

Hutchinson Public Schools
Board Monitoring Report
10-26-15

Re: Monitoring Report on OE-9: Communicating with the Public
 From: Dr. Shelly Kiblinger, Superintendent
 Ray Hemman, Public Information Director
 Date: October 26, 2015
 Board Focus: Action Required

Board Focus: Action Required

Monitoring of operational expectations policies is part of the ongoing process of superintendent evaluation. This operational expectation policy addresses several aspects of the superintendent's responsibility regarding treatment of stakeholders.

OE 9: Communicating with the Public	Superintendent		Board		
The Superintendent shall assure the public is adequately informed about the condition and direction of the district.	Compliant	Not Compliant	Compliant	Not Compliant	Compliant with Exceptions
	X		X		

Superintendent Interpretation: USD 308 is supported with public funds supplied through taxation. The owners of the district are the taxpayers. The staff has an obligation on behalf of the board to provide information to taxpayers and patrons about the way in which tax dollars are being invested and the strategic direction for the district in use of these tax dollars.

I certify this report is accurate:

_____, Superintendent Date: _____

Summary Statement/Compliance Notes from the Board of the Education:

Board President: _____ Date: _____

Superintendent: _____

OE-9: Communicating with the Public	Superintendent			Board		
<p>The Superintendent will:</p> <p>9.1 Assure the timely flow of information, appropriate input, and strategic two-way dialog between the district and patrons that builds understanding and support for district efforts.</p>	Compliant	Not Compliant	Compliant with Exceptions	Compliant	Not Compliant	Compliant with Exceptions
	X			X		

Superintendent Interpretation: Timely flow of information means the staff anticipates media and public needs for information and have both a regular or routine mechanism, as well as the capacity to communicate regarding more urgent issues with immediacy. Input means decisions or directions which represent significant change in practice or direction, patrons or representing groups will be appropriately engaged for input prior to the decision. Sharing of information, and a policy of transparency, increase the likelihood of trust and support for board and staff initiatives.

Indicators of Compliance: The district will be compliant when surveys indicate there is a consistent two-way dialog with patrons.

Evidence of Compliance:

- Parent survey in October 2015 showed 87 percent of parents agreed or strongly agreed there was two-way communication between parents and the district.

Process:

- Regular or routine communication include:
 - News releases
 - Media tip sheets
 - Information posted on the web
 - Surveys
 - Superintendent and other staff involvement on boards, and community groups
 - Planned board focus groups/linkage efforts
 - Skylert updates by phone and email
 - Academic-activities-athletic calendar emailed weekly
 - Posting menus on the district website, Facebook and Twitter
 - District presence on Social Media
 - Budget committees and other opportunities for committee service
 - Public meetings with community members and staff on the impact of state legislation on the local school budget
 - Superintendent monthly appearances on the radio
 - Superintendent’s Newsletter
 - 17th and Severance electronic sign
 - Developed Strategic Plan document
 - Created initial Annual Report
 - NIAAA app for Salthawk Athletics

- Other means by which buildings communicate with and involve patrons include:
 - Newsletters
 - “Backpack” mail
 - Site Council meetings, PTA/PTO meetings
 - Curriculum Council
 - Building signage
 - Social media
 - Posted information on the 2015 Boundary Committee with meeting notes on the district website
 - Posted a YouTube video with the superintendent explaining budget issues, including the need for budget reductions, prior to the November 2014 elections.

- Urgent Communication
 - Skylert
 - Two-way radios that connect district schools
 - Local radio, Internet sites and regional television
 - Social media (Twitter, Facebook and Instragram)
 - Role of Public Information Director has been realigned during crisis to monitor and manage social media in addition to taking media calls and working as liaison with emergency responders.

Capacity Building:

Begin work on a new district website.

Investigate and implement, if possible, a phone app.

Summary of changes from prior report:

Included parent survey information

Developed Strategic Plan and annual report documents

New app for Salthawk athletics

Boundary committee communication information

Superintendent communications on 2015-16 budget to staff

Crisis communications role realignment for public information director

Board Compliance Notes:

OE 9: Communicating with the Public	Superintendent			Board		
<p>The Superintendent will:</p> <p>9.2 Prepare and publish, on behalf of the Board, an annual progress report to the public that includes the following items:</p> <p>a. Data indicating student progress toward accomplishing the Board’s <i>Results</i> policies.</p> <p>b. Information about school district strategies, programs and operations intended to accomplish the Board’s <i>Results</i> policies.</p> <p>c. Revenues, expenditures and costs of major programs and a review of the district’s financial condition.</p>	Compliant	Not Compliant	Compliant with Exceptions	Compliant	Not Compliant	Compliant with Exceptions
	X			X		

Superintendent Interpretation: The board expects the superintendent will prepare a report or reports for the board and/or the public which detail the “state of the district” relative to the strategic results and relative to the financial status and health of the district.

Indicators of Compliance: The district will be compliant when it produces a final report with the requested information.

Evidence of Compliance:

- The district has produced the initial annual report for 2015, and has produced a Strategic Plan document. Annual reports are posted on the district website. The annual report includes data compiled from Results monitoring as per the GC-6-E “Annual Work Plan
- Board received the district’s Budget in July and receives the Consolidated Annual Financial Report in each December.

Capacity Building:

- Include links on the district website to updates for Results policies data.

Summary of changes from prior report:

Updated evidence of compliance

Board Compliance Notes: