

Communication Committee Notes

February 1, 2021

4:00 pm – 6:00 pm

via Zoom

Attendees: Allyson McNeill, Fred Brick, Jenifer Bestevonn, Tenneal Wetherell, Kathy Metzger

Absent: Chuck Ostmeyer

Communication Long Range Plan Goals:

- a. Given the customer service survey in the area of communication, participants will respond agree to strongly agree that the participants receive timely and pertinent information to the plan year percentage rate.
- b. Given the customer service survey in the area of communication, participants will respond agree to strongly agree that they utilize the website for information that assists them with their individual needs to the plan year percentage rate.
- c. Given the customer service survey in the area of communication, participants will respond agree to strongly agree that they receive information from at least three sources (email, website, remind, department meetings/communications, letters home etc.) and the information was timely and pertinent to the plan year percentage rate.
- d. Given the customer service survey in the area of communication, staff will respond agree to strongly agree that the district has improved communication that is relevant and engaging from year to year to the plan year percentage rate.

Communication CIP Goals:

- a. SCESD will act as the Ready Schools, Safe Learners (RSSL) reopening advisor providing on-going assistance to the regional school districts.
- b. SCESD will provide at least three COVID updates per month to staff via staff-bulletin, emails, website and letters.
- c. SCESD leadership will provide at least monthly COVID communications/updates to parents via telephone calls, video conference, website updates or letters.
- d. SCESD will maintain with new monthly content, COVID webpages to include information on Coronavirus updates, Education and Training Resources, District/Community Letters and links to program COVID pages.

Action Items

ACTION – Get a subcommittee together to brainstorm a new campaign for messaging beyond the current Person First Language campaign.

2/1 – Pull a subcommittee together by April 19th meeting.

ACTION – Tenneal/Admin to email all staff COVID updates. COMPLETED

ACTION – Create a COVID what if/FAQs/topical information to be distributed at regular intervals.

2/1 – Kathy to post links to state/RSSL/LPHA FAQ'S in the Bulletin Board starting 2/8.

ACTION – A goal for the webmaster is to maintain/keep the ADA information up to date. Updates are ongoing.

Agenda

1. ODE offer to support homeless communication – the team reviewed the Outreach and Engagement report. Discussion of the numbers provided and are they real in our community, the numbers do not apply to SCESD but can be used at the district level, the difference between homeless and houseless and how those students are weighted for the districts, meeting them where they are, what that looks

like for students accessing our services and already receiving wrap around support. Tenneal has one more meeting to review the 3499 group.

ACTION – share with homeless/3499/Title III district liaisons to move forward.

2. COVID communication discussion – the team discussed how SCESD is providing information. There was a request from the safety committee to share information before spring break (Did you get your first vaccine? Do you need the second dose? Everyone will still need to follow protocols, please don't travel, it's not safe, provide information on spikes after holidays and long weekends without blaming) and after spring break (reminder of protocols, wear masks, lifting). Tenneal shared that SCESD focus groups reported some felt shamed about COVID information. ACTION – Tenneal and Kathy to work on emails/Bulletin Board reminders/information before and after spring break.
3. Other communications: Districts need to re-engage with parents for SSA funding by May/June.
4. Customer Assistance survey rollout – in the past surveys have been sent out via email, district/admin meetings, home school, EI/ECSE and ALS mailings. This year we will need to communicate during zoom meetings and send mailings. Action – Tenneal and Kathy to push out by the first week of April.
5. Discuss activities for 21/22 –
 - Management teams to review focus groups data then send to governance committee to design strategies/CIP for next year.
6. Parent Café report – emerging bi-lingual families met with the Parenting Hub using online platforms with 2 cafes offered. The first on COVID, the second on attendance and grading. The families were put into break out groups with information translated, including Tenneal's presentation. The first café had 11 families attend, the second had 20 families and admin from 5 districts attend. Tenneal shared with the NB district that they could do this during the Superintendent coffee meetings for their specific district families by partnering with Coos Hispanic Alliance, who will use their network to get information out to families. The cafes are a space to just listen for the admin/districts and attendees are steered away from personal complaints but it is noted that their complaint was heard and someone will reach out later. Family attendees choose the next subject to be discussed.

After the cafes the families are sent hand written thank you with gift card. Discussion how to get families to participate without always expecting a gift (raffle), post COVID to get business sponsorships and how much organizationally/programs could budget for the cafes. \$5,000 is budgeted under curriculum for our districts to use next year.

Allyson shared how EI/ECSE might use the same format for smaller focus groups and kindergarten transition and ALS could find out if families are actively participate in IEPs. The cafes could also be used for parent training and to continue to help fill in gaps.

Discussion of older/high school students and the need for transition to include YTP and the possibility to bring in a speaker to discuss setting up trusts for students/families.

7. Assign sub committees

- a subcommittee will need to work on a new campaign beyond Person First language to possibly include bias, privilege, kindness?

The new mission/vision will be presented to staff in April for input, back to admin to review and if completed to board for approval in June.

COMMITTEES GET TOGETHERS – MARCH 15, MAY 24 FROM 4-6 PM IN THE SCESD CONFERENCE ROOM or VIA ZOOM DEPENDING ON COVID-19 RESTRICTIONS.

20/21 committee members:

Board – Fred Brick, Chuck Ostmeyer

Administrators – Chair Teneal Wetherell, Allyson McNeill, Kathy Metzger

Licensed staff: Jennifer Bestevenn

Full-time staff: Open

Part-time staff: Open