



LRSP Status Report – June 2012

3.01 SPT Transparency/Accountability/Communication SR 2012

Strategic Objective (SO):

3.01 Enhance District transparency, accountability, and communication with our community.

Topic of Strategic Objective (SO):

Department/School: Superintendent

Leader: Kirk Miller

Team Members:

Executive Council, Trustees, SAC Members, Nancy Brady

In a year, we hope to see the following progress on this strategic objective:

School team, community and various stakeholder audiences have a good understanding of BSD7 LRSP, budget 2011-12, school election requests, school facility needs, legislative issues for the 2013 session, and congressional issues important to Bozeman Public Schools.

PROGRESS SUMMARY

1. Established and implemented Superintendent Advisory Councils of students, parents, teachers, classified staff, and school-business partnership. Communicated effectively, BSD7 needs and issues with the groups. Listened to input and ideas from the Councils. Councils shared information with constituencies.

-Superintendent met monthly with the parent, teacher, and school-business partnership Advisory Councils and met quarterly with the student and classified staff Advisory Councils during the 2011-12 school year. Topics of district importance were shared and dialogue from the constituencies were on each agenda. These Councils promote vertical and horizontal communication throughout the district.

-The Chamber School-Business Partnership Committee (aka Superintendent Advisory Council - Business) was very active this year engaging the business community in dialogue about their needs and how BSD7 and MSU Gallatin College Programs can work with them to meet the industry needs. They promoted growth of the Committee by engaging Jamie Vollmer, international speaker on the value of schools working together with communities in several community events sponsored by the Committee on February 29, 2012. As a result, the committee has expanded and begun to review the creation of a communication effort, "Educator for a Day," in order to have more community and business members increase their understanding of our public schools. This will continue into 2012-13.

2. Established and implemented a communications plan and reporting for using the Long Range Strategic Plan (LRSP) to enhance district transparency, accountability and communication.

- Web tools were developed to allow easy access to all information by stakeholders.
- The LRSP information has been organized by year to provide readers with the Balanced Scorecard, Annual Report, Implementation Framework Report, Action Plans and Status Reports. four years of data is easily accessible clearly demonstrating the progress of the school district.
- District activities and accomplishments were displayed using the "Did You Know..." effort throughout the year. Staff members described activities and events they were participating in to show engagement, rigor and relevance by submitting a paragraph to "Did You Know ..." and the submissions were published in the Friday Letter and other district information. The Activities Calendar is available real time on the webpage. The district promoted district activities and accomplishments in the fall through the "Tell Our Story ..." communications effort. "Tell Our Story ..." was both a community dialogue with over 50 groups and also a web-based YouTube video conversation with our community intended to help all understand important district initiative and efforts.

3. Established communications plan for Budget development for the 2011-12 school year. Budget development aligned with LRSP strategic objectives. Coordinate with AA Caucus and local grass roots advocacy groups.

- District financial data is published on our website in the Comprehensive Annual Financial Report (CAFR) and Preliminary Budget documents. "Tell Our Story..." communications plan included reference to this district data.

- BSD7 Trustees and leadership teams were key participants in all AA Caucus meetings. Chair Denise Hayman was the vice chair of the AA Caucus. She also represented the district in the K-12 Vision Goup, a statewide group of stakeholders who crafted recommendations for the consideration of education groups to promote in the 2013 legislative session. Vice Chair Bruce Grubbs, Municipal Director for the Bozeman MTSBA region, was elected as Vice President of the MTSBA Board of Directors. Superintendent Miller coordinated the AA Superintendent meetings held throughout the year. Assistant Superintendent King coordinated the AA Assistant Superintendent and Curriculum meetings throughout the year.

- Lincolns for Levies group was instrumental in promoting the School Election issues in the community resulting a both Operating Levy and Bond passing with 68% yes vote.

4. Developed and implementated a communications plan for school election information important to BSD7.

- School Election communications plan was established to promote understanding of District issues that were placed on the May 8, 2012 ballot for contemplation by the voters. District leadership and the Trustees met with over 40 community groups and organizations using a Prezi presentation and student prepared video to communicate the voter information. The school election requests included an Elementary General Fund Operating Levy of \$235,000 and an Elementary Bond of \$26.375 Million to purchase land and build Elementary School #8, as well as expand the Support Services Building (mostly the central food service operation) and expand and upgrade Longfellow school (heating/ventilation system and energy upgrade, similar to the three other small elementary schools in the district). Both the Operating Levy and Bond Issue passed with 68% approval of the public (46.2% voter turnout in a mail ballo election).

5. Coordinated and developed a communications plan based on recommendations of the Long Range Facilities Planning Committee (LRFP) for school facility needs. Communicate bond election information as required based on those recommendations.

- Meetings of the LRFP Committee established the need to move forward with urgency on the purchase of land to place Elementary School #8, to build Elementary School #8 and to complete and expansion to the Support Services Building and upgrade to Longfellow Elementary School.

- Decisions to place all four of these items on the ballot as one question to raise \$26.375 million was decided. A website was developed including architectural drawings of each project, FAQ's, pictures and technical details for each project. Community informational (over 40 in the spring) meetings were used to inform the public and reference to the website.

6. Monitor and participate in promoting BSD7 needs with candidates for state-wide offices that will impact the 2013 legislative session.

- Superintendent Miller provided Trustees and School District advisory councils with information on legislative, federal and congressional actions throughout the year. In order to prepare for the 2013 legislative session, Superintendent Miller and Trustees met with, and provided school tours to, legislative candidates in May and June. The purpose of these meetings and tours was to provide those who would potentially serve in the legislature with information about BSD7 and how to access the information, and to offer our assistance during the session.

7. Keep BSD7 issues in front of federal decision makers. Monitored and provided input into federal budget allocations for education, the reauthorization of the Elementary and Secondary Education Act, rural school policies, and the local control for our schools.

- BSD7 participated, through Superintendent Miller, in a variety of federal and congressional issues impacting our schools this year. In July 2011, Superintendent Miller travelled to Washington D.C. to promote Montana education issues in his role as the Federal Relations Coordinator for the Montana Association of School Superintendents meeting with the Montana congressional delegation and their education staff to promote key issues for Bozeman Public Schools. Superintendent Miller promoted full funding for IDEA (Individuals with Disabilities Education Act) special education funding at the federal level, the reauthorization of ESEA (Elementary and Secondary Education Act), as well as the establishment of the USED (US Dept of Education) Department of Rural Education Policy. Each of these efforts involved communication with our Montana Congressional delegations and their education staff, and the congressional education leadership.

- Trustee, and MTSBA Vice President, Bruce Grubbs, attended the National School Boards Association Federal Relations Conference this spring in Washington D.C. to promote Montana and Bozeman School District 7 education issues at the federal level.