

Communications & Community Involvement Dept.

The Communications & Community Involvement Department (CCI) is committed to providing timely and transparent internal and external communications to parents, community members, staff, students, and media partners. The department has eight employees who collaborate across all departments and schools to provide excellent customer service and innovation.

District Goal: WE empower all students to achieve post high school success.

The CCI Department supports the Beaverton School District's goal by:

- Delivering clear, concise and timely information to parents, students, employees, the community and news media through a variety of communication platforms and engagement activities.
- Ensuring the Strategic Plan measurements and results are widely communicated.
- Maintaining relationships with our community partners and volunteer programs.
- Increasing trust and transparency by providing accurate and timely information about the May 2014 Bond Projects.
- Strengthening employee, student, parents/guardians community engagement.

Successes in 2017-2018

In anticipation of the expiration of the Local Option Levy in June 2018, a second scientific community survey was conducted in November 2017. Results revealed strong support for our schools from parents and community with over **73%** (74% June result) believing the Beaverton School District provides a quality education. In addition, over **66%** (67% June result) believe the Beaverton School District spends financial resources wisely. Both of these results are at the highest level in more than ten years.

In addition, the District conducts an Annual Survey of parents/guardians. More than 5,973 parents/guardians responded to the email survey. **85%** of volunteers reported they had made a positive contribution, a slight decline from the prior year of 86%. **73%** (up from 71% in 2016-17) of families reported they were active participants in the life of the school.

In addition, the CCI Team received high marks for customer service from administrators on the 2018 Annual Survey, earning the following: **Overall quality of service** = 83% rated high; **Timeliness of service** = 79% rated high; **Customer Service Orientation** = 81% rated high; and **Clarity of Communication** = 82% rated high.

Volunteer Services

- The new **Administrative Regulation ([IICC-AR](#)) - Volunteers** is providing greater consistency of practice across our schools particularly with regard to the Sight & Sound Guideline, use of the Volunteer Management System, background check requirements, clarity about visitors versus ongoing volunteers and not allowing younger siblings when volunteers are at school volunteering.
- **Volunteer Management System (VMS-Better Impact)**
We are at the start of year 3 of the five-year rollout to achieve system change and consistency throughout our schools and programs. The Better Impact software program improves safety because of more frequent background checks (every other year), volunteer recruitment, program management and recognition of volunteer time and talent. It is a powerful system. Currently there are **9,472** unique volunteers in the system with **223,818** hours reported. Many volunteers work across two or more schools. There are a variety of reports that users can evaluate engagement and use of system. We can look at the types of volunteers we have including grandparents, extended family, college students and business people and the types of activities they are engaged in.
- We continue to provide ongoing training to school volunteer coordinators and parent group leaders in use of the system and leadership. Open labs and just-in-time assistance are provided to school staff and volunteer leaders.
- The **Clothes Closet/Shoe Box** served **1,743** students (**2,586 actual visits**). More than **462** volunteers provided **2,392** hours of service to students in need each Wednesday from 10:00 a.m. to 7:00 p.m. Approximately **25,800** items were distributed during 2017-2018. Volunteers with area community organizations continue to provide this service during the extended hours of 4:00 – 7:00 p.m. About **34%** of Clothes Closet clients were served between 4:00 – 7:00 p.m. The Shoe Box fulfilled **63** emergency requests for shoes.

Community Partnerships:

The Community Resource Coordinator position, a strategic investment, pays for itself and then some. Other members of the CCI team also contribute to this effort.

- We continue to develop and support community partnerships including the following:
 - Ongoing assessment of community partnership programs; met with new and experienced principals; potential partners and introduced new partners and activities to several schools.
 - Created a database of activities and partners.
 - Conservative value-added services and programs for students estimate is several hundred thousand dollars per year. Please see descriptions below.
 - Active community partnership work is happening at over 80% of our schools- some thriving, some still developing.
- An interdepartmental team organized another successful series of three Community Partnership Team breakfasts and recognition events. [Community Partnerships](#)
- Developed a partnership with **Urban Gleaners** to become the first school district in Washington County to provide surplus food and groceries (from restaurants, corporate kitchens and convention centers) to the community. The first pilot site was Beaverton High School from April 21 – June 16, because it is centrally located with easy bus line and access for parents picking up students from the BHS Saturday Beaver Den program. Best of all, Urban Gleaners produces unique packaging of proteins and meals that maintain the dignity of our students and families. School counselors did outreach to target families most

in need and BHS LINK students helped to serve the families on the Saturdays. In 8 weeks, 2,946 lbs. of food were distributed to 41 families, peaking at 16 families per week. We partnered with BSD Nutrition Services to add an Urban Gleaners pick up site at a summer meals location at Beaverton City Park. First Baptist Church responded with volunteers to monitor the site and brought unclaimed food for use at their church pantry. **Estimated minimum value: \$14,730.**

- **Back to school supplies:** The CCI team partnered with several community partners including **KGW-8, THPRD, Costco** and **Sunset Presbyterian Church** to provide backpacks and school supplies. Distributed to Title I schools and high needs middle and high schools. **Estimated value: \$15,000.**
- **Backpack Food Program-** (weekend food for families) This program continues in 23 schools through a partnership with Faith Coalition and Al Schmitt from Holy Trinity. Faith partners provide schools with food for families over the weekend. This year, Chehalem, Hazeldale and Terra Linda were added to the program. **Estimated value:** 510 packs per week x 38 weeks x \$11/ pack= **\$213,180.**
- **Slump Snacks- St. Vincent de Paul from St. Pius X Catholic Church** provided snacks for students experiencing a “slump” in the school day. The program is in seven schools including Fir Grove, Vose, McKay, Meadow Park, Elmonica, Greenway and Barnes. Marathon Snacks are also helping our students who are engaged in the Marathon Kids Program keep their energy levels up at Barnes, Fir Grove and Greenway. This partnership also helped maintain the PEP grant. **Estimated value= \$7,800.**
- **Beaverton PAL** now offers a Beaverton HS afterschool PAL program held at First Baptist, partnering with Beaverton First United Methodist and Common Ground Church.
- **Nike** would like to establish a Robotics Team at Barnes, Beaver Acres or Elmonica in 2018-2019.
- **Beaverton Rotary** partners on a number of projects in BSD including: vocational and college scholarships; all 4th graders get their own personalized dictionary/almanac; Books for Kids provides vouchers for students who cannot afford to buy books at Scholastic Book Fairs; First Book Project; assisted with outfitting the Fir Grove Elementary Social Emotional Learning Center; donated 200 warm coats to the Clothes Closet; sponsor one student to study abroad during their junior year; establish and sponsor Interact Service Clubs at Health & Science, Westview and Sunset high schools; and assist with the CEYP Program. **Annual value: \$50,000.**
- Partnered with **Metropolitan Family Services** to write and win a five-year 21st Century After School Learning Grant for Greenway and McKay elementary schools totaling an **estimated value: \$2.3 million or \$475,000 annually** for both schools combined.

Corporate/Business Community Service Days in BSD

Timbers Day of Service- Two projects at Raleigh Park and Cedar Park this past year- **Timbers** (staff, players and their community partners) provided wood chips, raked and spread the material on the new kindergarten playground, and cleared weeds and overgrowth. Cedar Park MS courtyard makeover including weeding, planting, top soil, paver steps and shed organization. **Estimated value: \$2,000.**

- **MLK Day of Service-** 2nd year of partnership with **Hands on Portland** provided volunteers to assist with a variety of projects at three schools: Fir Grove, Scholls Heights and William Walker elementaries. Projects included: trash pick-up, ivy removal, garden beds cleared and winterized, reorganized Book Room, and packing and purging for Wm. Walker move. **Estimated value: \$2,525.**
- **Keller Williams RED Day, May 10, 2018-** 135 realtor volunteers served Bonny Slope, Fir Grove, William Walker elementaries and Meadow Park MS with a variety of projects including: assembling 2,000 boxes

in preparation of Wm. Walker move, weeding and campus clean up, organized and cleaned stage and drama areas, wipe down locker, cleaned library and reshelfed books. **Estimated value, \$12,722.**

- **Hitachi** presented their state-of-the-art magniscope (TM3030) at each of our middle and high schools and 3 STEM/STEAM elementaries this year. Each school used it for up to a week. They are interested in pursuing more involvement at the elementary and middle school levels including quarterly science demos, field trips to Hitachi to present science career opportunities, speakers aligned to curriculum, etc. **Estimated value: \$19,000.**
- Assisted two **Beaverton HS Marketing teachers** in finding community businesses for students to put into practice their learning: interviewing, establishing a client profile, creating flyers, brochures, menus, posters and more. Clients included: Beaverton Center for the Performing Arts, Beaverton PAL, Beaverton Sub Station, Ava Roasteria, Beaverton Music, Century 21 and Lanphere.
- Established connections for community partnerships in industry that support **CTE careers**. Southridge HS is moving forward with Tech Careers that are being offered 2018-2019, and new partnerships for site visits and job shadows have been accepted by Comcast, Biamp and Form Factor. Connected Anderson Construction, Madden Industrial and Inline Construction with Aloha, Mountainside and Westview high schools to establish a speaker's network, career exploration, college-paid and journeyman opportunities. Developed a consumer-friendly reference chart for better marketing of where the Beaverton community could engage in our high schools.

AVID Volunteer Recruitment and Marketing

- Volunteer recruitment presentations were made at a number of schools, PTOs, businesses and faith partners: Vernier, Sunset Presbyterian, Beaverton Four Square, PEO, Keller Williams, Comcast, and V-tech Phone Systems etc.
- Marketing improvements: AVID volunteering opportunity is on the BSD main webpage under Get Involved and several schools also have AVID scrolling banners on school main webpages.

Improved Communications & Community Engagement

- The **CCI team** collaborated with **BSD Multilingual Department** to develop a **rotation of Spanish interpreters at the Administration Center** five days a week. These interpreters are translating the BSD Briefs into Spanish every week and assisting CO departments with translation and interpretation services.
- The CCI team has brought more discipline to managing social media accounts systemwide. A CCI staff member is an administrator on all school accounts allowing for easily assisting staff with technical challenges or when staff member leaves a position that managed a particular account. We have increased social media reach - hit an all-time high – more than **11,581 followers on BSD Facebook, reach of 87,433, and engagement of 17,957**; we know that 80% of followers are female. **BSD Twitter** has **8,083 followers with 1,915 tweets**; we know that 56% are female and 91% of followers are interested in dogs! We also launched an **BSD Instagram** account in April 2018 and have done **79 posts with 876 followers**; 87% of followers are female and the heaviest of use days are Mondays and Tuesdays.
- Introduced **Front Page Features on BSD website** providing more timely information and stories on a range of topics.
- Collaborated with the **Facilities Development Team**, to provide regular **bond communications** to the community and the **Bond Accountability Committee**.

- Assisted **Vose, Sato and Hazeldale** elementary schools in planning **bond project events** such as groundbreakings, open houses and dedications, including developing invitations, collateral, photography and videos. **The CCI team** worked with schools and departments to create infographics, logo development and a host of other collateral materials that are professional and consistent.
- Collaborated with **HR and Teaching & Learning** to ensure effective first year **Early Release** implementation and communication.
- Completed a second year of an interdepartmental collaboration between **T & L, Multilingual Dept. and CCI departments** and **Univision TV** – produced several monthly 30 and 60 sec. Spanish educational segments for our Latino families throughout the year.
- Conducted **two scientific surveys** for renewal of the five-year **Local Option Levy** which expires in June 2018 (see earlier stats on page 1). Provided a **robust information campaign** and along with an **outstanding advocacy campaign**, passed the renewal in May 2018 by a **72% yes vote**, the highest percentage ever recorded in Beaverton School District history. Bottom line, the Local Option Levy provides **\$165 million** over five years or the equivalent of **300 teachers** annually.
- Partnered with the **IT Dept.** to provide a **new, dedicated computer for volunteer sign-in at each school** (June 2018) for a consistent volunteer experience. The stations are programmed to turn on in the morning and they will not log out due to inactivity. They will shut down in the evening for energy savings.
- Completed posting revised **School Board Policies**. Improved user access to Board Meeting audio for the public to zero in on what interests them.

Challenges

- Consistent implementation of the **Volunteer Management System** across all schools continues to be a challenge. We are seeing a positive shift in how schools are using the system, however, some schools are still using other scheduling software that is not tied to the District's system. This presents a safety and security risk to schools that are not compliant.
- Completing background checks in a timely manner is a challenge particularly at the beginning of the school year due to the demands on the Public Safety Office staff.
- We know that volunteer hours are under-reported for after-school, evening activities and sports at the high school level. We will be encouraging volunteers to log into their profile from home or phone to update their volunteer service and hours.
- Beaverton parents/guardians report they do not know what is happening during **Early Release**.
- Our schools need to remain open to developing relationships through **Community Partnerships** that benefit our students, staff and families.

Action Plan for 2018-2019 *(not in priority order)*

- **Student Achievement Communications:** The new **Oregon Report Cards** will provide parents and the community with at-a-glance dashboard information and narratives about community engagement. The CCI team will be developing communications and engagement strategies to share student achievement data throughout the year.
- **Integrated Volunteer Management System:** Continue implementation of the Integrated Volunteer Management System to improve volunteer service tracking, reporting and Background Check functionalities. Training and support are provided in groups and individual settings during the day and

evening to accommodate volunteer schedules. We will develop additional training supports and materials as needed. We will be working closely with the Executive Administrators to ensure compliance.

- **Early Release: CCI, HR and Teaching & Learning Depts.** will continue to collaborate to ensure effective Early Release communications and implementation. School leaders will develop regular communications and engage stakeholders about what is happening at an individual school site during Early Release (highlight collaboration, professional development activities and practices). In addition, the team will develop measurements to evaluate level of staff engagement and promising results in student achievement.
- **Attendance Campaign- [Be Here, Get There](#):** In an effort to raise awareness and effect change, the CCI team has developed an attendance campaign following the Attendance Guidelines that T & L Dept. developed for schools. A variety of strategies at the District and school level are being deployed to ensure students are coming to school.
- **Community Partnerships:** We will continue to assist in the development of meaningful and impactful partnerships that make a difference for our students and schools.
- **AVID recruiting and marketing:** Add AVID volunteering to the School Highlights section on school webpages and create a 2018-2019 AVID flyer focused on AVID volunteers versus tutors, (the term tutors may be having a negative recruiting effect on potential volunteers due to the perceived requirement for content knowledge).
- **Early Learning:** Support the Early Learning Team in **T & L Dept.** as they develop a long-range plan. CCI team will assist with brand management, webpage design, communications and other program elements as needed.
- **Career Technical Education:** The CCI team will work with the Career Technical Team to communicate and engage with stakeholders about the investment being made with state and BSD funding for CTE programming in high schools.
- **Interpretation Services:** There will be a Spanish interpreter from the Multilingual Department at Administration Center five days a week to assist constituents and Administration Center staff with just-in-time interpretation/translation services as needed. The weekly BSD Briefs will continue to be translated into Spanish.
- **School Board's Community Engagement Subcommittee:** Assist the School Board in developing meaningful engagement strategies for Board Members to connect with under-represented stakeholders. Advocacy during the 2019 Regular Legislative Session and School Funding and Budget will be key and is already well underway with our Supt. and staff presence at the state level. The Multiyear Finance Plan will engage the community in a hands-on exercise to help the Internal Budget Team make budget recommendations.
- **Univision:** Due to Dept. funding reductions, we are discontinuing our two-year partnership. We will continue to utilize content that has been developed over the last two years that is not time-sensitive.
- **After-School Activities:** The CCI team has revised the process and communication workflow for publicizing after-school activities for students K-12. We average 100 requests per month. More information is now available for secondary students and their families. Information at each level is organized by school with links to a variety of activities. Check it out: [After School Activities](#)

- **Enhanced Social Media presence:** We will be engaging our community through **Next Door**, another social media platform to inform the Beaverton community about events and incidents.
- **Budget Committee Recruitment:** Seek a diverse candidate pool for the School Board to consider for appointment.
- **School Board Elections, May 2019:** There will be three positions up for election in May 2019. We will be planning a **School Board Candidates Forum** in April 2019.
- The CCI team will collaborate with the **IT Dept. and T & L Dept.** on the development of a **new BSD website design** to be implemented by Aug. 2019.
- A interdepartmental team will be revising the **Administrative Regulations** this year to operationalize recently revised Board Policies.
- We will increase **Urban Gleaners** distribution sites to 4 strategic locations across BSD. THPRD is interested in providing 2 community sites at Conestoga (serve communities of Greenway, Hiteon, Conestoga MS and Southridge HS) and Garden Home Recreation Centers (serve communities of Montclair, Raleigh Park, Raleigh Hills K-8, McKay and Whitford MS). The CCI team would like to see an Aloha HS site as well.

Measurement	2013-14	2014-15	2015-16	2016-17	2017-2018
* % volunteers who report they have made a positive contribution	88.5%	88%	86%	85%	85%
* % of families who report they are active participants in the life of the school	76%	80%	72%	71%	73%
** Number of discrete volunteers	9,950	9,969	9,092	8,686	9,472
**Total volunteer hours	276,391	261,000	233,276	206,118	223,818

* **Data Source:** results from the 2018 Annual BSD Parent Survey.

Methodology: Email survey to all parents; 5,973 respondents.

** **Data source:** Volunteers reported at the school level through the Help Counter electronic system through 2015-16 and transitioned to Better Impact in 2016-2017.

In-kind value of volunteer services: \$24.69 x 223,818 = \$5,526,066

Source of hourly equivalent: Independent Sector



Communications & Community Involvement Dept. 2018-2019 503-356-4360

Maureen Wheeler, Public Communications Officer and Department Administrator 503-356-4360

Responsible for leadership of all department operations, budget, supervision and work assignments for seven staff members; District spokesperson; senior editor for all publications, messaging development across depts. and schools; media relations; issues management: e.g. Bond Communications, Budget, Boundaries, Lead, Radon; crisis management; Elections Officer; Strategic Plan, public records requests; coordinate Community Partnership Teams; special projects as assigned by Superintendent

Karla Barrett-Curtis, Management Secretary 503-356-4360

- Department receptionist
- Support administrator and department staff by assisting with budget transfers, employee reimbursements, petty cash, staff requests, ordering supplies and purchase orders
- Flyer Review & Approval Process
- Employee Service/Retirement Recognitions
- Assist with Community Partnership Team events as needed
- Triage public inquiries
- Special projects

Candice Hiatt, Assistant Secretary, CCI Dept. & School Board Recording Secretary 503-356-4355

- Prepare official minutes of School Board Meetings
- Provide technical support for posting edits to Board Policies
- Provide assistance to Volunteer Services Coordinator
- Assist with Community Partnership Team events & WE Awards
- Assist with Employee Service/Retirement Recognitions
- Provide backup support to Management Secretary
- Special projects

Kara Yunck Communications Coordinator 503-356-4378

- Coordinator/editor for several district publications: Staff Talk, Staff Kudos, BSD Briefs, Board Briefs, Press Releases
- Front Page Feature web stories
- Video projects
- Social Media: planning and training
- Staff, Principal & School Spotlights features
- Website design
- Photography
- Assist with WE Awards event
- Assist with media relations
- Special projects

Melissa Larson Communications Specialist 503-356-4363

- Staff Talk/Staff Kudos, BSD Briefs, Press Releases, Future File
- Oregon Live blog posts
- Front Page Feature web stories
- Collaborates with Communications Coordinator
- School Board Recognitions
- Website design & content management
- Photography
- Assist with WE Awards event
- Assist with media relations
- Special projects

Henry Chan Graphic Designer 503-356-4524

- Assist departments and schools with development of a variety of graphic and print projects
- Provide staff training in the use of In-Design; web design
- Logo and brand development
- Maintain relationships with print vendors
- Assist with video projects
- Photography
- Special projects

Johanna Shrout Volunteer Services Coordinator 503-356-4443

- Provide support for school-based Volunteer Coordinators, Parent Group Leaders (PTOs) and school staff
- Coordination of the District Volunteer Management System and user training and support
- Manage Clothes Closet & Shoe Box operations
- Recruit volunteers
- Special projects

Christina Mackin Community Resource Coordinator 503-356-4504

- Promote and assist schools/depts. in developing community partnerships comprised of parents, staff, business, faith-based communities, non-profits, etc.
- Provide logistics support for Community Partnership Team events
- Recruit and support AVID tutor volunteers for middle & high schools
- Assist AVID Program leaders with volunteer recognition activities