



## **LRSP Status Report – June 2012**

### **3.06 BD Advocacy SR 2012**

#### **Strategic Objective (SO):**

3.06 Advocate for laws, rules, policies, procedures and resources needed to meet the high quality educational goals of our community.

#### **Topic of Strategic Objective (SO):**

**Department/School:** Bozeman School District #7 Trustees

**Leader: LRSP Committee (Denise Hayman, Bruce Grubbs, Ed Churchill, Kirk Miller, Marilyn King)**

#### **Team Members:**

Bozeman School District #7 Trustees

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

Community has a clear understanding of Long Range Strategic Plan, District activities, District financial data, and Legislative and Congressional agenda. This understanding increases local advocacy of issues important to Bozeman Public Schools.

### **PROGRESS SUMMARY**

1. Developed communications plans in order to provide the public with information about the Long Range Strategic Plan, District activities, District financial data, School Election, and Legislative and Congressional agenda. 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 are 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 initiatives and efforts.

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

-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 ballot election).

-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.

2. Coordinated work with stakeholders (Regional Optimization, AA Caucus, Lincolns for Levies) in preparation for the 2013 Legislative session.

-Accomplished each item listed.

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

3. Continue leadership and coordination of Regional Optimization, AA Caucus and grass roots advocacy groups.

-Regional Optimization Group actively promoted legislation in the 2011 session that resulted in SB 329 allowing the formation of Multidistrict Agreements to form cooperatives to be efficient and effective in improving student learning. The Trustees of BSD7 led the way to the formation of Regional IV Education Service Agency (RESA4U) involving up to 70 school districts in the greater Gallatin area. Trustee Gary Lusin was a leader and promoter of this effort through the legislative session and formation of the new RESA4U. Incentive funds from SB 329 and HB 2 were collected in order to form RESA4U and prepare to offer services to member school districts including professional development, bulk supply purchasing, and technology-related strategies and equipment to improve student learning.

-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 Group, a statewide group of stakeholders that 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 A-Z Curriculum meetings throughout the year.

4. Implement information sharing sessions with community stakeholders on topics of importance under the LRSP.

- "Tell Our Story..." Fall communications plan described our District progress under the LRSP and where we are headed in the future. A prezi presentation by Trustees and the leadership team (Supt. Miller and Asst. Supt. Johnson) to over 50 community groups and organizations took place in the Fall. A screenflow video placed on YouTube was made available to everyone on the BSD7 website.

- "Did You Know ..." year long communications effort provided BSD7 staff with the opportunity to submit projects and student success information to all constituents in the community and on the web. Well over 150 stories were shared in this manner through the Superintendent's Friday Letter and on the website.

- School Election Communications Plan in the spring provided complete web access and community information sessions in order to inform the community about the school election issues. Over 40 community information sessions were held using a Prezi presentation and student-created video to share the \$235,000 Operating Levy request and \$26.375 million Bond Issue request. The election issues received 68% yes votes (46.2% voter turnout for the mail ballot election).

#### 5. Provide input into federal education issues impacting BSD7.

BSD7 participated through Superintendent Miller in a variety of federal and congressional issues impacting our schools. In July 2011, Superintendent Miller traveled 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 special education funding at the federal level. 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.