

SVUSD Board
Communication Enhancement Proposal

Goal of this Proposal

Current communications between the School Board and the community are limited to published meeting minutes placed on the SVUSD website. Unfortunately, website data shows that members of the community rarely visit these Board minutes, so the activities of the board go largely unnoticed by the parents, students, teachers, staff and community the Board serves. This pro-active proposal aims to improve outbound communications about the School Board's activities so that it's easier for parents, teachers, staff, and community members (herein "stakeholders") to understand these activities and how they connect to the larger picture of the school district.

Some points to consider:

- Official Board minutes are not published until they are approved at the next Board meeting, which is a standard practice of most CA school boards. This means there's no simple way to know what happened at a recent school board meeting for at least 2 weeks.
- Are teachers and parents aware of what the Board and District are doing?
- Are the communication sources that are in place being utilized and should we consider other forms of communication and if so, what and how?
- Consider the concept brought up at the Governance Workshop and develop a "Community Refrigerator" to show our student's good work. Build a plan to better promote the activities and student successes across our sites, so our stakeholders have more visibility and opportunities to witness and engage in school activities.

What is the Proposal?

This proposal considers three elements to increase outbound, proactive communication regarding Board and District activities.

- 1) **Board Bites:** Prepare a brief summary of each Board meeting within 72 hours of the meeting, and publish the summary in the public areas listed. Board Bites would be published as follows:
 - a. SVUSD Website
 - b. SVUSD Facebook page
 - c. MyScottsValley
 - d. Posted in the staff rooms of all four schools.
 - e. Included in the Vine Hill and Brook Knoll Friday folders one time, with links included to the online sources above, so parents can easily monitor Board Bites in the future.
 - f. School Messenger would be used to send out Board Bites once, again with links included to the online sources above.
- 2) **Monthly news column:** Combine the two Board Bites of each month into a short column to be published in the Press Banner and Scotts Valley Times.

- 3) **Board FAQ:** Develop and expand over time a “Frequently Asked Questions” page on the Board portion of the District website. This FAQ would initially be populated with information on the proper role of a Board of Trustees, and the Board calendar of activities. The FAQ can then serve as another source to refer parents, teachers, and the community to view to understand how their Board operations.

How will we measure success?

With the initial launch of these additional forms of communication, we could include a brief survey to gauge stakeholders’ perspectives on how well they understand the role and recent activities of the SVUSD Board. We will also measure “satisfaction with the Board”, and provide an opportunity for individual feedback. We will conduct the survey again in the future to measure whether these efforts have improved communication and community engagement.

How will we answer questions?

Each Board Bites will include a link to an FAQ regarding Board activities, roles and responsibilities, and recent topics. At the bottom of the FAQ will be a comments/questions box. This comment area will make it clear that questions should pertain only to matters of the Board itself, and is not for questions to the District Office, or individual school sites

Next Steps

- 1) Present this proposal to the Board for consideration and feedback.
- 2) Present this proposal to principals, teachers, parents, and certain media outlets for input and feedback.
- 3) Gather up feedback, update the proposal accordingly, and return to the Board with a revised proposal for review and approval.