what doesn't.
- Measuring quality and quantity of engagement.
- Including personal connection.
- Being thoughtful and prioritizing time to be considerate of our audience.
- Providing protocols for how feedback is gathered and discussions are structured.

SPRING 2024

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The team identified current engagement activities happening in Park Hill:

• Invite only/voices heard • Information/community sharing/open to all • Programming/specific to event or location

- DEIB Councils (District and School)
- PTA Council (District and School)
- Superintendent Councils – student and teacher (District)
- CSIP Team (District)
- BSIP Team (School)
- Curriculum Teams (District)
- Park Hill 2034 (District)
- Bond Project Design Teams (District and School)
- Park Hill Partners (District)
- Livestreams (District and School)
- Board Meetings (District)
- Social Media (District and School)
- Park Hill Listens and Park Hill Perspectives (District)
- Newsletters (District and School)
- School Events
- Athletic Events – activities and extra-curricular
- Parent Learning Nights/Events/Webinars (District and School)
- Parent-Teacher Conferences (School)
- District ELD night (District)
- Title 1 Meetings (School)
- Awards/Celebrations – STARS, Hall of Fame, Retiree
- Surveys (District and School)
- Focus Groups (District and School)
- Community Partners (District and School)
- Advertising Sponsors and Partners (District)
- Bond/Levy Campaigns/Elections

These words, emphasized in our planning process, are incorporated into our engagement plan:

ALL PEOPLE GOALS
PASSIVE INVOLVED ACTIVE TRANSLATED
AUTHENTIC STUDENTS VESTED
MULTIPLE AVENUES INTERESTS
EDUCATION CULTURAL CONSIDERATIONS
INTERESTS FEEDBACK STUDENT LEARNING DIVERSITY

In consultation with Granicus, our engagement partner through *Park Hill Listens* and *Park Hill Perspectives*, we know that a well-designed engagement strategy helps connect a community from the start and continues to bring more people to the table.

When thinking about working through an engagement process, there are four main steps involved: planning, preparing, engaging and reporting. We have designed a supplemental engagement planning guide with best practices from community planning groups and our engagement partner with school-specific considerations. **The guide is a supplemental piece to the engagement plan.**

What will we do?

Goals:

- Provide opportunities for meaningful student, staff, family and community feedback, input and learning.
- Provide two-way communication opportunities in an increasing number of languages.
- Create a district-wide calendar to document engagement activities and events.
- Provide an engagement planning guide to help schools/teams in an authentic, equitable, meaningful way.

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How will we measure?

1. Provide opportunities for meaningful student, staff, family and community feedback, input and learning.

Measure: Community Survey (Creative Entourage); Panorama (Belonging Questions); Establish baseline.

2. Provide two-way communication opportunities in an increasing number of languages.

Measure: Argo, Alboum, Talking Points and messaging system. Establish baseline.

3. Create a district-wide calendar to document engagement activities and events.

Measure: Check mark for completing. Baseline for Goal Two.

4. Provide an engagement planning guide to help schools/teams engage in an authentic, equitable, meaningful way.

Measure: Check mark for completing. Tool for above goals.