



Operational Expectations Monitoring Document
OE-7 Communicating with Village Residents and Public Audiences

Revised October 8, 2024

Certification of the Superintendent: *With respect to Operational Expectation 7 (Communicating with Village Residents and Public Audiences), 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 9, 2025**

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 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 and 3 focus on the timeliness of communications, and the ways in which communications might garner support and create channels for community input and feedback to the District.

Summary of Compliance:

For the OE-7 report, the District is **in compliance with noted exceptions**. Communications with residents and public audiences are timely, accessible, and increasingly two-way in nature. Evidence includes the development and implementation of an annual Communications Plan, a variety of community engagement opportunities such as listening sessions and strategic planning engagement sessions, and broad use of multiple communications channels (social media, newsletters, website, and Village publications).

The District also met the requirement to publish and distribute an Annual Report that included student results, program highlights, and financial information. While Board Indicator 2 and Board Indicator 3 revealed areas where survey methodology and data collection should be strengthened, the systems in place overall meet the policy requirements and demonstrate a commitment to transparency, two-way communication, and community engagement.

Areas of Focus for Continuous Improvement:

As the District launches its 2025–2030 Strategic Plan, strengthening partnerships with families, residents, and community organizations is a key priority. Effective communication is central to building those partnerships, ensuring that stakeholders feel informed, valued, and engaged with our schools. The following areas of focus for continuous improvement highlight opportunities to deepen trust, expand two-way communication, and grow advocacy across Shorewood:

- Communicate elements of our Strategic Plan (Promise, Student Profile, and Strategic Priorities and data dashboard) to the community;
- Build an advocacy network of community members, alumni, and partners who can champion the District’s work;
- Proactively communicate financial realities, facilities planning, and budget stewardship to enhance trust in District operations;
- Host quarterly Community Conversations;
- Integrate crisis communications planning into the Communications Plan to anticipate and respond to emerging challenges;
- Provide communications training for staff to empower staff as effective storytellers;
- Review additional sources of evidence for overall satisfaction with District communications; and
- Add internal and external communication flowcharts to the Communications Plan.

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.

OE-7.1: 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 that meets the needs of members of the public from multiple cultural and linguistic backgrounds, and is accessible by those with disabilities.	<u>Superintendent</u>	<u>Board</u>
	Compliant	Compliant
	Compliant with Exceptions	Compliant with Exceptions
	Not Compliant	Not Compliant

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>Board Indicator 1: 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 prioritized communication and community engagement during the 2024-25 school year. We offer various and increased opportunities for the public to provide input through two-way dialogue.</p> <p>Using the Communications Plan to guide our work, the District offers a variety of strategic and timely communications strategies. In addition to a wide variety of electronic communications, the District focused on community engagement for the creation of the 2025-2030 Strategic Plan. More than 700 community members participated through a series of surveys, community engagement sessions, and focus groups. A 50-member Strategic Planning Committee, made up of Shorewood parents, students, staff, and community members, helped create and shape the priorities and direction of this work.</p> <p>Additional evidence includes:</p> <ul style="list-style-type: none"> • Opportunities for community members to attend school board meetings both online and in person; • Social media (Facebook, Instagram, and LinkedIn Accounts) - direct messaging is available through all District/school social media channels; • 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; • Website - there are several feedback options, including the Contact Us page and Submit a Question/Concern page; • Newsletters - the District submits content for the Village Manager's Memo each week & provides contact information at the bottom of the District section; • Let's Talk About community engagement sessions; • <i>Shorewood Today</i> 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. 		

<p>Board Indicator 2: The District provides evidence of strategies that monitor overall satisfaction with District communications.</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>
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Evidence:

The District sends an annual survey to constituents with a number of questions that address satisfaction with school district communications, including the following:

- 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;
- Overall, how would you rate communications from school?

In addition, during the 2024-25 school year, the District collected social media analytics and compiled this [Report](#). While social media analytics are not a direct measure of satisfaction with District communications, they serve as an important proxy indicator of reach and resonance with different audiences. Growth in followers reflects expanding reach and interest, while high levels of content interaction suggest that messages are relevant, timely, and valued by the community. Collectively, these metrics demonstrate that the District’s communication strategies are fostering engagement and building positive connections, which indirectly contribute to overall satisfaction with District communications.

<p>Board Indicator 3: The District provides evidence of communications strategies that monitor opportunities for feedback (e.g., Linkages and Listening Sessions, community engagement events, workshops)</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>
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Evidence:

The following opportunities reflect the District’s commitment to ensuring multiple, accessible avenues for feedback:

- Let’s Talk About community engagement sessions in 2024-25 (math, mental health, safety)
- Strategic planning community engagement efforts: Community surveys, two community engagement sessions, and 16 focus groups
- Strategic Planning Committee meetings - five meetings from October to April
- Superintendent and administrator attendance at community events such as the New Neighbor Picnic, Shorewood Blends, SEED Foundation Meet & Greet events, and school-based events, including athletic competitions and performances

Board Comments:

<p>OE 7.2 Maintain a District culture that:</p> <p>A. values differences of opinion, experience and perspective;</p> <p>B. reasonably includes people in decisions that affect them;</p> <p>C. provides open and honest communication in written and interpersonal interaction;</p> <p>D. focuses on common achievement of the Student Results policies;</p> <p>E. is open, collaborative, responsive and welcoming;</p> <p>F. commits to identity, ability and cultural equity.</p>	<p><u>Superintendent</u></p> <p>Compliant</p> <p>Compliant with Exceptions</p> <p>Not Compliant</p>	<p><u>Board</u></p> <p>Compliant</p> <p>Compliant with Exceptions</p> <p>Not Compliant</p>
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Superintendent Interpretation:

- **“Values individual differences”** shall mean that constituents in the District can express their thoughts and ideas, whether aligned with/or contrary to a given direction adopted by District leadership.

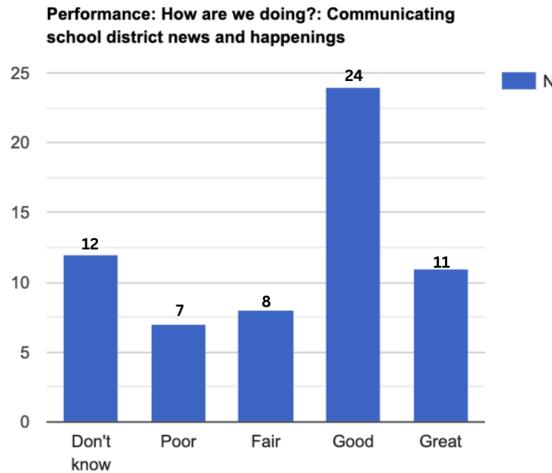
- **“Reasonably includes”** shall mean Village residents and public audiences have ample opportunity to provide feedback and share different points of views when decisions allow for such input. Since the District budget and major initiatives are driven by the annual District Action Plan, its development will reflect opportunities for input from Village residents and public audiences each year.
- **“Open and honest communication”** shall mean having the opportunity to freely express oneself about the progress toward or achievement of District goals.
- **“Interpersonal interaction”** shall mean the exchange of information, feelings and meaning, both verbal and nonverbal messages.
- **“Open, responsive and welcoming”** shall mean an environment where people with varying viewpoints can express their thoughts and opinions openly without fear of ridicule or other negative repercussions.
- **“Commits to identity, ability and cultural equity”** shall mean people are provided with resources as they need them regardless of their differences.

Board Indicator 1: The District provides at least five (5) mediums for feedback and input from Village residents and public audiences.	<u>Superintendent</u> Compliant Not Compliant	<u>Board</u> Compliant Not Compliant
Evidence: During the 2024-25 school year, the District received feedback and input from Village residents and public audiences through the following mediums: <ul style="list-style-type: none"> ● Public comment at school board meetings ● Participation from community members on the Strategic Planning Committee ● Participation in community engagement sessions ● Email ● Online feedback form available on the District website ● Annual School Perceptions Survey 		

Board Indicator 2: At least 70% of Village residents and public audience respondents to the survey - not including those who responded Don't Know/Doesn't Apply - believe that the District and schools communicate effectively.	<u>Superintendent</u> Compliant Not Compliant	<u>Board</u> Compliant Not Compliant
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Evidence:

2025 School Perceptions Community Survey Results:



Of the 50 survey respondents, 35 (70%) rated the District’s communication of school district news as great or good, indicating they believe the District is communicating effectively.

<p>Board Indicator 3: At least 70% of Village residents and public audience respondents to the survey - not including those who responded Don't Know/Doesn't Apply - believe their interactions with District/school personnel have been positive and they feel comfortable visiting District facilities.</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>
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Evidence:

A limited number of residents without children responded to this question, making the results less representative of the indicator. However, among parents, 93.6% of the survey respondents indicated they feel welcome in the schools.

I feel welcome in my child's school. (n=449)			
Strongly agree (5)	196	43.7%	
Agree (4)	219	48.8%	
Disagree (2)	22	4.9%	
Strongly disagree (1)	6	1.3%	
Don't know/doesn't apply (0)	6	1.3%	
AVG: 4.3 SD: 0.82			

Board Indicator 4: The District website includes accessibility features to increase access.	<u>Superintendent</u>	<u>Board</u>
	Compliant	Compliant
	Not Compliant	Not Compliant
<p>Evidence: The District's website platform, Finalsite, provides the necessary tools and functionality to ensure compliance with the Americans with Disabilities Act (ADA). These features include alternative text for images, full keyboard navigation, screen reader compatibility, language translation options, and closed captioning for multimedia content. Together, these components support accessibility for all users and align with the District's commitment to equitable communication.</p>		

OE 7.3 Produce and share, on behalf of the Board, an annual progress report to the public that includes the following items:	<u>Superintendent</u>	<u>Board</u>
<ul style="list-style-type: none"> • Data indicating student progress toward accomplishing the Board's Results policies. • Information about School District strategies, programs and operations intended to accomplish the Board's <i>Results</i> policies. • Information about the District's financial condition, including revenues, expenditures, and costs of major programs. 	<p>Compliant</p> <p>Compliant with Exceptions</p> <p>Not Compliant</p>	<p>Compliant</p> <p>Compliant with Exceptions</p> <p>Not Compliant</p>

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.

Board Indicator 1: The Annual Report, containing all required components, is presented to the Board as evidence.	<u>Superintendent</u>	<u>Board</u>
	Compliant	Compliant
	Not Compliant	Not Compliant

Evidence:
 The District published the 2025 Annual Report in July. The Report was shared broadly through the District website, email communications, the Village Manager’s Memo, and Shorewood Today. Paper copies were also available to the public at the District office and at the 2025 Annual Meeting. View our Annual Report, [here](#).

Board Comments:

Revised and Approved: October 8, 2024