



LOCAL CONTROL ACCOUNTABILITY PLAN GOAL REVIEW

December 14, 2017

Chris Heller, Chief Academic/Human Resources Officer

LOCAL CONTROL ACCOUNTABILITY PLAN (LCAP)

GOALS:

All members of the school community will report increased levels of engagement as measured by surveys, participation, attendance, and observation.

All students will demonstrate increased academic achievement as measured by formative and summative assessments.

Key identified conditions of learning will be demonstrated as effective by increased student achievement.

LOCAL CONTROL ACCOUNTABILITY PLAN (LCAP)

MONTHLY BOARD PRESENTATIONS:

September	Intervention Plan/Summer School
October	ELA/ELD adoption and language acquisition strategies
November	PBIS/Positive Environment
December	Engagement and Communication
January	Technology/ILEP Projects
February	LCAP Steering Committee Stakeholder Engagement
March	Committee Work and Progress
April	LCAP Stakeholder Report
May	Draft LCAP presentation
June	LCAP Consideration for Approval

COMMUNICATION AND ENGAGEMENT

OVERVIEW

- External district communication
- Union leadership communication
- District staff communication
- LCAP stakeholder involvement
- Next steps to increase communication

EXTERNAL DISTRICT COMMUNICATION

- District Newsletter & Board Highlights
 - Sent monthly to all employees
- Websites
 - Updated with new information regularly by site
- Peachjar
 - Flyers and other communication sent to parents and teachers
- Haiku
 - Learning management platform for student and teacher use



UNION LEADERSHIP COMMUNICATION

- St. Helena Teachers Association (SHTA) & California School Employee Association (CSEA) Leadership/Executive Cabinet
 - Informal meetings weekly to provide open communication
 - Union leadership participates monthly to receive departmental updates
- SHTA/CSEA Fellowship Meetings
 - SHTA - Scheduled three times a year with district administration and site reps
 - CSEA – Scheduled twice a year with district administration and site reps
- Faculty Feedback Meetings
 - Voluntary meetings scheduled three times a year on site and led by Executive Cabinet

DISTRICT STAFF COMMUNICATION

- Directors' Cabinet Meetings
 - Reports and updates from each department
- Human Resources/ Fiscal Meetings
 - Scheduled monthly to connect Business Office
 - and HR Department to streamline practices
- Vintage Hall Staff Meetings
 - Monthly meetings to share department reports



DISTRICT STAKEHOLDER ENGAGEMENT

- Parent focus groups
- Parent surveys
- LCAP Steering committee
- ELAC meetings
- Leadership class quarterly visits
- High School student panel- December 2017
- Additional student sub group panel

COMMUNICATIONS AUDIT AND PLAN

- Completing a comprehensive communications audit and planning process
 - Engaged students, parents, teachers, classified staff, and Board
 - Evaluated current communications practices and platforms
 - Developing recommendations to continue to enhance District communications
- Considering the expansion of District engagement in social media platforms
 - Current: District or school-based pages on Twitter and YouTube
 - Twitter: [@sthusd 209](#), [@shhssaints 195](#), [@rlsms 109](#) [@shedragons 72](#), [@shpsangels 33](#)
 - YouTube: [Saint's Nation](#) and [Devil's Digest](#)
 - Future: Explore other platforms, including Facebook



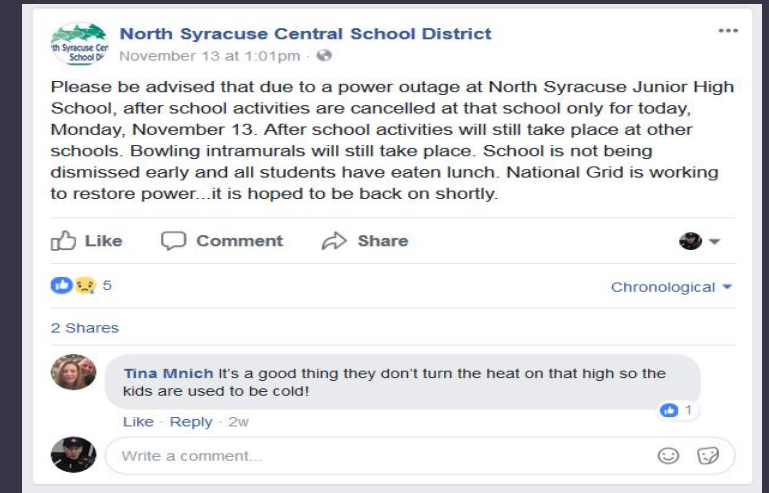
SOCIAL MEDIA OPPORTUNITY

- 69 % of Americans use at least one social media site.
- Facebook is the predominant platform for U.S. adults
 - 54% use Facebook; 21% of Twitter
 - Nearly half of all Facebook users get their news from Facebook.
- Opportunity to introduce a single District-managed Facebook page
 - Administered and moderated by District Office staff
 - School sites submit content for review and posting



Social media data source: Pew Research Center <http://www.pewresearch.org/fact-tank/2017/11/02/more-americans-are-turning-to-multiple-social-media-sites-for-news>

FACEBOOK PARTICIPATION



Rewards

- Allows instant sharing of text, pictures, video
- Reaches parents and community where they are
- Positions District as relevant and innovative

Risks

- Allows open commenting by all users
- Requires active moderation by staff
- Raises potential privacy challenges

NEXT STEPS

- Receive Board input on social media engagement
- Report to Board on Communications Audit Plan in early 2018.
- Evaluate pilot of communication platforms
 - Aeries Communication (Formerly Loop), Parent Square and Blackboard Connect (Enhanced Features)
- Continue to evaluate LCAP focus groups



BOARD DISCUSSION

- How do Board members feel about the use of social media to reach a wide audience of district stakeholders?
- With consideration of the various social media platforms (Facebook, Instagram, Snapchat, Twitter, etc.), does the Board have a preference for district use?

LCAP PRESENTATION QUESTIONS

- Opportunity for any additional questions or comments

